

# 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.

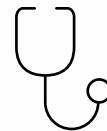
## People are Concerned



**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%

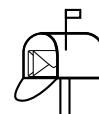


#### Legacy (29%)

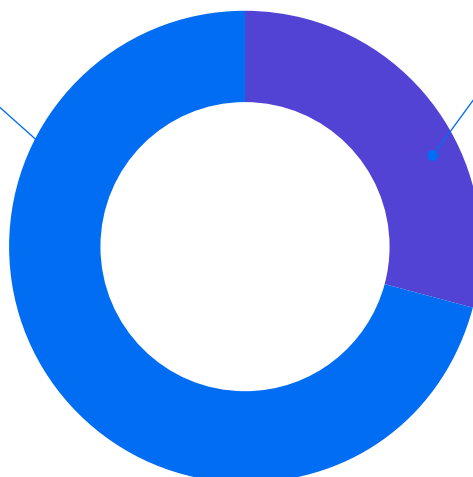
Go to Physical Office  
8.95%



Send via Mail  
14.24%



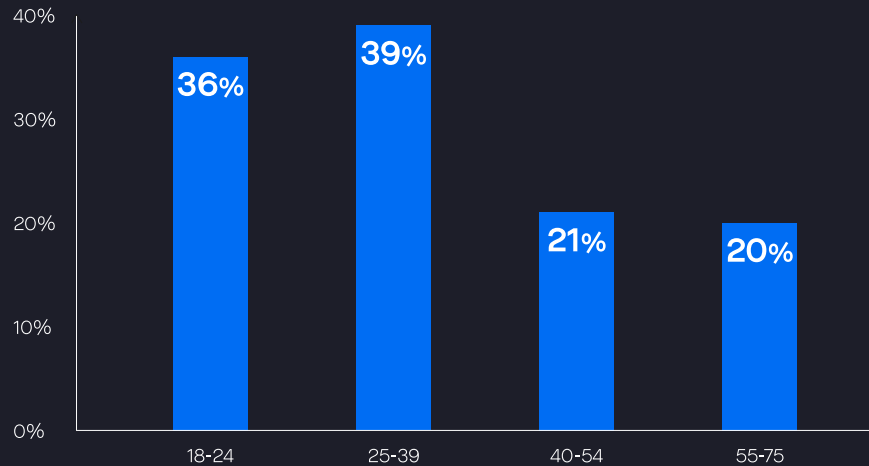
Send Fax  
5.78%



## Digital/Remote Health is Just Starting - But Already Successful

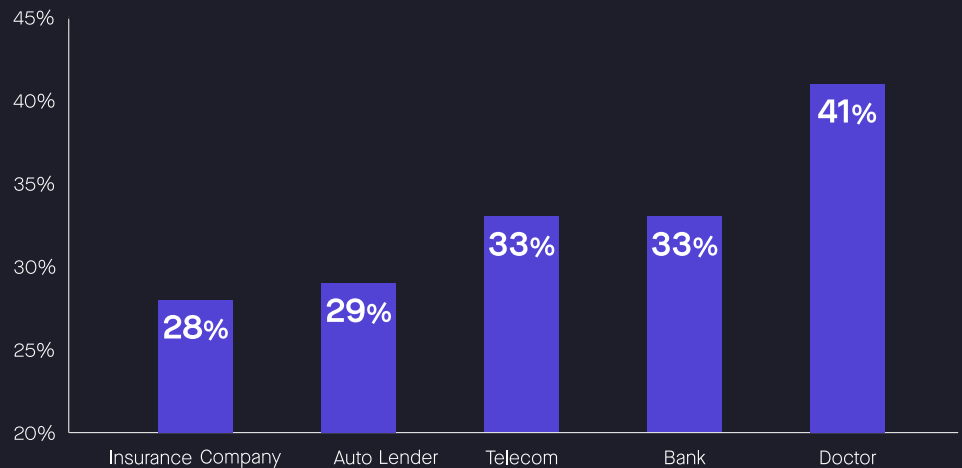
Already, **31%** have used a digital channel to communicate with a health professional in the past several weeks

**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 empowers businesses to accelerate and automate customer journeys. Companies leverage automated workflows to collect eSignatures, documents, payments, and ID in real time — straight from the customer's smartphone.