What Are the Top Three Take-aways?: 2017 Accenture Consumer Survey on Virtual Health—video
The top three takeaways from the survey that really pop are first, there is this tremendous interest on the part of consumers in receiving health and care services virtually. And the net out from that is consumers are re-defining what access and convenience is. The second related really key finding is that across a wide range of possible health and care services, consumers voted for almost all of those being virtual. And the net out there is, we really need to redefine what healthcare is.

Consumers would say, “I’d be happy to get my annual physical virtually today.” Now a clinician would tell you, “Well no, you can’t do that.” But the bigger point is as technology advances, as we have technology innovation more and more of what used to have to be done in person physically, will be possible virtually. And consumers are there now.

And then the third really key takeaway is that while there’s such strong interest in health and care services being available virtually, roughly 20% have actually had healthcare services available and had that experience of virtual health. So there’s a much bigger gap in terms of availability. And that’s the opportunity that healthcare providers and payers and even policy makers need to step into to fully serve consumers, patients, beneficiaries in the ways that will best maximize their health and most efficiently and effectively serve them when they’re ill or injured.