



Revenue, value, and the future of telehealth

Reclaiming patient volumes and driving top-line revenue has never been more critical to the survival of healthcare delivery systems across North America. During Covid-19, many systems implemented telehealth tools as a lifeline for patients, and to combat mounting losses. As a result, consumers who experienced the advantages of virtual care delivery continue to demand these functionalities—which has led to a decreased sense of loyalty in the convenience care market and increased competition for patients.

With that said, we know how important it is for today's healthcare executives to effectively generate revenue through technology that attracts and retains patients while streamlining processes for providers. Just how can you kick your digital front door wide open, while staying competitive and building back up your bottom line?



In this eBook, we break down three key areas that speak to revenue generation using asynchronous technology.

PART 1

How to attract and retain patients post pandemic

PART 2

How to generate revenue faster by making your tech stack—not your clinicians—work harder

PART 3

How to drive value by choosing the right technology

PART 1

How to attract and retain patients post-pandemic

Why a digital front door and ease-of-use is critical to the patient care journey

Understand patient connection is critical

Patients are clear—they wanted virtual care even before the pandemic hit. Then, millions had little choice but to get their care via telehealth during Covid-19. Now, even more patients genuinely prefer this convenient, affordable, and fast way to receive high-quality care. In fact, according to McKinsey, **telehealth utilization has stabilized at 38 times higher** than before the pandemic.

Virtual care is also the most effective way for healthcare systems to rebuild patient volumes, drive revenue streams, and control costs. Bright.md's virtual care solution uses digital access points to help patients find, access, and receive care, while clinicians can treat patients from the platform asynchronously or triage them to the right level of care, whether that be video or in-person. Additionally, it enables your existing tech stack to work more productively for each patient encounter—asynchronously, in-person, or via video.

Virtual care is the most effective way for healthcare systems to:

- ✓ rebuild patient volumes
- ✓ drive revenue streams
- ✓ control costs



Eliminate barriers while saving money

According to a recent report, the number of Americans in specific income tiers who have home broadband or a smartphone has not significantly changed from 2019 to 2021. In turn, a large number of Americans face challenges around care access, making it important to provide solutions that don't require broadband, while also offering multiple languages, like Spanish. Patients facing geographic or transportation challenges now have an easy, on-demand option to start their care, creating value for your organization in the long run.



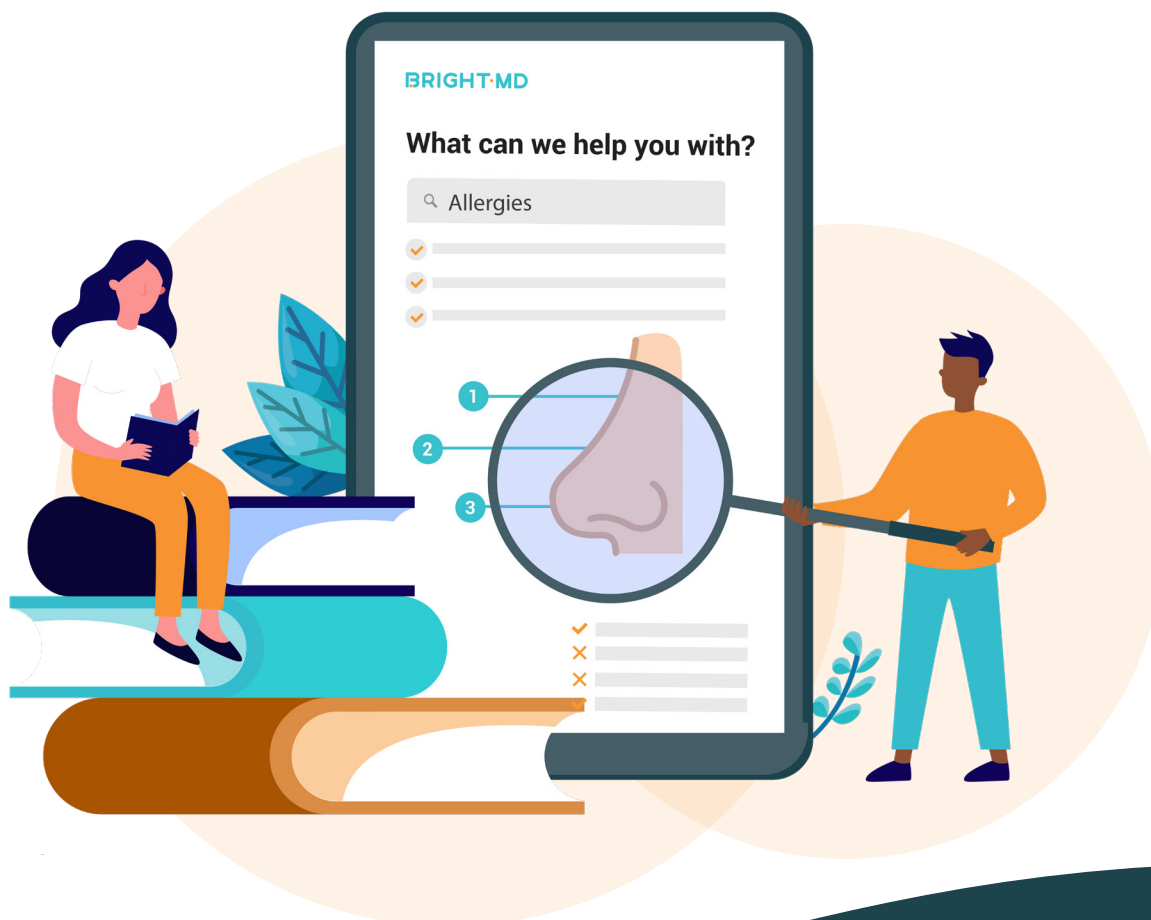
Deliver quality care to retain patients

Asynchronous telehealth done right ultimately drives patient volumes. At Bright.md, every part of a patient's care journey is designed with them in mind, leading to happy consumers who opt to use the technology again—and who are more likely to come back to your health system for other care needs.

But before patients can be treated, they have to get through your digital front door. We've designed our platform to address some of the key barriers to patient access, including transportation, language, tech, literacy, wait times, inclusivity, and costs. According to one [study conducted by the Annals of Internal Medicine](#), it costs about \$150 to be treated for three of the most common illnesses in an urgent care setting—a sore throat, urinary tract infection, or ear infection. For patients, Bright.md customers charge between \$0 and \$40 per visit. Patients receive care for these and other complaints without an expensive trip to the ER while health systems gain significant cost savings.

Once a patient enters through, our platform's latest product functionality, [Navigate](#), directs patients to the right level of care the first time and directly from your website after sharing their symptoms. The best part? It typically takes patients less than one minute to be guided to care.

Now, it's necessary to deliver the kind of high-quality care and patient-friendly experience that will result in patient retention. By partnering with Bright.md, systems can more easily and efficiently treat patients for hundreds of low-acuity conditions covering more than 130 diagnoses within minutes with evidence-based, clinical content that is updated regularly with the latest guidelines.



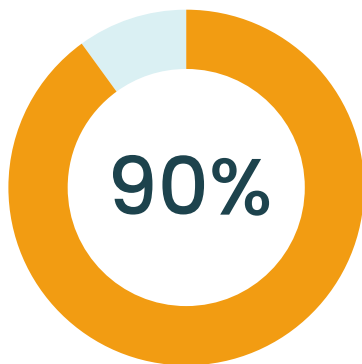
Increase the capacity of your clinical teams

The Bright.md platform increases the capacity of your existing clinical teams, empowering providers with digital tools integrated within your EHR that eliminate administrative work—giving them more time to spend with patients who need care. We do this by automating chart notes, after-visit summaries, treatment plans, prescriptions, and more, along with clinical intake and pre-visit interviews. As a result, providers can treat hundreds of low-acuity conditions in less than four minutes, from anywhere.

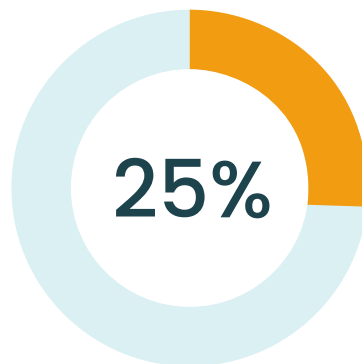
Differentiate your offerings to stay competitive and capture downstream revenue

A recent Bright.md survey showed three out of every five consumers would bypass local health systems for care and instead turn to online options, apps, or clinics. The writing is on the wall—patients value convenience and ease-of-use over brand. Don't lose your patients to direct-to-consumer apps and retail outlets, forfeiting your built-in opportunity to provide long-term and expert care as conditions change. Bright.md's virtual care solution enhances your existing tech through integrations into your existing workflows for near-term, top-line growth that's sustainable for the long haul.

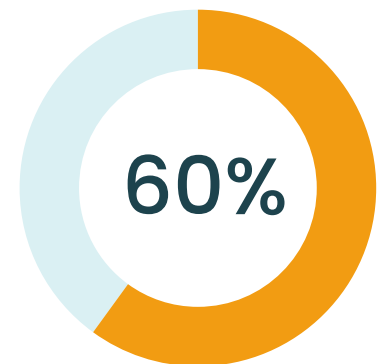
About 50 percent of patients have delayed care during Covid-19, creating a backlog and potentially more serious conditions that health systems are now dealing with. However, systems can respond to this opportunity with virtual care that helps solve this problem, while attracting new patients and retaining existing ones. With Bright.md, there's no need for patients to make appointments, leave home, or find a private place to make a call. Ease-of-use with Bright.md leads to strong patient satisfaction and—ultimately—patients who return to your system for more routine and complex care.



of patients who have used Bright.md say they want to use it again



of patients who used Bright.md said they would've gone outside of the health system to a direct-to-consumer walk-in clinic or app without access to Bright.md



of patients who used Bright.md in the past year were repeat users of our product

PART 2

How to generate revenue faster by making your tech stack—not your clinicians—work harder

Discover how asynchronous telehealth can benefit providers and your organization

It is a challenging time in healthcare, but also an exciting time, particularly within health IT. As new technologies are introduced into the mainstream, the common issues many systems face can more easily be overcome.

However, determining a strategy and assessing solutions can be daunting. When doing so, it's important to remember that telehealth tools can be more than just digital substitutions for replacing dated workflows or clunky add-ons that don't effectively integrate into your existing ecosystem. Instead, leaders should choose to see them as avenues for digital transformation. By choosing to implement the right solution, not only can you integrate care modalities into one seamless journey across your care continuum—you can also reap the benefits of cost savings and a boost in revenue all while alleviating administrative burden for your clinicians.

So just how, exactly, can the right digital tools make this possible?

Care coordination for an ideal patient experience

Some of the greatest gains in revenue generation comes from **retaining happy patients**, but to do so, ensuring a streamlined experience is key. This happens through smart technology that moves patients across all modalities of care seamlessly, which requires a top-notch integration with your EHR. And full interoperability with your existing system doesn't just streamline clinical workflows; it protects a patient's care continuum across all the modalities you offer. As a result, this ensures care quality, a great experience for patients, and ultimately, improved long-term outcomes.

Automate paperwork for higher profitability

No matter the care modality, all patient-clinician encounters tend to require a large amount of administrative work—intake, charting, coding, preparing billing files, and accessing and updating an EHR. Because of this, it's common for **clinicians to feel weighed down** and burnt out, since tasks like these often result in them not practicing medicine at the top of their license—which also leaves potential revenue on the table.

The right types of virtual care technology take care of these tasks so clinicians are free to problem solve, think critically, and engage with patients. Asynchronous telehealth functionality—like Bright.md—automates patient intake, clinical workflows, and administrative tasks, making each episode of care more productive.

Support clinician workflows through quality content

We believe the future of healthcare is a hybrid model, but far too many digital tools today only shift where care is delivered, **without getting to the root of the problem**. Bright.md's **clinical content is what sets our solution apart from other virtual care platforms** you may encounter—and it's what physician users say makes them trust the solution as a key tool for delivering care.

Bright.md has clinical content for modules that cover hundreds of low-acuity conditions and more than 130 diagnoses. The content is evidence-based and updated regularly based on the latest clinical guidelines by a team of physicians, writers, and editors. Because the Bright.md team has been building and refining our content for more than eight years, we've built a clinical content engine that can't be replicated. Additionally, we continue to add more robust modules to cover more conditions, all at a faster pace than could be built by your clinical teams.

Why automation is smart business

Although there are misconceptions around automating parts of healthcare, Bright.md aims to better both the patient and provider experience by alleviating administrative burden. We do this by offering clinicians trusted content while meeting patients where they are with an ideal care experience. Cost-savings can be seen all around, from freeing up provider time to reducing the number of expensive, unnecessary trips to the ER. As the industry continues to move towards a hybrid approach to care, make sure the digital tools you implement are centered around care excellence, while also enabling significant cost savings for your organization.



130+
Diagnoses

Bright.md has a library of evidence-based clinical content for modules that cover hundreds of low-acuity conditions—**A search engine that cannot be replicated.**

PART 3

How to drive value by choosing the right technology

Make sure you consider all your needs when determining what technology is right for you

Competition for healthcare consumers is growing, but **according to one recent study covered in Fierce Healthcare**, health systems' quest for consumer-centric solutions has waned since the start of the pandemic.

The study found many systems have implemented new care delivery capabilities that are considered "incremental"—think telehealth, walk-in clinics, and ambulatory surgery centers. However, fewer organizations have embraced more "advanced" modes of care, like in-home patient monitoring, home-based primary care, and AI-driven primary care.

"Today's healthcare consumer is digitally savvy, and new competitors are offering innovative alternatives to hospitals and health systems, especially in primary care," said Paul Crnkovich, Kaufman Hall Managing Director. "Winning over consumers requires regaining momentum—and pushing beyond virtual visits [while] truly prioritizing digital capabilities that enhance the consumer experience."

Explore technology that minimizes critical losses and turnover

According to recent data from the U.S. Department of Health & Human Services (HHS), 19 percent of U.S. hospitals are understaffed, and 21 percent are anticipating critical shortages during the first half of this year. At the same time, patients continue to flood emergency departments or urgent care centers where staff is already strained.

By using a solution that integrates into providers' existing workflows, health executives set up their staff for success, and keep patients without urgent conditions out of the ER. With asynchronous care, patients with common conditions—like a urinary tract infection, ear infection, or the flu—can receive care from home, lessening the burden placed on staff in ERs and other urgent care centers.

Thirty three percent of patients who have used Bright.md in the past 12 months said they would have sought care in the ER or an urgent care center if Bright.md wasn't available to them. With an option like asynchronous telehealth, clinicians can also spend less time doing documentation work and more time with the patients who need them most. Because Bright.md automates patient intake and clinical workflows, physicians can spend more time with patients and less time doing administrative tasks, which leads to more work-life balance and less risk of turnover or burnout.

“ This service is great. I am a nurse in the middle of a 3-day, 12-hour shift stretch. This was fast and easy!”

— Nurse providing care with Bright.md

6 questions to ask when considering an asynchronous telehealth solution



A decision framework for evaluating telehealth vendors

1. Does your telehealth partner know what it's like to be on the front lines of delivering care?

Understanding clinical workflows and the pain points of providers and healthcare systems is foundational to maintain patient volumes and revenue.

2. What resources will be available to you post-product implementation?

Your partner's business model should align with your business goals.

3. Do they integrate into your existing workflows, and play well with others?

This includes your EHR and other vendors within your digital health ecosystem. Interoperability is critical for success and top-line growth.

4. Do they have quality clinical content resources?

Your vendor of choice should have expertise in evidence-based clinical content as well as a method to evaluate, revise, and enhance content based on the latest guidelines.

5. Can they deliver a "wow" moment for both your patients and clinicians?

Your platform of choice should be a premier experience for healthcare consumers in today's competitive climate, while truly streamlining care processes for doctors who use it.

6. How will you know if the telehealth solution is working?

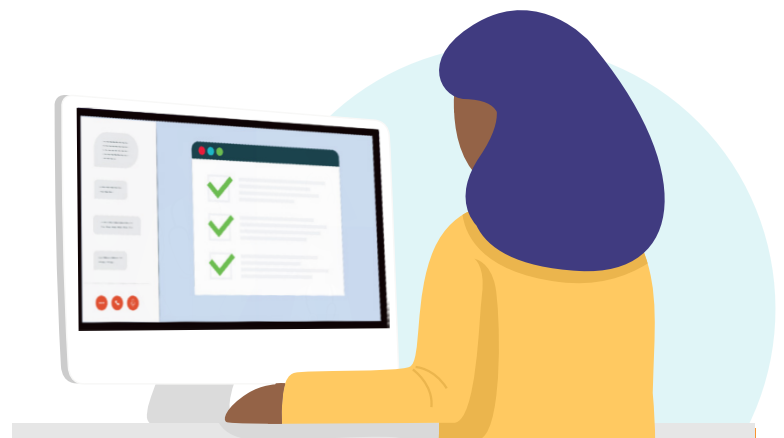
Do you have access to meaningful analytics, reports, and benchmarks so you have new and continual insights into how your asynchronous telehealth program is helping to support your overall business goals?

About Bright.md

Bright.md is the leading asynchronous telehealth solution increasing access and convenience for patients, while improving efficiency and consistency for providers. With evidence-based clinical interviews for common conditions and automated documentation, Bright.md improves how leading health systems deliver care to lower patient wait-times, reduce administrative burden for providers, guide patients to the right venue of care for their needs, and drive patient loyalty with industry-leading satisfaction ratings.

Founded in 2014 to solve key challenges for providers and patients, Bright.md has been recognized as a Gartner Cool Vendor in Healthcare, a Vendor to Watch by Chilmark Research, and preferred choice of AVIA's Virtual Access cohort.

Bright.md was named the Best Overall Telehealth Solution in the MedTech Breakthrough Awards in 2022 and 2021, and has been named the 'Most Disruptive' in the Oregon Technology Awards, one of America's Best Startup Employers by Forbes, and one of the Most Admired Companies in Health by *Portland Business Journal*.



**Learn more
about Bright.md
and discover
the benefits of
asynchronous
care now!**