# **How does the Telehealth market continue to grow in demand and affect the Practices and better Patient care?**

If you scroll through the [data of the last few years of the healthcare industry](https://www.marketsandmarkets.com/Market-Reports/telehealth-market-201868927.html#:~:text=The%20telehealth%20%26%20telemedicine%20industry%2C%20is,23.2%25%20during%20the%20forecast%20period.), you will find that there has been a significant increase in telehealth services. Although telehealth services existed before, the COVID-19 pandemic has acted as a catalyst in their existence. Social distancing measures and concerns about in-person exposure to the virus propelled a rapid shift towards virtual consultations.

To provide better healthcare services while maximizing consultations and minimizing physical contact during social distancing, healthcare institutions turned to robust video conferencing platforms, secure messaging solutions, and remote patient monitoring (RPM) tools.

Here's some data that says it all.

* The global telehealth market size was valued at $84.4 billion in 2022, and is projected to reach $784.3 billion by 2032, growing at a CAGR of 25.2% from 2023 to 2032 ([Allied Market Research](https://www.alliedmarketresearch.com/telehealth-market#:~:text=Publish%20Date:%20Sep%202023,to%20increase%20the%20industry%20growth.))
* The telehealth market will reach $504.24 billion by 2030, driven by the adoption of telehealth in areas such as radiology, cardiology, behavioral health, and online consultation ([Fortune Business Insights](https://www.fortunebusinessinsights.com/industry-reports/telehealth-market-101065)).
* Europe telehealth market accounted for $6,185.4 million in 2019 and will grow by 18.9% annually over 2020-2030 ([Barchart](https://www.barchart.com/story/news/14361391/europe-telehealth-market-size-share-growth-statistics-latest-trends-and-forecast-2030))
* according to HIMSS Analytics, 34% of healthcare organizations provide remote patient monitoring, and 31% utilize video-based services ([Grandview Research](https://www.grandviewresearch.com/industry-analysis/us-telehealth-market))

Let’s dive deeper.

## **What is Telehealth and Why is it Growing?**

In simple words, Telehealth means to deliver health care services to patients by healthcare professionals remotely. It includes providing medical care via video conferencing, remote patient monitoring via wearable devices, health information services via secure messaging platforms, self-care via telecommunications and digital communication techniques.

Sometimes people get confused between telehealth and telemedicine, then let us tell you that telehealth is an umbrella term. Telehealth covers remote healthcare services, including medical and non-medical services.

Whereas telemedicine is a specific part of telehealth. Telemedicine focuses only on remote delivery of clinical services such as doctor consultations and diagnoses.

Here are the reasons why Telehealth is growing with a rapid pace:

**Vast Internet and Smartphone users:** The reach of technology to a vast audience has made telehealth accessible even in remote areas, such that every patient can avail telehealth services from home.

**Growing geriatric population:** People who are older and are suffering from chronic conditions and find it difficult to go to hospitals for regular checkups, benefit greatly from remote monitoring and consultations.

**Rising healthcare costs:** For people who live in far-flung areas, their traveling costs can be reduced significantly through telehealth services. Telehealth offers a cost-effective way to deliver healthcare as and when required, reducing unnecessary in-person visits and associated expenses.

**Mental health concerns:** If due to unhealthy mental conditions a person is unable to come to a doctor, telehealth services can help them solve their problems at home potentially reducing stigma and improving access to care.

**Government initiatives:** Many governments actively promote telehealth adoption by creating supportive policies and reimbursement structures. [The RHC program](https://www.usac.org/rural-health-care/get-started/#:~:text=The%20Rural%20Health%20Care%20(RHC,needed%20to%20deliver%20health%20care.) designed by the FCC as an independent not-for-profit organization, administered by USAC, promotes telehealth by providing financial support to eligible health care providers for broadband and telecommunications services.

## **How To Integrate Telehealth Into Healthcare Practices Effectively?**

The integration of telehealth into healthcare practices requires a strong EHR system. Here’s how the right EHR system can play a crucial role in restructuring the process.

**Improved data capture and integration:** With the help of EHR, telehealth encounters can be documented very easily. Since the patient's complete health record is collected and documented in one place, a comprehensive view of his medical history can be taken whenever required.

**Enhanced care coordination:** The secure messaging functionality of EHR systems facilitates communication between providers involved in a patient's care, even if consultations occur remotely.

**Unify Workflow:** EHRs can be configured according to requirements. Whether it's smoothly managing telehealth appointments, automating appointment reminders, or generating notes, it's easy to integrate anything into EHR's functionality

**Population health management:** Based on data from EHRs, healthcare providers can find out about those patients who would benefit from telehealth interventions for chronic disease management or preventive care

### **Benefits for Patient Care**

**Improved access to care:** Telehealth is capable of eliminating geographical barriers and providing healthcare facilities to every patient, whether the patient is in a rural area or has mobility limitations

**Increased convenience and flexibility:** With the help of telehealth, the patient can schedule appointments while sitting at home, which will save their travel time and improve convenience.

**Enhanced chronic disease management:** Telehealth smoothens the remote monitoring of patients, allows for closer tracking of chronic conditions, leading to better management through integration with wearable devices and data feeds into the EHR system.

**Improved preventive care:** One of the best things about telehealth services is theeasy and early access. Timely consultations can encourage preventive care and early detection of potential issues.

## **What is the Future of Telehealth?**

The future of telehealth is very bright, as the technology is growing, internet connectivity is reaching everywhere, healthcare delivery is also increasing in remote areas.

Today, due to the technological shift that has come about because of AI, patients can get their illness diagnosed without going to a doctor. Wearable devices can provide real-time health data that feeds directly into EHRs, and AI-powered diagnostics can assist healthcare professionals in remote consultations. Overall, Telehealth has the potential to reshape how healthcare is delivered, making it more personalized, efficient, and accessible for all.

## **Conclusion**

The growth of Telehealth is undeniable, transforming the way healthcare is delivered. This provides many benefits to both patients and healthcare practices such as increasing efficiency and also increasing access to healthcare which ultimately leads to better patient outcomes.

Successful telehealth solutions like **Nexus Clinical** are today implementing telehealth in a very effective way, which is greatly benefiting both patients and telehealth practices. Whether it's secure messaging, patient portal integration, or secure data collection, this software has greatly improved the overall telehealth experience for both patient and provider.

Based on all this data and information, we can say that the telehealth market will continue to grow in demand and provide better patient care.

**Vinita Choubisa**

**(Digital Marketing Executive)**