



**BEN**  
**70, patient, retired engineer**  
Widowed, lives alone, multiple chronic diseases



**NATALIE**  
**50, experienced family physician**  
Runs telehealth practice at home, 5-10 yrs experience



**ISABELLA**  
**35, caregiver, reading specialist**  
Mother of 3, Daughter and father have health problems

Needs

“How can I manage all my chronic conditions while living alone at home?”

- Requires part-time care assistance
- Ability to continue living independently at home
- Managing and monitoring multiple chronic diseases
- Living close to his grandkids and daughter

Full bio

Ben lives alone and has congestive heart failure, hypertension, depression, hypothyroidism, and a history of heart attacks. He requires part-time assistance from his daughter, who lives 5 miles away, who is a busy mom of 3 and full time teacher.

Ben has an iPhone and iPad. He can Skype with his grandkids, use Facebook, email, and play Sudoku on an app.

Needs

“How can I most effectively care for my patients via my telemedicine practice?”

- Flexibility of working from home
- Providing care for mostly non urgent care calls
- Telemedicine platform to care for patients
- Work life balance
- Eliminate practice overhead
- Reduce patient contact on nights, weekends, holidays
- Ability to closely communicate and collaborate care with other telehealth doctors

Full bio

Natalie is an early adopter physician who has an 80% telehealth solo practice (20% is in person home visits, because she likes these and it eliminates practice overhead.). 60% of her solo practice patients are part of a local Medicare Advantage Plan that recognizes the cost savings of telehealth and reimburses her on a value based scheme. The remaining 40% contract with her directly on a Direct Primary Care basis. She is available 24/7 for 47 weeks a year.

There is a pool of cross covering telehealth doctors using her same tech platform available to address urgent issues if she is unavailable. She has an average of 2 synchronous encounters a year with each of her patients, as opposed to the 5 she had when she practiced 100% face to face.

Her patients rarely contact her nights, weekends or holidays, to and even then, almost always for major or urgent issues. She works from home, and drops off and picks up her sons, aged 5 and 7, from school every day. Her income is similar to her previous practice, with a similar patient panel size, but it is predictable.

Needs

“My schedule is so busy and I still need to take care of a sick father and daughter!”

- Caring for father who has health problems
- Keep father living independently for as long as possible
- Caring for oldest daughter who has asthma
- Managing her difficult to treat migrane headaches
- Manage her very busy schedule
- Communicate to husband how he can contribute to her care giver roles

Full bio

Mother of two daughters, 2 and 6, and a 4 year old son. Works full time in an elementary school helping other teachers develop lesson plans and improve technology use in the classroom. Her husband can work from home 3 days a week with flexible hours, which saves on child care.

She has migraine headaches that are difficult to prevent and treat. Her oldest daughter has asthma, but can still play soccer. Father developed a number of health problems since 3 years ago. Having her father connected to his doctor and monitoring devices in his home has helped her tremendously; she used to drive back and forth to his home twice a day 4 or five days a week. She now visits in person each weekend, and he video chats with her children almost daily.

Her priorities are to manage her difficult schedule, help her husband know how he can be helpful (he can't figure it out on his own), and to keep her father living independently for as long as possible, since they have no room in their home and cannot afford to upgrade to a larger home in a suitable neighborhood.