

Top 10 Telehealth Trends



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Outlook for 2023

At the nexus of the digital health and virtual care industry, Recuro Health is uniquely positioned to project the following 2023 outlook trends as they impact all stakeholders, including patients, providers, payers and vendors.

According to Fortune's business insight¹, the telehealth market demand by 2026 is set to hit USD \$185.6 billion, driven partially by the COVID-19 pandemic that spiked the requirement for telemedicine programs amid multiple key considerations such as cost-effectiveness, availability, patient outcomes, reimbursement policies, cloud solutions, on-demand telemedicine specialties and forward telehealth technologies.

For certain trends, we've included a link to a Recuro solution or commentary which demonstrates our alignment with 2023 projections.

1: <https://mobisoftinfotech.com/resources/blog/top-8-telehealth-services-in-2023/>

Virtual First Trajectory

Trend #1: Continued Transformation of Virtual Care to Virtual-First

Analysts confirm¹ that virtual care use has stabilized at levels 38 times higher than before the pandemic: 40% of individuals believe they will continue to use virtual care going forward and 40–60% of individuals express interest in a broader set of virtual care solutions such as virtual-first health plans. Anticipate rapid expansion of virtual care to dramatically reshape how healthcare is delivered, with trends showing that it's no longer enough for virtual care to provide individuals with a convenient way to access care for acute conditions.



38x Higher

Virtual care use has stabilized at levels 38 times higher than before the pandemic.



Continued Use

40% of individuals believe they will continue to use virtual care going forward.



40%–60%

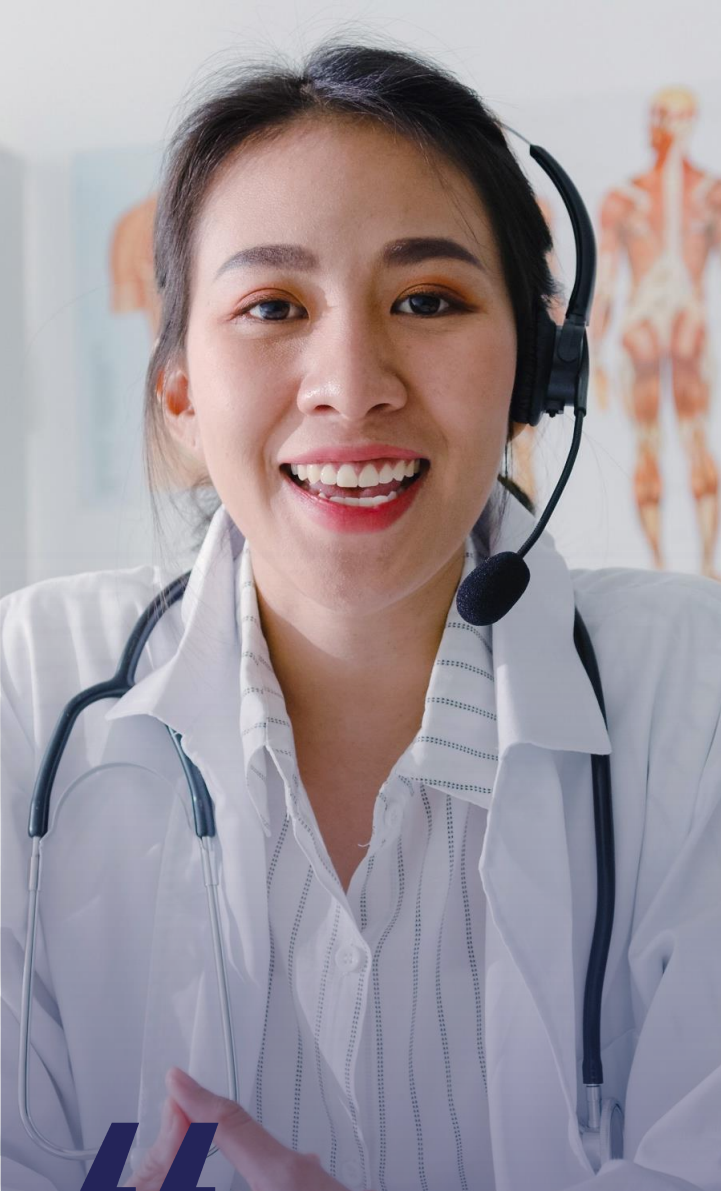
Of individuals surveyed, 40%–60% expressed interest in a broader set of virtual care solutions such as virtual-first health plans.



1 of 3 Visits

1 out of 3 primary and chronic care management visits will be conducted virtually in 2023 and beyond.

In 2023 and beyond, it is expected that the next generation of virtual care will successfully support individuals with chronic conditions, connect caregivers to the best health systems, support comprehensive mental and behavioral health challenges, and improve the individual experience to access, outcomes, and affordability. In fact, clinical market analysts² project that about 1 out of 3 primary and chronic care management visits will be conducted virtually, versus pre-COVID estimates of 1 out of 20 visits.



Value-Based

Trend #2: Telemedicine expansion to continue with greater focus on value-based care

During the pandemic, telemedicine, such as telehealth for primary, chronic and acute care management emerged as an alternative to in-person visits¹. Now, telemedicine is being widely viewed as complementary to in-person visits. According to Business Group on Health survey data², 55% of employers plan to expand their virtual health offerings in 2023.

From the pandemic has come the growth of telehealth and the pursuit of value-based care across the United States. As the digital momentum keeps growing, telehealth will accelerate the healthcare industry's transition from fee-for-service (FFS) to value-based care, in which providers are rewarded for the quality of care they deliver. The affordability of telehealth will impact payers and provider organization adoption of these solutions as they transition to a value-based care model. In particular: travel time/cost, wait time and care costs are reduced, enhancing value-based care metrics and raising patient satisfaction scores.

Another important factor in value-based care is the inherent capability of telehealth to provide incentives³ for care delivery in the lowest-cost settings, identifying and interacting with high-risk individuals before disease onset, managing care teams with more efficient workflows and taking advantage of digital remote technologies. Given its current popularity and progress, telehealth will increasingly demonstrate its potential to become the preferred healthcare delivery method to match the trends of value-based care, offering providers an easy and cost-effective path to achieve value-based care, improve health outcomes and patient satisfaction across a broader population of patients.

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Regulatory Changes

Trend #3: Regulatory changes position telehealth industry ripe for greater investment

38x

Telehealth services have increased more than 38-fold since the start of the public health emergency

Technological Investments

Look for technology providers to step up in 2023, creating the conditions to develop better telemedicine solutions and giving healthcare organizations a greater competitive advantage in a highly saturated market. The telehealth industry is quickly becoming a quarter-trillion-dollar sector¹, with some of this revenue that was once attributed to utilization at acute facilities now moving toward healthcare in the home.

This appetite for investment will be further supported by positive regulatory changes. According to the September 2021 Medicare Telemedicine Snapshot², telehealth services have increased more than 38-fold since the start of the public health emergency (PHE)³ and have been utilized by more than half of the Medicare population.

Telehealth and other digital health modalities continue to increase in importance for Medicare populations and corresponding health care providers. Consequently, as the PHE continues to wind down and the telehealth waivers near their end, CMS continues to grapple with how to maintain appropriate access to telehealth services without hitting the “Telehealth Cliff.”

The Centers for Medicare and Medicaid Services (CMS) released its final 2023 Medicare Physician Fee Schedule⁴ (PFS) rule, expanding access to behavioral health care – especially for traditionally underserved communities – by harnessing telehealth⁵ and other telecommunications technologies.

CMS is eliminating geographic barriers and allowing patients in their home to access telehealth services for diagnosis, evaluation and treatment of mental health disorders.

Some significant telehealth policy changes include: five new permanent telehealth codes for prolonged E/M services and chronic pain management; postponing the effective date of the tele mental health six-month rule until 151 days after the PHE ends; extending coverage of the temporary telehealth codes until 151 days after the PHE ends; adding 54 codes to the Category 3 telehealth list and modifying their expiration to the later of the end of 2023 or 151 days after the PHE ends.

Covering Virtual Care

Trend #4: More employers & insurers will be covering virtual care benefits



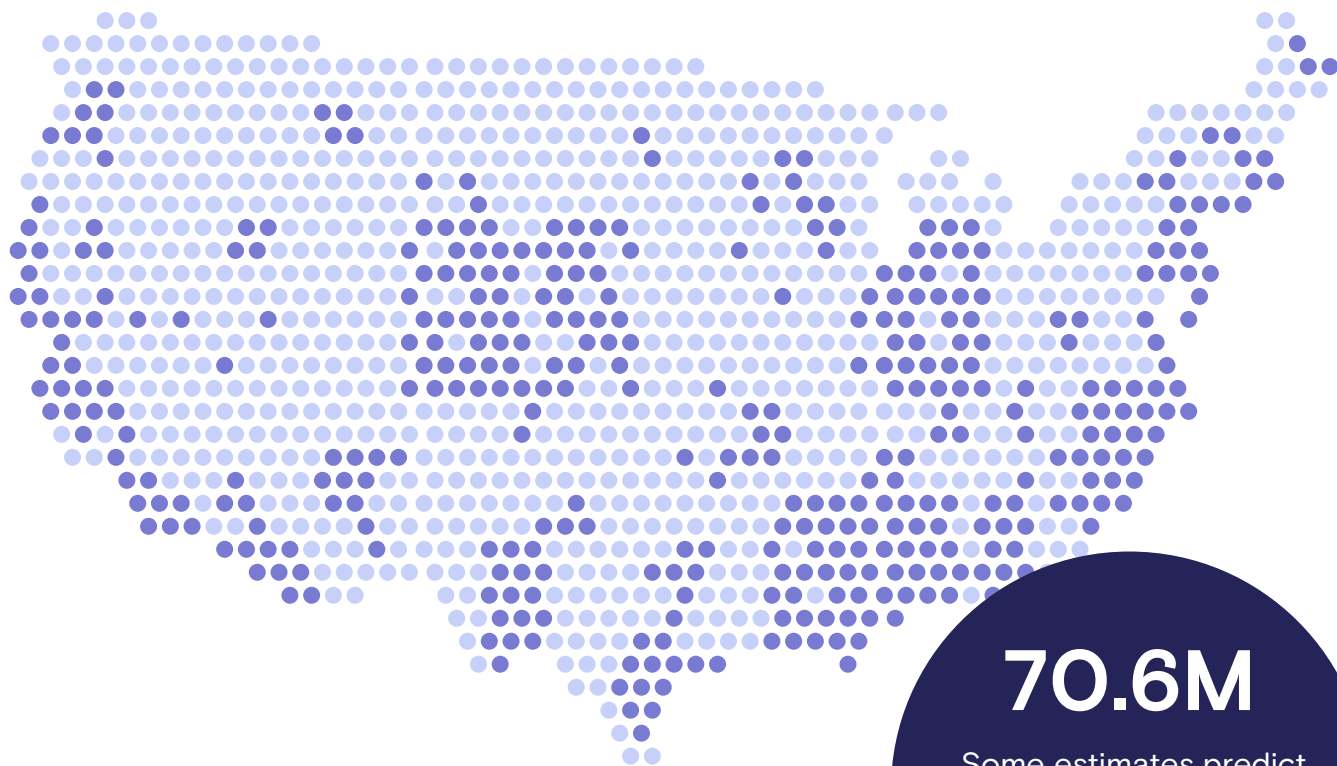
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84% of 135 large employers believe it is necessary to integrate virtual and in-person services to ensure success.

Increased Insurance Coverage

Nearly three-quarters (74%) of the 135 large employers surveyed¹ by the Business Group on Health said virtual care will have a major impact on care delivery in the future. However, 84% believe it is necessary to integrate virtual and in-person services to ensure success. People working at most large employers will be able to use telehealth, virtual mental health and virtual resiliency offerings with virtual primary care showing the most promise. About 32% of those surveyed said they will offer virtual primary care services in 2023, and 69% said they may offer such services in 2025.

As telemedicine has become more accessible, it will also become more frequently covered by insurance companies. What once was an ad hoc activity is now a common inclusion in employee insurance programs. Today, several insurance products—such as this Kaiser Permanente plan²—cover all virtual and telehealth services in a "virtual first" format.



70.6M

Some estimates predict that 70.6 million Americans will use remote patient monitoring tools by 2025

Care Coordination

Trend #5: Greater Focus on Care Coordination

Telehealth usage¹ is currently 38 times pre-pandemic levels², and some estimates predict that 70.6 million Americans³ will use remote patient monitoring tools by 2025. Integrated digital solutions are likely to shed their focus on siloed, add-on telehealth or remote monitoring solutions that mirror the fragmentation and unreliable care transitions of our existing system.

Thoughtful industry stakeholders will increasingly implement an integrated digital technology approach that supports every step and every transition in the care journey, creating the connective tissue that makes patient-centered, team-based care a reality.

As patients demand more accessible care options, and with healthcare facing a pivotal moment of digital transition – with recent government investments in high-speed internet to power that shift – telehealth is poised to transform the care ecosystem.

Telehealth speeds access to clinical documents, site of care, notifications for interventions and recommendations for follow up care. Providers and care managers can turn to digital solutions that replace time-consuming phone calls and legacy fax communications to find clinical and medication history at the point of care, curing care transitions and between patient visits.

Payer Adoption

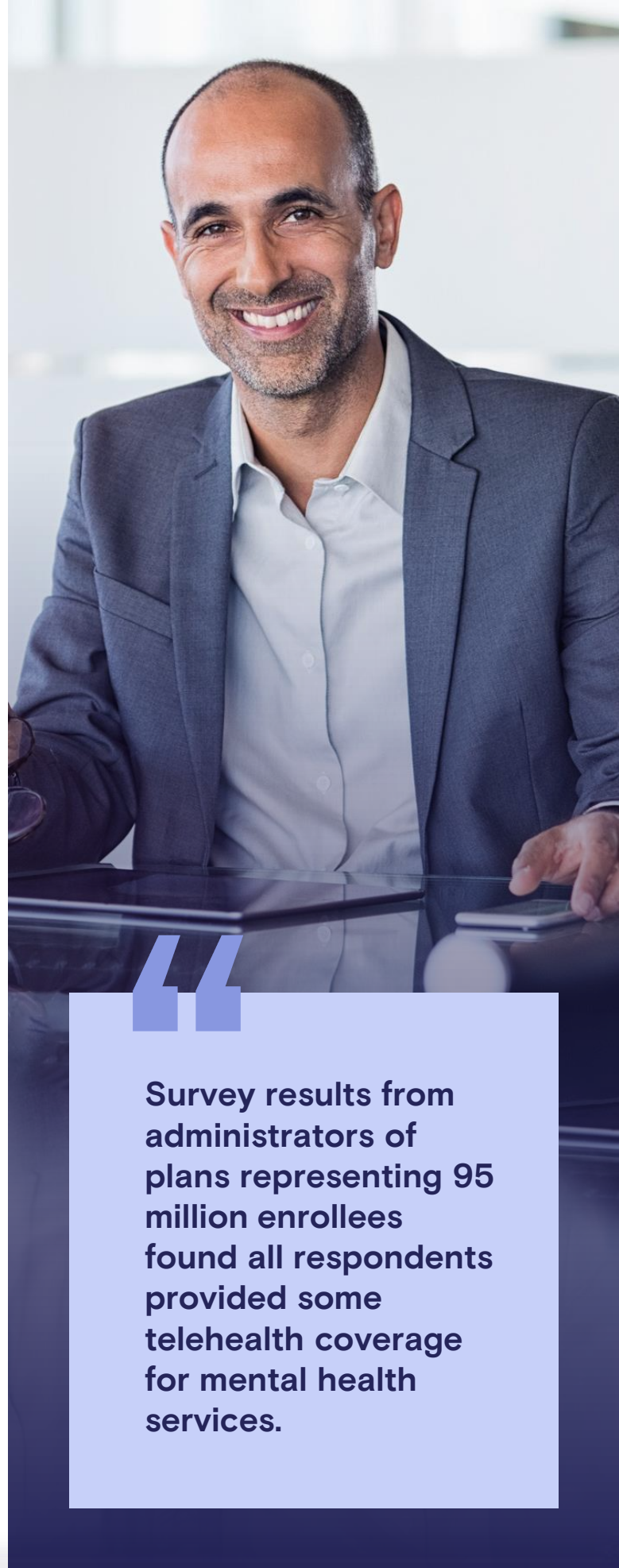
Trend #6: Rapidly increased payer adoption of Virtual Behavioral Health

Despite concerns about rising healthcare costs, employer-sponsored health plans are focused on improving access to mental health services and reducing burnout among employees. Payers enhanced their mental health and well-being benefits for employees during the COVID-19 pandemic and are poised to continue expanding these offerings in 2023.

Survey results¹ from administrators of plans representing 95 million enrollees and conducted by AHIP, a health insurers' trade association formerly known as America's Health Insurance Plans, found all respondents provided some telehealth coverage for mental health services.

Complementing these findings, a report from Business Group on Health, showed that large employers plan to expand mental health and virtual care offerings in their 2023 employer-sponsored health plans², as concerns about healthcare costs and health equity persist.

According to HR consultants, virtual behavioral health care can provide better access for marginalized groups³ due to its convenience, timeliness, and affordability compared to in-person visits. As a result, employers will continue to focus on keeping telehealth therapy services affordable to encourage use in the most vulnerable and high-risk populations.



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At-Home Lab Testing

Trend #7: Convenience Factor Drives Increased Preference for At-Home Lab & Genomic Testing

Stakeholders that may have the greatest say in how quickly home testing becomes common is patients themselves. They value the convenience of taking a test at home and receiving the results digitally afterwards. An estimated 26 million consumers¹ have sent DNA samples to the four leading commercial ancestry and health databases to decode any mysteries in their genetic pool.

Patients also prefer to conduct other tests at home², such as Cologuard or rapid oral HIV testing. In a study based in San Diego, California, 62% of survey participants³ selected home as their preferred location for a rapid HIV test.



26 Million Consumers

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62% of Participants

In a study based in San Diego, California, 62% of survey participants selected home as their preferred location for a rapid HIV test.

For COVID-19, home testing has become ubiquitous⁴. And because patients now expect it, clinical laboratories diagnostic testing is shifting further from traditional collection sites, such as providers' offices or hospitals, and over to homes and pharmacies. The COVID-19 pandemic accelerated a shift to new care settings from the hospital to the home. In 2023 and beyond, common and routine healthcare testing will further expand from traditional, acute care centers to any care setting, including into the home.

Industry observers forecast expanded self-collection and at-home testing, which will create new and incremental opportunities for laboratories. They predict consumers will increasingly opt for the convenience and comfort of self-collection and at-home testing in 2023, resulting in higher volumes of samples which need to be sent to laboratories to be tested.

Health Equity

Trend #8: Higher utilization of telehealth will advance health equity



Digital solutions will play an important role in overcoming barriers to care associated with social determinants of health and which specifically impact access, cost and quality.

Access to Affordable Care

Access to quality, affordable health care is a fundamental human right, regardless of patient location, economic status or race. The American Medical Association¹ says telehealth has the potential to become an important tool to address longstanding health inequities in the historically marginalized racial and ethnic groups that have been disproportionately affected by the COVID-19 pandemic.

Digital solutions will play an important role in overcoming barriers to care associated with social determinants of health and which specifically impact access, cost and quality.

Virtual Care for Children

Trend #9: Telehealth to increasingly serve adolescents & children

12.8M

12.8 million children between 3 and 17 years old had been diagnosed with anxiety disorder, depressive disorder, and ADD or ADHD

Expanded Telehealth Services

Millions of parents have been faced with skyrocketing rates of mental and behavioral health issues among adolescents and teens. Pre-COVID, 12.8 million children between 3 and 17 years old had been diagnosed with anxiety disorder, depressive disorder, and ADD or ADHD, according to the Kaiser Family Foundation¹. A growing problem before, COVID wreaked havoc on an already vulnerable group.

Throughout the pandemic, many² insurers³ and mental health care providers have expanded telehealth⁴ services during the pandemic. Claims data⁵ from CMS show a significant increase in the utilization of outpatient mental health services via telehealth for Medicaid/CHIP child beneficiaries beginning in March 2020, with a peak in April.

By July 2020, the use of telehealth for mental health services decreased but remained above pre-pandemic utilization levels. Analysis of pediatric private claims data has shown a similar trend⁶.

While a number of barriers may limit some children's access to mental health care via telehealth⁷ during the pandemic, expectations are that these issues will be getting resolved, including lack of access to digital devices, Internet⁸ and privacy in speaking with a provider.

AHIP alerted its stakeholders⁹ that young Americans in particular have experienced major life disruptions during the pandemic, including isolation, school closure, loss of social interaction and loss of parents and caregivers. The organization calls for health insurance providers to address the alarming statistics and help connect children and adolescents with the care they need, including: implementing best practices to help care providers integrate primary care and behavioral health care; expanding telehealth networks and supporting providers interested in providing telehealth services; and providing support to school-based services through funding...and facilitating access to virtual screening for pediatric through college-age youth.

Older Adults Prefer Telehealth

Trend #10: About a third of older Americans say they plan to use telemedicine in the future

About a third of older Americans say they plan to use telemedicine in the future, a number that has remained steady throughout the pandemic, according to a new AARP study¹. Thirty-two percent of adults 50 and older said they were extremely or very interested in utilizing telehealth services for themselves or a loved one, the poll of 1,149 older adults found.



1 of 3

About a third of older Americans say they plan to use telemedicine in the future, a number that remained steady throughout the pandemic.



32% of Adults

Thirty-two percent of adults 50+ said they were extremely or very interested in utilizing telehealth services for themselves or a loved one.



51% of Adults

51% of older adults said they or a family member had used telemedicine during the past two years, with women being more likely to have done so than men.

Women and non-Hispanic Blacks were the groups most likely to express a keen interest. More than half (51 percent) of older adults said they or a family member had used telemedicine during the past two years, with women being more likely to have done so than men. The report concluded that telehealth is likely to continue to remain an important tool in the health care delivery tool kit — at least for those with computers and high-speed internet access.

Partner with Us

Recuro Aligns with Top 10 Telehealth Trends for 2023

As today's patients face multiple challenges and barriers to accessing timely, quality affordable health care and payers continue to tackle escalating healthcare costs, all 2023 trends point to greater adoption of telemedicine and virtual care solutions.

In this increasingly complex environment, the Recuro Digital Medical Home™ and its integrated solutions match the market trends.

We would like to share more on our capabilities, quality improvement and cost containment solutions that Recuro brings to payers and the member experience.

Scan the QR code below or visit recurohealth.com/visit-dmh to discover the opportunities for your organization to be a trend-setter.



Recuro Website

Visit our Digital Medical Home™ by scanning the QR Code here, or simply visit:

recurohealth.com/visit-dmh



Email info@recurohealth.com



Visit recurohealth.com/visit-dmh

Appendix

Trend #1

1: <https://www.healthcaredive.com/spons/transforming-virtual-care-to-virtual-first-care-beyond-the-pandemic/626782/>

Trend #2

1: <https://www.healthleadersmedia.com/clinical-care/business-group-health-7-healthcare-trends-2023>

2: <https://www.mgma.com/resources/quality-patient-experience/telehealth-in-the-pursuit-of-value-based-care>

Trend #3

1: <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality>

2: <https://www.cms.gov/files/document/medicare-telemedicine-snapshot.pdf>

3: <https://www.foley.com/en/insights/publications/2022/11/cms-finalizes-changes-telehealth-services-2023>

4: <https://public-inspection.federalregister.gov/2022-23873.pdf>

5: <https://www.cms.gov/newsroom/press-releases/cms-physician-payment-rule-promotes-greater-access-telehealth-services-diabetes-prevention-programs#:~:text=%E2%80%9CPromoting%20health%20equity,mental%20health%20disorders>

Trend #4

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Trend #5

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Trend #6

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2: <https://healthpayerintelligence.com/news/employer-sponsored-health-plans-will-prioritize-mental-health-in-2023>

3: <https://www.mercer.us/our-thinking/healthcare/rising-demand-for-behavioral-health-support-brings-opportunities.html>

Trend #7

1: <https://www.technologyreview.com/2019/02/11/103446/more-than-26-million-people-have-taken-an-at-home-ancestry-test/>

2: <https://www.advisory.com/blog/2021/10/home-testing>

3: <https://pubmed.ncbi.nlm.nih.gov/30906798/>

4: <https://clpmag.com/diagnostic-technologies/10-clinical-laboratory-predictions-for-2023/>

Trend #8

1: <https://www.ama-assn.org/delivering-care/health-equity/9-key-steps-advance-equity-emerging-telehealth-landscape>

Trend #9

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2: <https://www.kff.org/coronavirus-covid-19/issue-brief/state-efforts-to-expand-medicare-coverage-access-to-telehealth-in-response-to-covid-19/>

3: <https://www.healthsystemtracker.org/brief/how-private-insurers-are-using-telehealth-to-respond-to-the-pandemic/>

4: <https://www.commonwealthfund.org/blog/2020/using-telehealth-meet-mental-health-needs-during-covid-19-crisis>

5: <https://www.medicaid.gov/state-resource-center/downloads/covid19-data-snapshot.pdf>

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Trend #10

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