

Yelp-like capabilities could help telehealth companies boost satisfaction

Article

The data: Despite the surge in telehealth adoption during the pandemic, there are still major pain points contributing to lower satisfaction with the tech, [per](#) J.D. Power's 2021 Telehealth

Satisfaction study.

- Overall satisfaction of telehealth vendors dropped from 2020 to 2021, according to the survey.
- **Limited services (24%), lack of awareness of costs (15%), confusing tech requirements (15%), and lack of information about providers (15%)** are the top pain points driving healthcare consumers' lower satisfaction rates.

Digging into the data: It isn't surprising that consumer satisfaction with telehealth dropped—adoption of the tech increased dramatically since J.D. Power's last survey, so more patients are accustomed with the tech—and its challenges.

- In 2019, for instance, **only 10% of survey respondents** had even tried virtual care, per J.D. Power's 2019 Telehealth Satisfaction survey—**compared with 36% of respondents** this year, which means they're more likely to notice flaws with the tech.
- Plus, this year, **57% of consumers say they're opting for telehealth** over in-office care due to factors like convenience and the ability to get quick care.

The bigger picture: Telehealth companies are realizing consumers don't want to tap different telehealth platforms for different types of care—they strongly value the convenience of one-stop-shops.

We've seen direct-to-consumer (D2C) vendors react to the limitations of telehealth by entrenching themselves into every corner of healthcare, not just urgent or primary care:

- For example, D2C vendor **Ro** recently **acquired** womens' health startup **Modern Fertility** to add womens' health to its platform—a few months before it **announced** its entry into mental health care.

The opportunity: Telehealth vendors can set themselves apart from the pack even more by adding an internal provider search and review tools, similar to **Zocdoc** or **Yelp**.

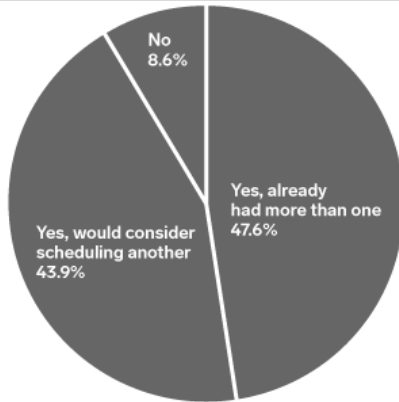
Even telehealth vendors like **Teladoc** with higher-than-average consumer satisfaction scores in J.D. Powers ranking don't let patients sift through available providers based on factors like consumer ratings or provider specialty.

- **More than half (54%) of consumers** have consulted online reviews to choose a healthcare provider, while **98% say online reviews are influential** when choosing a healthcare provider,

according to Cedar's 2020 Healthcare Consumer Experience survey.

US Telehealth/Telemedicine Users Who Would Consider Scheduling Another Telehealth/Telemedicine Appointment in the Future, March 2021

% of respondents



Note: n=1,222 ages 18+; numbers may not add up to 100% due to rounding
Source: Sykes, "2021 Telehealth Survey" conducted by Pollfish, April 2, 2021

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