

# TELEMEDICINE IN YOUR PRACTICE: CREATING AN EXCEPTIONAL PATIENT EXPERIENCE



Evaluate and integrate telemedicine within your practice to stay connected to patients, and bring them back safely for continued care. Here are suggestions on preparing your practice to help create an exceptional experience for your patients:

## PRACTICE PREPARATION

### Workflow

- Set up your appointment types correctly for scheduling and **billing**
- Ensure you correctly collect and document patient consent
- Define how patients will know what service they can schedule and when they can schedule them
- Ensure patient's chief complaints meet the requirements for telemedicine visits or need a face-to-face visit
- Select a platform** that is right for your practice
- Determine how patients will provide their insurance card and ensure verification, pay copays, and give feedback
- Identify a staff member to gather Chief Complaint of Patient (CC) and update History of Present Illness (HPI) ahead of the appointment
- Plan ahead for any technical problems which may occur during the telemedicine visit

### DID YOU KNOW?

VSP® has created a telemedicine resource page for fast and easy access to information.

### VISIT:

[vspproviderhub.com/  
telemedicine](https://vspproviderhub.com/telemedicine)

## PATIENT COMMUNICATION

With your practice workflow established, inform your patients how implementing telemedicine helps maintain a safe environment. Share the precautions your practice has implemented and walk them through your new procedures to exceed patient expectations.

### Increase Patient Confidence

- Reinforce messaging** of your safety efforts and precautions
- Inform patients of increased remote scheduling availability (if applicable)
- Explain how telemedicine helps provide care easily and safely, enabling remote accessibility based on their need
- Inform and **promote telemedicine availability** for current and new patients through your **marketing materials**

## Schedule the Virtual Visit

- Ensure patient technical readiness by confirming high-speed internet access and connectivity
- Encourage video for the best experience, but be open to a telephone visit
- Verify their contact information and remind patients to provide their insurance card ahead of time, as well as be ready with symptom descriptions, questions, notes, etc.
- Inform patients how to access the visit (i.e., they'll receive a link, need to download an app, etc.)
- Inform patients if they will obtain additional information in their appointment reminders
- Ask patients if an interpreter, care partner, or other support resource is needed or will be present
- Tell patients how to get help if they can't access the visit
- Suggest to patients to find a quiet, private space



## PRACTICE WEBIQUETTE

- Always introduce yourself with your name and the name of your practice
- Remove any clutter within camera view to avoid visual distractions
- Check lighting and close blinds to avoid glare
- Clear the area near the microphone to limit additional noise (A/C unit, objects rustling)
- Ensure your video camera is at eye level and look at the camera (not your reflection) to make eye contact
- Wear neutral muted colors (limit white, red, or bold prints)
- Refrain wearing large jewelry and/or accessories
- Check yourself in the mirror before each visit
- Speak slowly and clearly



## MEASURE YOUR SUCCESS

Identify and document how your patients are responding to your telemedicine services. By reviewing the feedback received through analysis and patient surveys, you'll be able to adjust your processes to maximize efficiency and ensure patient satisfaction.

### Tracking Visit Information

- Number of new patients scheduling telemedicine visits
- Number of current patients scheduling telemedicine visits
- Appointment type, duration, and frequency
- Comparison of in-person visits to telemedicine patient visits

### Tracking Patient Insights

- Satisfaction of telemedicine office procedures and communication
- Satisfaction of telemedicine exam with OD
- Likelihood of scheduling another telemedicine exam