

Impact of digital healthcare on the patient experience

Research exploring patients' views on telehealth during COVID-19 and implications for future pharma digital strategies



- What are **patients' needs and expectations** in a telehealth setting?
- **Where can pharma step in**, to better support as distant care becomes much more common in patient care?
- **How can pharma make a difference** for patients, healthcare professionals (HCPs), and other key stakeholders beyond 'just good products'?

Key Insights #1



Most patients had a **positive** experience of the transition to telehealth during the first COVID-19 lockdowns

Key Insights #2

However, **half** of patients are **unwilling to continue using telehealth extensively**



About the study



4 indication areas:
oncology, chronic
cardiac disease,
chronic lung
disease, diabetes



US, France,
Germany,
Italy, Spain,
UK, and NL



n= 1541



Fielded:
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Download the full report for:

- Key drivers of telehealth satisfaction for patients
- Patients main concerns of continuing distant care
- Implications for pharma marketers

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