

NAVIGATE THE NEW VIRTUAL WORLD

Rewind to February, 2020. At that time, virtual visits were an enhanced experience of the healthcare system. However, everyone's lives changed seemingly overnight, making technology a necessity. As humanity is quickly forced to live in a digital era, clinicians are also required to shift gears. The world is having to adapt— including patients and providers alike.

Here are some tips to help you effectively leverage technology and ease the transition into a more digital model of care.



THINGS TO CONSIDER BEFORE BEGINNING A VIRTUAL VISIT



HAVE AS MUCH INFORMATION AS POSSIBLE ON HAND

You can never be too prepared – and patient satisfaction will increase. We must remember – healthcare providers are not immune to customer review websites (e.g. Yelp, Google, etc.).

WEBSITE MANNER

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

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

As much as we'd like for technology to work perfectly, sometimes it fails. Providing a phone number at the beginning of your call is a proactive attempt to bypass the unpredictable technology glitches.

COMFORT PATIENTS: REASSURE THEM SOMEONE IS THERE TO HELP

Empathy goes a long way, especially with fear and tension rising nowadays.

VIRTUAL COMMUNICATION ETIQUETTE



DRESS PROFESSIONALLY

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

ENSURE PRIVACY

Your virtual visit should feel safe and private to the patient. Using a sound proof area is recommended to accomplish this.

LISTEN ATTENTIVELY AND DON'T USE DOCTOR SPEAK

Be sure to introduce yourself, make eye contact, speak directly to the patient, and let them ask questions. Reference our [tip sheet](#) for unique insight into removing doctor speak so your patients can better understand you.

ALWAYS USE THE PATIENT'S NAME

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

VIRTUAL PATIENT COMMUNICATION TIPS



PRIVACY AND SECURITY

We can't emphasize this enough – the same privacy standards and ethics apply when using a phone (call/text) for patient care purposes as they do in other patient encounters.

PREPARE TO HAVE DIFFICULT CONVERSATIONS

Palliative care discussions are a must to deliver compassionate care. Today, some physicians are having these conversations with the patient's family in nontraditional ways (FaceTime, phone, etc.) given the circumstances. To see more tips on addressing palliative care options, [click here](#).

PROVIDE VIRTUAL VISIT GUIDELINES

Discuss standards for telehealth practice to your patients. Explain what can and can't be done during a virtual visit to set achievable expectations.

SET EXPECTATIONS

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