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Virtual primary care-new models for guideline adherence, efficiency and access

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Virtual primary care is the fastest growing market segment in health care. It is projected to reach 42% this year. This is compared to 7% growth of the Urgent Care and 14% growth for retail clinics. The market says it all – consumers, physicians and healthcare organizations all over the world see the value in more efficient ways to deliver high quality care. There are two major models in delivering health over electronic medium: Syncherenous (video and phone); Asyncherenous (model that does not require real time interaction). Syncherenous models have been shown to be effective in mental health and clinician to clinical communicatons. However, it delivers limited efficiency since the time taken to assess someone's health via a video visit is almost identical to the time needed to do the same in the office (23 minutes vs. 25 minutes average). Asyncherenous healthcare delivery, on the other hand, creates efficiency as well as increases access and convenience. It relies on latest evidence based guidelines to collect information from the patient using sophisticated computer algorithms and then serves it to the physician so that they can access non-critical cases using clinical marginal capacity. Friendly is the market leader in asyncherenous communication. The unique approach is showing an average doctor visit reduced by a factor of 10. Physician documentation is reduced by 50%. Patient loyalty and satisfaction is much higher as compared to in-person visit.