

SUCCESS METRICS & KEY PERFORMANCE INDICATORS (KPIs)

Telehealth System – University of Lagos & College of Medicine

Success metrics are grouped into 7 strategic domains, each with measurable KPIs, clear definitions, and justification for why they matter. This aligns with global telehealth evaluation frameworks.

1. USER ADOPTION & ENGAGEMENT METRICS

These indicators measure whether the telehealth system is *actually being used*, not just deployed.

Metric	Definition	Target / Expected Outcome
Telehealth Adoption Rate	% of students who sign up or log into the platform at least once	≥ 60% in Year 1
Active User Rate (Monthly Active Users)	Users who use any telehealth service per month	≥ 35–50% of enrolees
First-Time Login Conversion	% of students who log in after receiving onboarding materials	≥ 70%
Awareness Penetration Rate	% of students aware of telehealth existence (survey)	Move from low baseline (as found in your study) to ≥ 80% awareness

2. SERVICE UTILIZATION & ACCESS METRICS

Shows how telehealth reduces congestion, improves access, and handles demand.

Metric	Definition	Target
Number of Teleconsultations per Month	Total virtual consultations completed	Baseline + 20% monthly growth
Average Wait Time for Teleconsultation	Time from request to being seen	< 10 minutes for “Consult Now”; < 24 hours for appointments
Booking Completion Rate	% of booked appointments successfully completed	≥ 85%

Metric	Definition	Target
Percentage of Avoided Physical Visits	Proportion of students served remotely who would otherwise visit in-person	≥ 40%

3. CLINICAL IMPACT & HEALTH OUTCOME METRICS

Measures actual health benefits, not just usage.

Metric	Definition	Target
Clinical Resolution Rate	% of issues resolved without need for physical follow-up	≥ 70%
Emergency Escalation Accuracy	% of correct emergency referrals from triage system	≥ 95% accuracy
Medication Adherence Improvement	Change in adherence for chronic cases after digital reminders	+15% improvement
Follow-Up Compliance Rate	% of students who complete recommended follow-up	≥ 75%

4. USER EXPERIENCE & SATISFACTION METRICS

User satisfaction is the primary driver of long-term adoption.

Metric	Definition	Target
Patient Satisfaction Score (PSS)	From post-visit surveys	≥ 4 out of 5
Net Promoter Score (NPS)	Likelihood to recommend telehealth to others	≥ +30
Support Resolution Time	Average time to resolve help tickets	< 24 hours
Abandonment Rate	% of users who drop off before completing a consultation	< 10%

5. OPERATIONAL EFFICIENCY METRICS

Shows how the system improves workflow and resource usage.

Metric	Definition	Target
Reduction in Physical Clinic Wait Times	Compare pre-telehealth vs post implementation	≥ 30% reduction
System Uptime / Availability	Telehealth system operational time	≥ 99.5%
Average Consultation Duration	Efficiency of virtual consultation	8–15 minutes (best practice)
Staff Productivity Index	Consultations handled per clinician	10–20% improvement

6. FINANCIAL & COST-SAVINGS METRICS

Demonstrates telehealth's long-term financial sustainability.

Metric	Definition	Target
Cost per Teleconsultation vs Physical Visit	Compare operational cost	Telehealth 30–50% cheaper
Reduction in No-Show Rates	Missed appointments reduction	From current baseline → < 10%
Operational Cost Savings	Reduced paper use, reduced congestion costs	≥ 20% savings in year 2
ROI (Return on Investment)	Cost–benefit performance	Positive ROI by Year 2

7. DATA QUALITY, SECURITY & COMPLIANCE METRICS

Healthcare must meet high compliance, privacy, and security standards.

Metric	Definition	Target
Data Accuracy Rate	Correct and complete records	≥ 98%
Compliance with NDPR & Medical Data Laws	Based on audit checks	100% compliance

Metric	Definition	Target
Security Incident Rate	# of breaches or attempted hacks	0 critical incidents
Audit Trail Completeness	Availability of full logs	100% traceability

SUCCESS CRITERIA

The telehealth system implementation is successful if:

1. Awareness increases significantly (baseline $\rightarrow \geq 80\%$).
2. Adoption reaches a meaningful level ($\geq 60\%$ students onboarded).
3. Students experience shorter wait times and easier access to care.
4. Clinical outcomes improve, particularly chronic case follow-up and medication adherence.
5. Operational efficiency increases at the UNILAG and CMUL medical centres.
6. The system becomes a part of the university's standard healthcare process.
7. User satisfaction remains high ($\geq 4.0/5$).
8. Financial and operational savings are confirmed in year 2.