

# NAVIGATING THE VIRTUAL WORLD

The rapid rise of virtual medical visits in response to the COVID-19 pandemic ignited a trend that looks here to stay. Brush up on your webside manner with these tips to help you deliver first-class virtual care.

Telemedicine has become a critical tool in providing access to care in a myriad of situations. Clinicians who keep patients as their focus can excel in both virtual and in-person care.

## VIRTUAL VISIT PREPARATION

### PRIVACY AND SECURITY

Your virtual visit environment should be safe and private – the same privacy standards and ethics apply when using a phone (call/text) for patient care purposes as they do in other patient encounters.

### PROVIDE VIRTUAL VISIT GUIDELINES

A good background and decent lighting are keys to making the patient feel more comfortable with their virtual experience – resulting in increased patient satisfaction.

### SET EXPECTATIONS

Ensure the patient understands the visit length, scope of service, communication, technical overview, and follow-up recommendations.

### HAVE AS MUCH INFORMATION AS POSSIBLE ON HAND

A synopsis of patient history and other relevant information will convey you have all the resources you need to deliver care outside of an office visit.

### ENVIRONMENT MATTERS

A good background and decent lighting are keys to making the patient feel more comfortable with their virtual experience – resulting in increased patient satisfaction.

### DRESS PROFESSIONALLY

Patients appreciate a well-dressed provider as it can boost their confidence level in a provider's experience.



### START WITH COMFORT

Reassure patients upfront that you are there to help. Empathy goes a long way, especially with fear and tension rising nowadays.

### GIVE THE PATIENT A NUMBER TO GET BACK IN CONTACT WITH YOU

A good background and decent lighting are keys to making the patient feel more comfortable with their virtual experience – resulting in increased patient satisfaction.

### ALWAYS USE THE PATIENT'S NAME

This simple gesture gives a sense of respect and connection, letting the patient know they're important.

### LISTEN ATTENTIVELY AND SPEAK PLAINLY

Be sure to introduce yourself, make eye contact, speak directly to the patient in words they understand and let them ask questions.

### COMMUNICATE NEXT STEPS

Conclude the appointment with a detailed review of the patient's next steps, as well as what you will do to follow up.

## VIRTUAL VISIT BEST PRACTICES