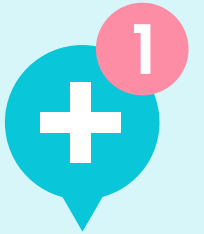
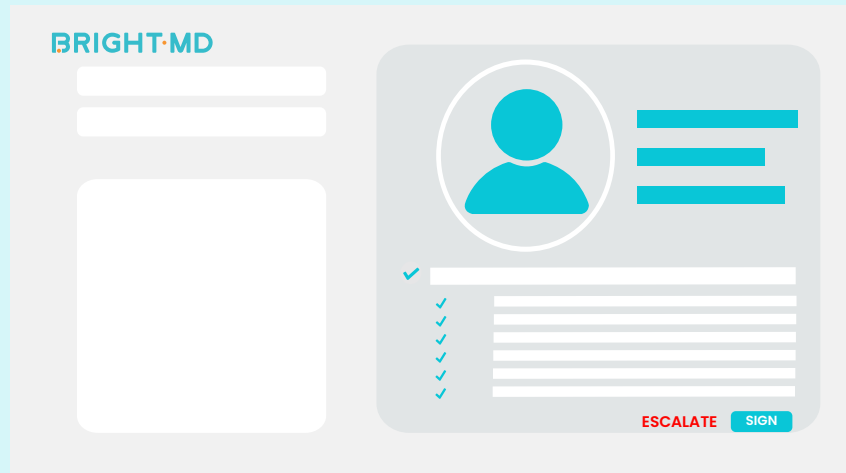




# The State of Asynchronous Telehealth 2023

How today's patients and providers interact with Bright.md's asynchronous telehealth solution







It's 2023, and as the healthcare industry continues to battle against today's top challenges, many executives have turned toward digital solutions to streamline workflows, combat shortages, and generate revenue.

And rightfully so—solutions like asynchronous telehealth have been proven to help relieve clinicians of unnecessary administrative stress while offering patients an efficient, top-tier care experience. Not to mention, with **an estimated 18 million visits to ERs being avoidable**, asynchronous telehealth is helping systems see **potential savings of upwards of \$32 billion per year across the U.S.**

Solutions like Bright.md's asynchronous telehealth platform began to generate buzz a few years ago, thanks in part to Covid-19 and consumers' quest for digital-first, convenient care. But three years and hundreds of thousands of visits later, how do today's patients continue to engage with asynchronous telehealth, along with their treating clinicians? Do they like the technology? What insights have we gathered about patient behavior and preferences based on asynchronous care usage? And, how can we measure the impact of asynchronous care for patients, providers, and health systems?

To answer those questions and more, we pulled from Bright.md's patient and clinician user data to determine the current State of Asynchronous Telehealth:

-  **Part 1:** The latest insights on asynchronous users
-  **Part 2:** Patient behavior and preference analysis
-  **Part 3:** Understanding asynchronous telehealth's efficiency and value
-  **Part 4:** What the state of asynchronous telehealth tells us



Part 1:

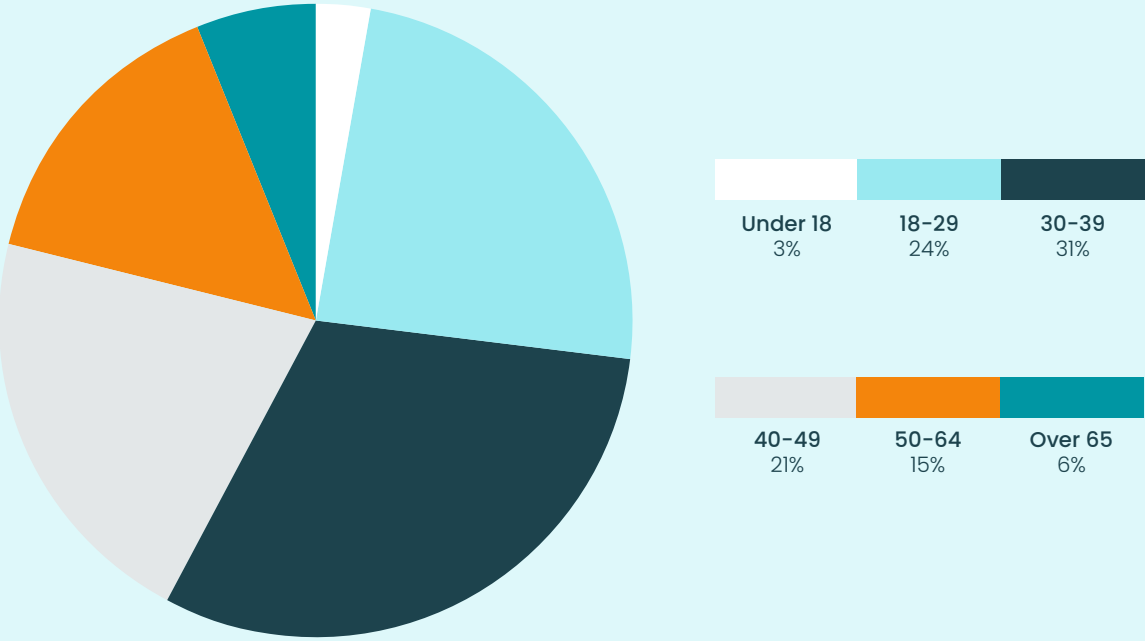
# The latest insights on asynchronous users

## Who uses asynchronous telehealth?

We already know some generations have been quick to embrace virtual care. Millennials and Gen Z have made clear they prefer virtual-first, quick, and convenient ways of getting their healthcare. And while Bright.md delivers on that for these patients, it also begs the question—does asynchronous telehealth actually appeal to a broader audience?

Although today's younger generations have hopped on board the telehealth train with gusto, **we have found that the average age of asynchronous telehealth patient users is 37.**

Here is the breakdown of Bright.md patient users, by age.



## Asynchronous care and the 'power buyers' of healthcare

According to [FierceHealthcare](#), it's all about the ladies when it comes to consumer use and healthcare consumption. People who identify as women are today's healthcare "power buyers," the article states, making up about 80 percent of healthcare spend throughout the country.

Women as the "power buyers" of healthcare also align with asynchronous telehealth usage, based on our data.

About **79 percent** of Bright.md patient users identify as women. More than half of those who identify as women are **under the age of 40**.

We see that women turn to asynchronous care for convenient, quality care for common conditions like UTIs, allergies, anxiety, and even care for children.

“As a stay-at-home mom of three kids, this saved me from having to drag my kids to a doctor's office so I could get meds. I will absolutely be using this from now on!”

— Bright.md patient user



## How long does it take to give and receive care asynchronously?

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. And as a result, it's common for clinicians to feel weighed down, since tasks like these often result in them not practicing medicine at the top of their license—which also means a decrease in revenue for your health system.

Virtual care automation, instead, lets software take care of these tasks so clinicians are free to problem solve, think critically, and engage with patients. A virtual care solution that includes asynchronous telehealth functionality—like Bright.md—automates patient intake and from there, provides clinical decision support, including a suggested diagnosis and care plan.



Bright.md patients spend, on average, **14 minutes** completing an asynchronous clinical interview



Patients typically wait **8 minutes** for their diagnosis and after-visit summary (during open hours)



Providers, on average, spend just **2 minutes** delivering care through Bright.md



Part 2:

# Patient behavior and preference analysis

## Do patients enjoy using asynchronous telehealth?

Bright.md puts patients at the center of its solution. The solution is designed with the patient experience in mind and is constantly evolving to better delight and engage patients on a journey that ultimately promotes patient loyalty.

The Bright.md team uses patient feedback and insights to shape improvements to UX/UI and our product roadmap. In turn, patients say the solution is easy-to-use and connects them with treatment quickly, making them feel in control of their health.

**98%** patients who enjoy their in-app experience

**84%** who received care asynchronously would like to use it again

**45%** patients who had a visit in the past 12 months used Bright.md more than once



### Patients use asynchronous telehealth most on certain days and times

The most popular timeframes for patients to begin an asynchronous visit is Monday through Friday, between **8 a.m. and 12 p.m.** Most patients use asynchronous telehealth on **Mondays**.



“It makes my life so much easier knowing I can rely on [my health system's] doctors even late at night on a Friday without having to resort to urgent care or the ER.”

— Bright.md patient user

## The top conditions patients seek treatment for with asynchronous telehealth

As capacity issues continue to cripple healthcare for both the short and long term, health systems are looking for ways to streamline patient care and keep those with low-acuity conditions out of the ED or urgent care.

With Bright.md, patients with common, everyday conditions can answer qualifying questions about their symptoms from the comfort of their own home, reducing strain on already stressed departments and clinicians.

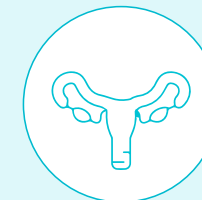
When it comes to the use of our modules, these are the most common conditions patients seek care for:



URI



Bladder



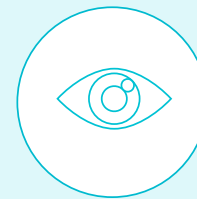
Yeast infection



Skin conditions



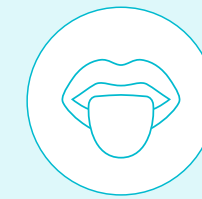
Ear conditions



Eye conditions



Headaches



Mouth and throat conditions



Pediatric conditions



Behavioral health

“

The tool is incredibly helpful. Instead of having to drive and then wait an hour at urgent care to see a doctor, I could quickly get diagnosed and [receive] a prescription from home. It saved me time, allowed me not to take time from work, and prevented me from putting my infant at risk by going to an urgent care center where there may be Covid-19. Thank you for this service.

”

— Bright.md patient user



Part 3:

# Understanding asynchronous telehealth's efficiency and value

## How do patients use a digital front door?

Sixty-two percent of people feel today's healthcare system is intentionally confusing, **according to Harvard Business Review**—and we can't blame them. Combine that with overwhelmed call centers, growing provider shortages, and shifting consumer expectations, and health systems are being forced to rethink how they effectively engage and triage patients to guide them to the right venue of care, the first time.

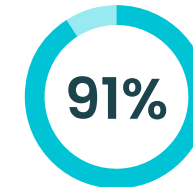
By implementing a triage solution like Navigate by Bright.md, health systems can compete directly with direct-to-consumer offerings by meeting patients where they are.

When it comes to Bright.md's **digital front door solution Navigate** specifically, this is how patients are using it through our health system partners:

More than  
**29,000**  
**patients**

have been successfully  
guided to care through  
Navigate

Patients spend,  
on average,  
**51 seconds**  
navigating to care



of patients found  
their condition  
through Navigate

These are the most  
popular conditions  
patients search for  
care for through  
Navigate:

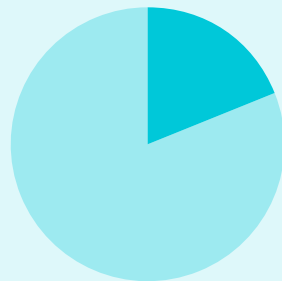
- Cough, cold, flu
- Sore throat
- Anxiety/Depression
- Sinus
- Ear pain

**“When we were considering how to drive efficiencies and meet changing patient expectations to keep them coming back for all of their care needs, Navigate by Bright.md really exceeded our expectations in terms of configurability, ease-of-use, and the breadth of conditions covered. This new Care Finder is critical to make sure we’re not only getting more people access to care, but getting them to the right level of care to meet their needs as quickly as possible.”**

— Dr. Brett Oliver,  
Chief Medical Information Officer, Baptist Health

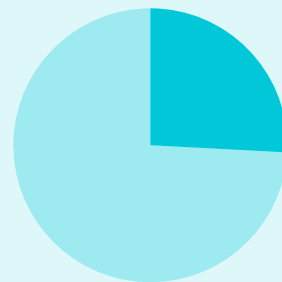
## What today's health systems can expect from asynchronous care

Reclaiming patient volumes and driving top-line revenue has never been more critical to the survival of healthcare delivery systems across North America. By implementing asynchronous care, health system partners adopt a virtual-first care delivery option that subsequently lowers costs, reduces fragmentation, and improves overall outcomes.



**19%**

Percent of asynchronous interviews escalated by providers to video or in-person visits in order to deliver appropriate treatment

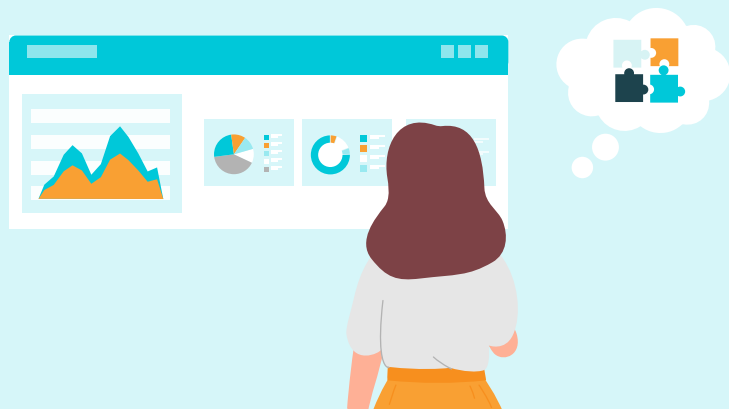


**26%**

Percent of patients who would have found care outside their health system without Bright.md

When done right, asynchronous telehealth ultimately drives patient volumes, retention, and savings. By identifying the appropriate next step through a digital front door solution, systems get patients to the right venue of care the first time around, while also enabling downstream revenue as a result of escalations to video or in-person visits.

And with direct-to-consumer offerings like **Amazon also making a play for low-acuity patients**, asynchronous telehealth helps health systems stay competitive against these offerings by giving patients a quick, easy alternative to in-person care.



Part 4:

# What the state of asynchronous telehealth tells us



As the demand for asynchronous telehealth continues to grow, one thing is clear—health systems who haven't yet embraced asynchronous care within their hybrid care strategy are at risk of being left behind.

The current state of asynchronous telehealth proves the effectiveness of a solution like Bright.md. For overwhelmed clinicians and staff, asynchronous telehealth takes away administrative burden and lets doctors practice care in an efficient manner. For patients, it's an easy, effective option that competes against direct-to-consumer choices consumers now have—helping to drive patient loyalty and ultimately, downstream revenue. And for today's health systems, asynchronous telehealth delivers value by freeing up EDs and urgent cares, and providing a route for escalations, all while providing a service patients want to use again.



**The data doesn't lie. Asynchronous telehealth is the future of care delivery.**

[Learn more](#)



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.

[www.bright.md](http://www.bright.md)

