State of Pediatric Telemedicine 2021 Survey

A look at Telemedicine in Pediatrics,
one year into the Pandemic.

Health Mavens

State of
Pediatric
Telemedicine
2021 Survey

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Why the Study?

Telemedicine was already well established by the end of 2019, however adoption in pediatrics was somewhat slower than in other areas of medicine such as general practice. The pandemic necessitated rapid and broad adoption, even with those pediatricians who had been reluctant to add it to their practice. We wanted to understand how they've used it, how their patients are adapting, do they believe it's here to stay, and what would make it more useful to them in the future.

Methodology

From January 12 – February 12, 2021, Health Mavens conducted an online survey with a random sample of 787 pediatricians across the US. While the sample is not statistically representative of the universe of pediatricians, the results provide strong insights as a foundation for understanding the state of telehealth in pediatric practice.

Key Insights

Telemedicine is here to stay

92% of clinicians believe patients will continue to expect telemedicine services from their pediatrician.

Telemedicine visits tend to be efficient for patients and practices with the majority of visits lasting 10 to 20 minutes.

If patients are asking for it, pediatricians will use it more. Increased demand from patients is the primary reason pediatricians say would increase use of the platform in their practice.

Pediatricians are looking for features to enhance their virtual care: peripheral device integrations, translation services during visits, easy documentation and platform availability in multiple languages.

Top 10 Things We Learned

1. **Pediatricians are generally interested in using technology in their practice,** scoring 4.4 out of 5 on interest.

2. **Virtually all respondents currently use a telemedicine platform.** Electronic Medical Record integration, connectivity, price and flexible workflows are among the top drivers for choice in a platform.

3. **Most common telemedicine visits include** behavioral/mental health, sick visits (cold, rash, pink eye, etc.), follow-ups, medication refills and chronic condition check-ins.

4. **Practices that fully adopt telemedicine offer it on weekends and after-hours on weekdays,** in addition to during regular office hours (88%).

5. **Behavioral health pediatric practices provide more visits per week,** and spend longer with patients, than general pediatric practices.

Top 10 Things We Learned

6 **More than half of patients are using a mobile app on their smartphone** while the majority of clinicians use computers to access telemedicine appointments.

7 **Most pediatricians would recommend their current telemedicine platform** and are not looking to switch in the near future. 30% are exploring or planning to switch.

8 **Technical difficulty is the main reason some pediatricians choose not to use telemedicine.** Other reasons given include inconsistent insurance coverage, perception that it's not needed or appropriate for pediatrics, and lack of patient adoption.

9 **Insurance coverage acceptance and the opportunity to grow revenue** are the top drivers for increased use of telemedicine, after patient demand.

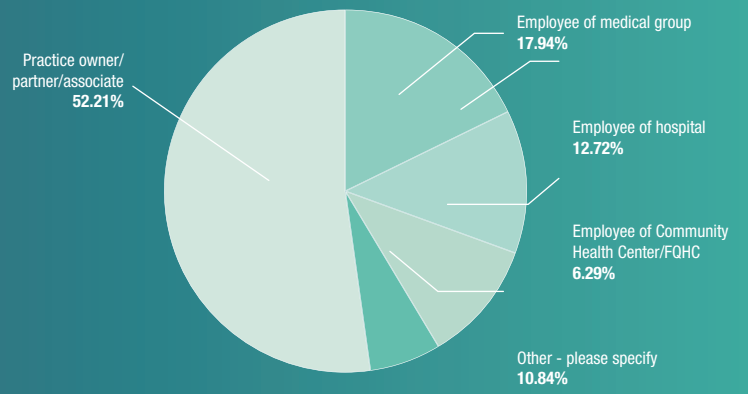
10 **Not all telemedicine platforms are created equal.** Essential technical components affecting both patients and practitioners are audio-visual quality, ease of use/connectivity, flexible workflows, and live support.

Respondent Profile

80%

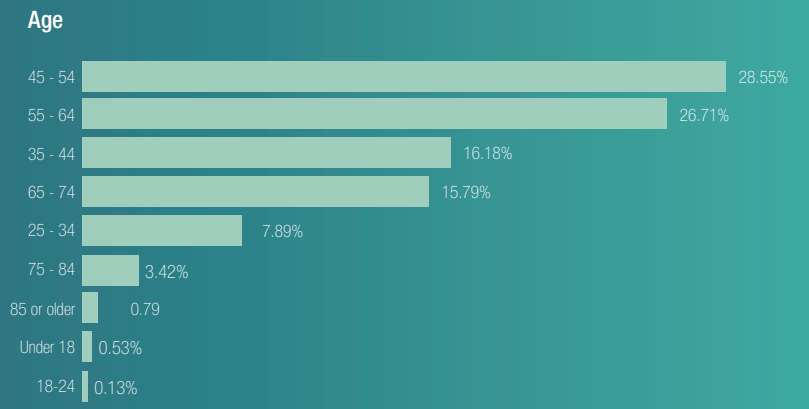
of our respondents are MD's.

The majority of them are the practice owner, partner or associate.



72%

of them are over the age of 45.



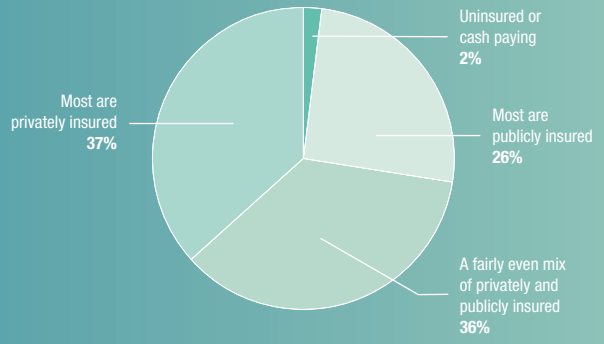
Practice Profile

Private practice is the predominant type of practice at 60%; approximately 22% are hospital or medical group owned practices; community health centers only represent 7.6% of the total.

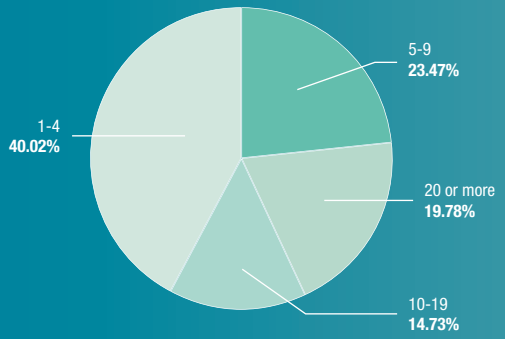
76% are general pediatrics/primary care, followed by behavioral/mental health at 14% and other at 9%

Suburban (46%) and urban (42%) practices make up the majority other at 9%.

Patient makeup is evenly spread between privately insured and publicly insured.



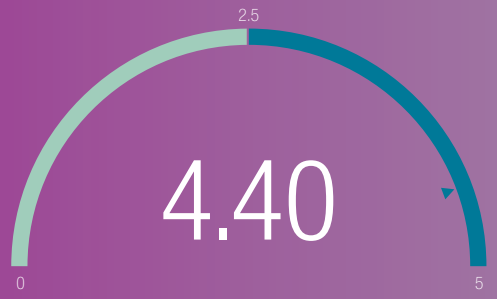
The majority of practices are relatively small with 80% having less than 20 clinicians.



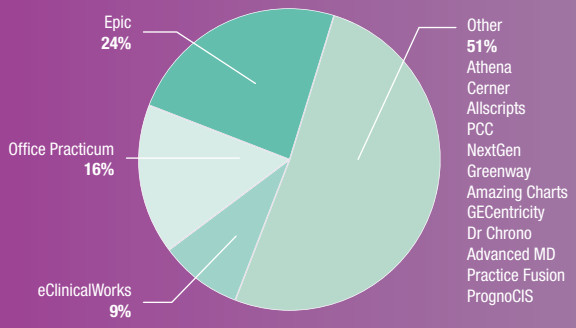
Practices have varied percentages of Medicaid populations with the average about 25%.

Technology Profile

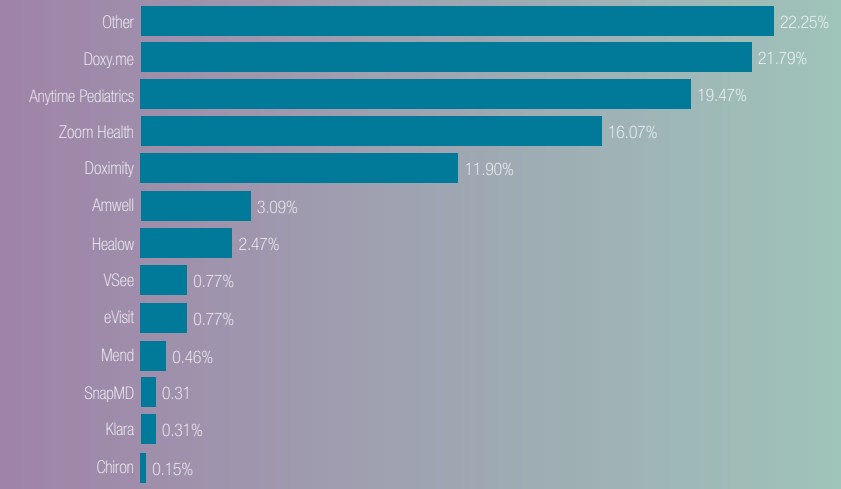
Respondents are interested in using technology in their practice, rating 4.4 on a scale of 1-5.



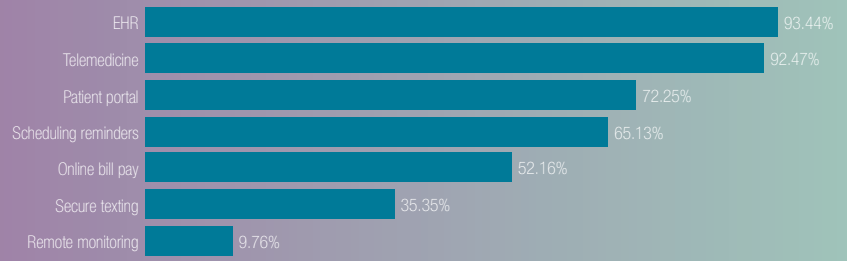
Pediatricians use a number of EHR platforms.



"Other" (FaceTime, Skype) is the most utilized platform, followed by Doxy.me. Anytime Pediatrics and Zoom Health are close behind.



Top technologies that will be used in 2021 are EHR and telemedicine.



Satisfaction and Confidence with Telemedicine

70% are satisfied with their platform

72% are likely to recommend their current platform

20% would explore other platforms

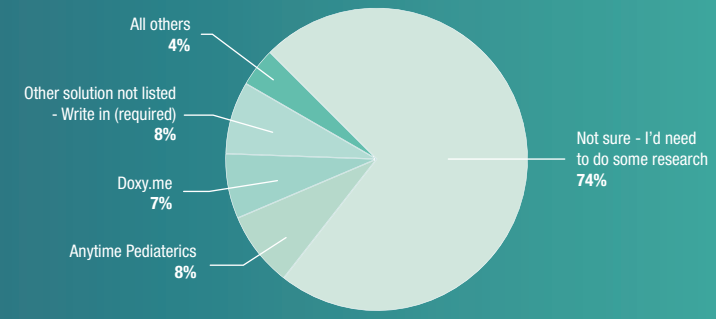
Top 5 Factors for choosing current telemedicine platform.

- Integration with our EHR platform
- No downloads needed
- Price per user
- Doctor initiated visits
- Flexible workflows

Top reasons for switching - if they were to do so

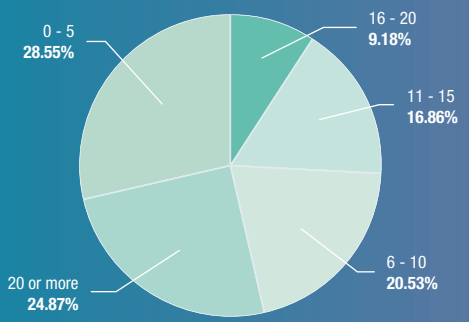
- Integration with current EHR platform
- Connectivity/technology issues
- Price per user

The majority are unsure who they would choose if switching platforms.

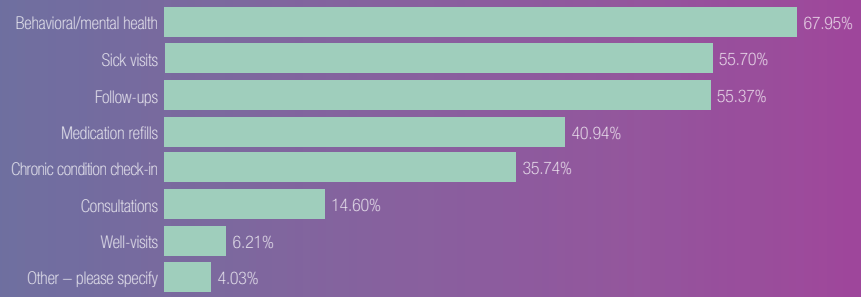


Utilization of Telemedicine

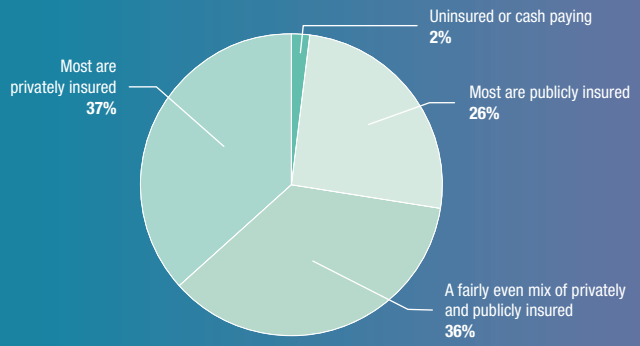
Average number of appointments per week varies.



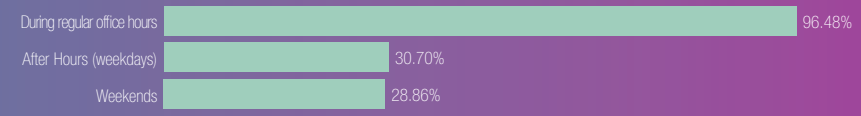
Behavioral health is the most common type of visit, followed by sickness and follow-ups.



Average length of telehealth visit is between 10 and 20 minutes.

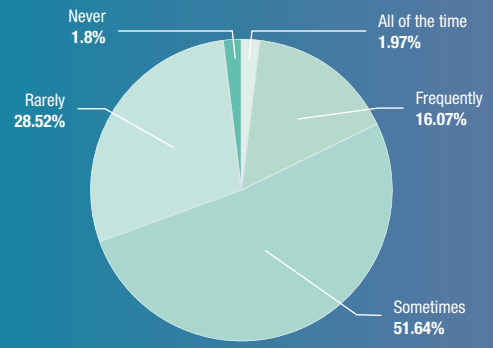


The majority of telehealth visits are conducted during office hours.

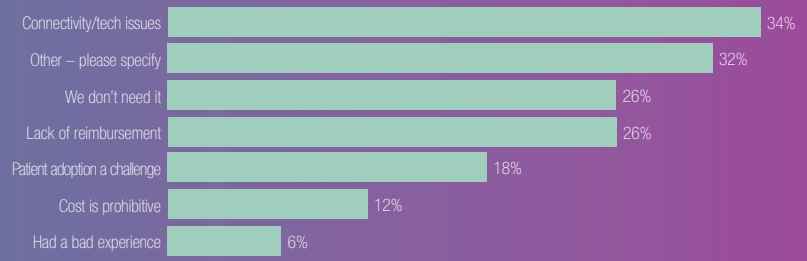


Utilization of Telemedicine

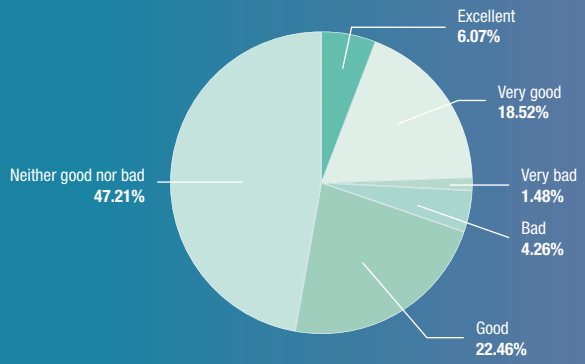
Frequency of technical difficulties.



Connectivity issues is the primary reason clinicians cite for not using telemedicine.

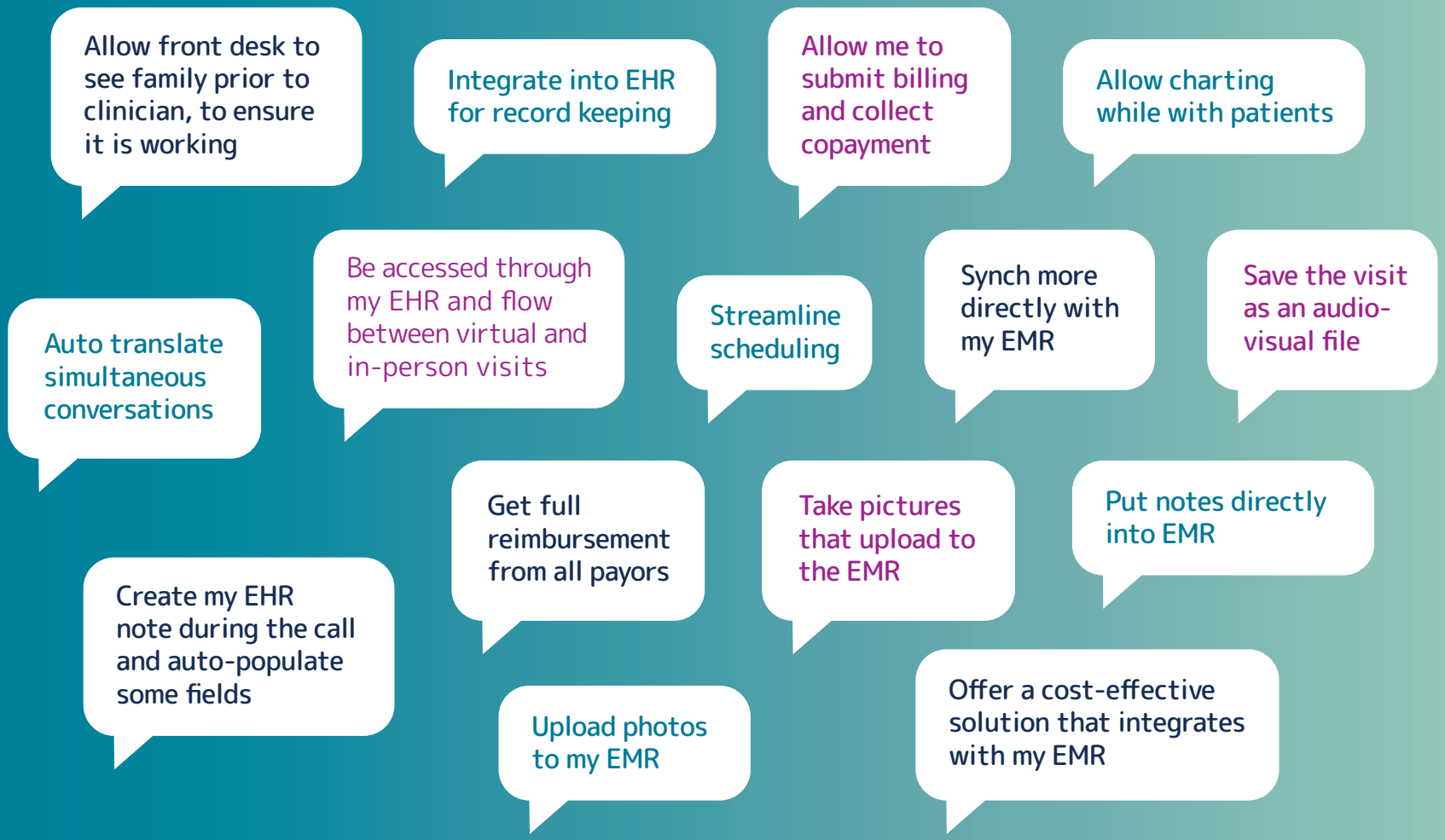


Level of vendor support is neutral.



The Future of Telemedicine

I would use my telemedicine platform more if it could:



The Future of Telemedicine

Clinicians agree

91% State insurance companies should cover telemedicine visits at the same rate as in-person visit.

87% Telemedicine will become a widely accepted way to provide virtual care in the future.

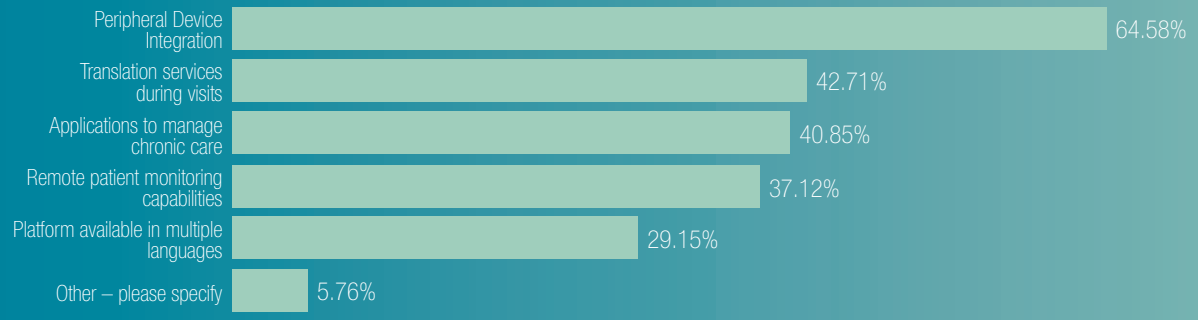
77% Telemedicine can increase the number of visits to a practice.

78% Telemedicine solutions should integrate with devices like stethoscopes and otoscopes.

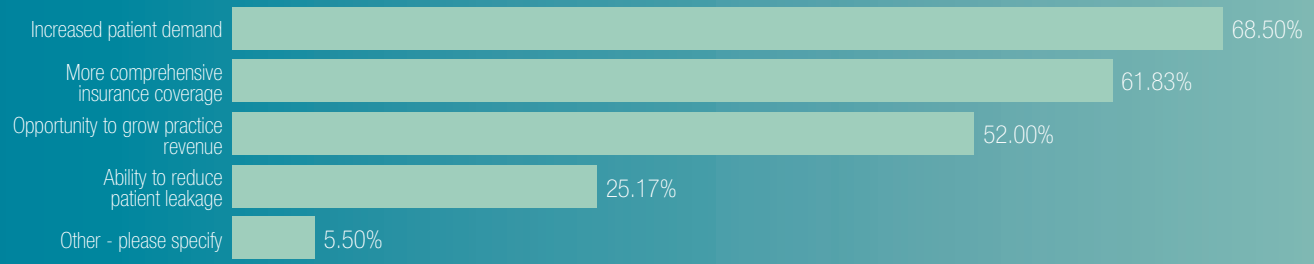
72% My patients find it easy to do telemedicine visits.

The Future of Telemedicine

Important features in a telemedicine platform.



Factors that would drive telemedicine utilization.



If I were adopting telemedicine for the first time now, what I would do differently:

- Schedule chronic and behavioral visits via telemedicine
- Allow charting while with patients
- Ensure it coordinates with my EMR to avoid switching screen back and forth
- Have it connect to patient EMR chart when on call
- Train my staff more before starting
- Be able to save and integrate photos uploaded to EMR
- Readjust the schedule: telehealth after my morning and afternoon in-person visits
- Learn to use pictures taken and uploaded for closer, steady viewing
- Consider ease of use for my patients
- Hyperlink to appointment or waiting room
- Have specific times of day to just do telemedicine
- Incorporate it into my EHR
- Add virtual stethoscope and otoscope package for users
- Find a pediatric telemedicine service with a great platform and increased visits
- Needs scheduling on EPIC
- More time in MD and parent training
- Figure out how to coordinate telemedicine with electronic records

About Health Mavens

Health Mavens is a collective of female business leaders who create pathways to growth so health-related brands and businesses can thrive. Our Solutioner™ approach to research and problem solving provides a strong foundation for collaboration with clients and ensures fact-based insights that lead to measurable results.

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