

Implementing telehealth in a changing landscape: What to know

Pandemic-driven advances in telehealth gave patients the “first flavor of what it could look like to really engage virtually with their providers,” says Matt Brown, vice president of telehealth at CHG Healthcare Services, during a webinar hosted by the Association for Advancing Physician and Provider Recruitment.

4 tips for implementing a sustainable and effective telehealth program

Telehealth technology is changing rapidly, says Brown, and hospitals are racing to keep up. In that constant cycle of change and adaptation, here are things to keep in mind:

1. Improve provider recruitment by offering flexibility

Investment in telehealth technologies sends a strong signal to potential candidates that the organization is committed to scheduling flexibility and making work processes easier. That’s why Brown advised recruiters to “start talking about some of the innovation and what’s attractive to providers as they’re coming into your group and they’re thinking about their career path.”

Even small concessions to flexibility attract providers. For example, even a single virtual day a week increases the number of applicants for an opening, and providers seem more willing to negotiate pay when the schedule is flexible

2. Use telehealth to expand access to care

Telehealth can extend the reach of physicians into underserved areas, and it can allow health systems to share the services of in-demand specialists. Additionally, workflow gains will increase provider productivity and “help our clinicians to practice at the top of their license,” Brown said.

3. Embrace technological innovations that make sense

Brown suggested embracing tech advances only to the extent that it makes sense for your organization. “There’s a tendency for us to want to go all in or all out,” he said. “This is going to require a more nuanced approach with how we’re integrating this into our daily lives, into our systems, and into our strategies.”

4. Look for a unique and right-sized approach

There’s no one approach to telehealth that will work for every hospital or health system – or the communities they serve. “So, I would just advise you to be flexible in how you’re approaching it. Know that your system might have a different and a unique approach,” Brown said.

CHG can provide your healthcare facility with the doctors, advanced practice, and allied professionals you need to provide the best care for your community. Contact us by phone at [866.588.5996](tel:866.588.5996) or email ecs.contact@chghealthcare.com.