

Digital and Remote Healthcare During COVID-19

A survey of more than 1,000 consumers conducted on March 29, 2020 to determine how COVID-19 has impacted their lives shows considerable consumer affinity for remote/digital health solutions. This represents an opportunity and a challenge for health providers to meet consumer demands at a time of such fundamental societal change.

People are Concerned



82% are concerned about leaving their home



56% are concerned about their financial obligations



78% are avoiding doctor's visits that are unrelated to coronavirus

Consumers Demand More Remote/Digital Healthcare - Now

81% would prefer to receive a virtual/remote health consultation before going to a hospital or doctor's office

80% would take part in a remote health consultation given the opportunity

How would you prefer to fill out and send documents and to your healthcare providers?

Digital (71%)

Send via Email
50.90%



Send via Smartphone
20.23%



Legacy (29%)

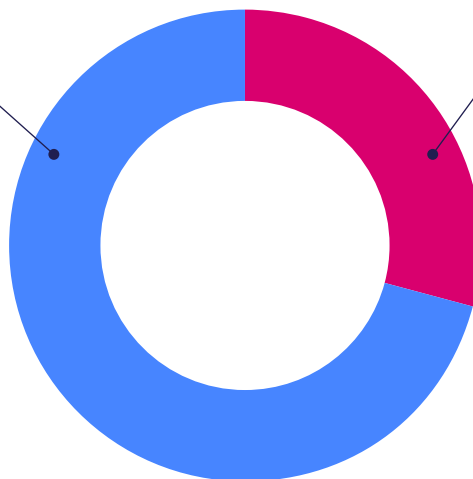
Go to Physical Office
8.95%



Send via Mail
14.24%



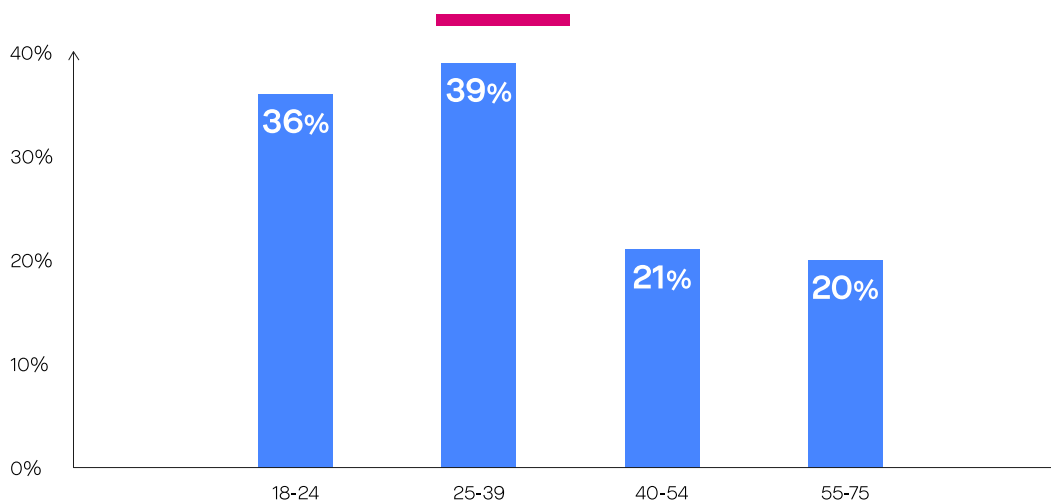
Send Fax
5.78%



Digital/Remote Health is Just Starting - But Already Successful

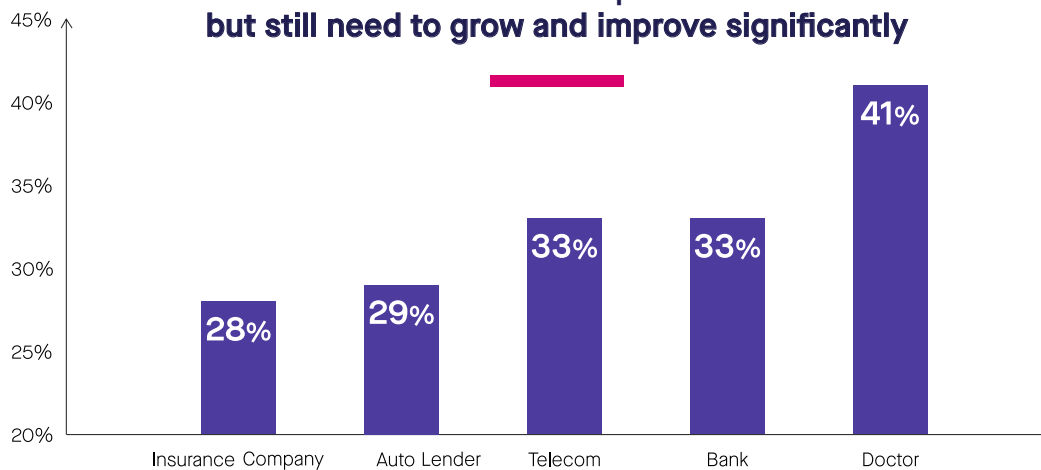
Already, **31%** have used a digital channel to communicate with a health professional in the past several weeks

Younger individuals are 2x as likely to have used a digital channel to communicate with a healthcare professional



Yes, I have used a digital channel (e.g., video call, chat, etc.) to communicate with a health professional in the past several weeks

Remote healthcare channels are functioning better than other service providers - but still need to grow and improve significantly



How was your remote experience with the following providers? (Consumers who ranked the interaction as Good or Excellent)

About Lightico

Lightico's next generation platform for digital customer interactions empowers your agents to collect forms, documents, e-signatures, photos, consent to disclosures and to verify ID instantly while they have customers on the phone.