



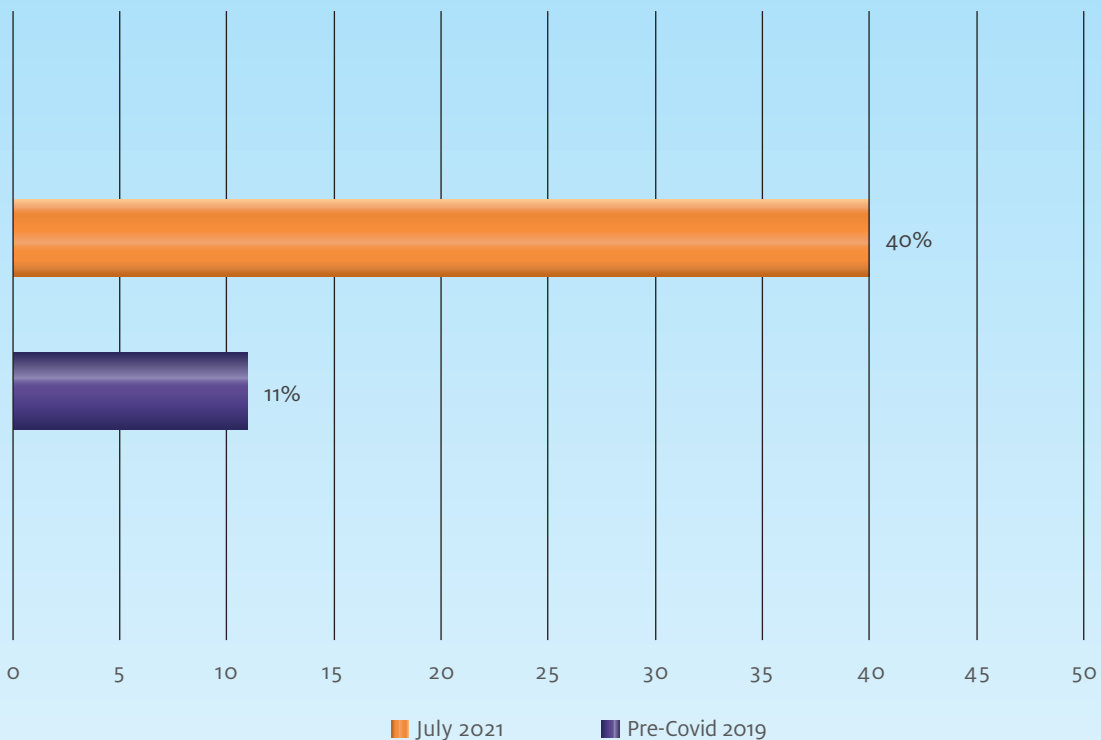
Telehealth Use Is Down from Its Peak—But the New Plateau Is Far Higher than Pre-Pandemic Levels

Patients were more willing to use telehealth than ever in the early days of the COVID-19 pandemic. According to data from a report published by McKinsey & Company, telehealth claims grew 7,800% between February 2020 and April 2020. They dropped precipitously just a couple of months later, but have since plateaued.

What could be of interest to urgent care operators who are

considering telehealth as a service option, especially as we're in the midst of a surge in the pandemic, is that the report notes the "new plateau" (which held steady between December 2020 and February 2021) is 38 times higher than pre-COVID-19 norms. Even more noteworthy, perhaps, is that from the looks of the graph below it appears a substantial percentage of healthcare consumers are likely to become more regular users. ■

HEALTHCARE CONSUMERS WHO PLAN TO USE TELEHEALTH IN THE FUTURE



Data source: Bestsenny O, Gilbert G, Harris A, Rost J. Telehealth—a quarter-trillion-dollar post COVID-19 reality? McKinsey & Company. July 9, 2021. Available at: <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality>. Accessed September 12, 2021.