



# How to Engage Your Patients in Telemedicine?

## How do I share this information with my patients?

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### **GIVE**

Give them a tip sheet with instructions for the telemedicine platform you use.

### **TRAIN**

Train your clinic staff to offer and explain telemedicine visits when they schedule appointments.

### **PROVIDE**

Provide handouts and post signs in your clinic about telemedicine.

### **POST**

Post about your telemedicine visits on your clinic's social media channels.

## Why do I need to engage patients in telemedicine?

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You know that telemedicine is good for your practice because it is an efficient and convenient way to engage with your patients. It can allow you to continue treating and educating those who are unable to come to your clinic. But your patients are the ones who decide whether to start or continue using telemedicine. To earn their support, you must address the many reasons why they may not choose telemedicine. You can do that by providing them with education and by making every telemedicine encounter a good one.



## How do I keep my patients engaged in telemedicine?

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### HELP

Help patients get ready for visits, especially the first one.

### GIVE

Give them the handout, “Make the Most of Your Telemedicine Visit: For Patients.”

### PRACTICE

Have your clinic staff do practice visits with first-time patients. This will allow time to troubleshoot equipment and logins.

### FOLLOW

Follow the tips in the handout, “Make the Most of Your Telemedicine Visit: For Providers.” This will help your patients feel more comfortable during their visit with you.

## What information should I share to help my patients understand and value telemedicine?

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- Telemedicine is meeting with you online using a phone or computer.
- They can get the care they need. Many things (but not all) that they might come to the clinic for can also be done using telemedicine.
- You may want to share a success story of how it has helped other patients.
- They can save time by not traveling to the clinic or sitting in waiting rooms.
- Their health information is still private.
- Their insurance may pay for the visit.
- It is easy to participate and you will show them how it works.

