

Welcome to VirtualMed Staff's monthly newsletter!

Goodbye 2020, hello 2021! To kick off the new year, we want to focus on content that will help prepare you for the year ahead. Please enjoy our checklist for success, strategies to promote your telemedicine program, and more as we celebrate another exciting year with telemedicine.

A message from our President, Jack Williams

My plan for the year 2021 isn't a resolution. It's a goal. I've come to realize I don't really know what a resolution is – mainly because making up your mind to start doing something you never really did before isn't the most convincing way to improve. At least not for me. If I resolved to dunk a basketball, I'd still have to figure out how to jump high enough to do that, which is something I simply cannot do. Nor can I palm a basketball. It would be a funny resolution, but not a positive one.



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2021 Telemedicine checklist for success

The sudden arrival of the coronavirus pandemic in 2020 caught many telemedicine programs off-guard. Which is understandable, after all, consumer adoption of telemedicine skyrocketed from 11% in 2019 to 46% in 2020, with some providers seeing nearly 50 to 175 times the number of patients via telemedicine than they did before. 2020 may be behind us, but the shift to virtual care is not – which is why it's time to prepare your telemedicine program for success in 2021.

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5 Reasons telepsychiatry will be even bigger in 2021

For many hospitals and healthcare systems, the coronavirus pandemic served as the catalyst to expanding telepsychiatry services – and for good reason. With nearly a third of Americans showing signs of clinical anxiety or depression, there was an immediate need to provide mental and behavioral health care. However, with 2020 behind us, many healthcare leaders are wondering whether telepsychiatry services will be as in demand moving forward.

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6 Strategies to promote your telemedicine program in 2021

If your telemedicine program relies on the hope that if you build it, they will come, then we have some news for you: Even the best telemedicine program can't succeed if patients don't know it exists. Whether you operate a local community clinic, a small rural hospital, or a multi-regional healthcare system with several locations, developing a marketing strategy to promote your telemedicine program is critical for driving patient adoption and ensuring long-term success.

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Reaching the peak of telemedicine requires an experienced guide

Reaching the top isn't always a straight road. In 2012, I climbed Mt. Kilimanjaro, Africa's highest peak. From the base of the 19,341 ft. mountain, the peak seemed directly in front of us; however, our journey never took a direct path. Instead, we spent five days trekking, camping, and slowly making our way around the base. Tired and confused, I asked our guide why we didn't just march straight towards it if that's where we wanted to go.

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