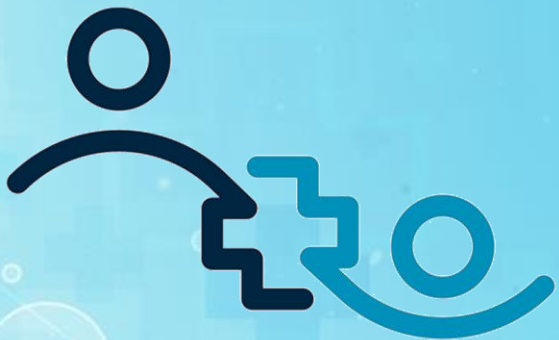




Mid-Atlantic
Telehealth
Resource Center

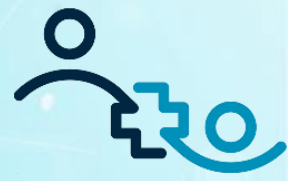
Business Models in Telehealth

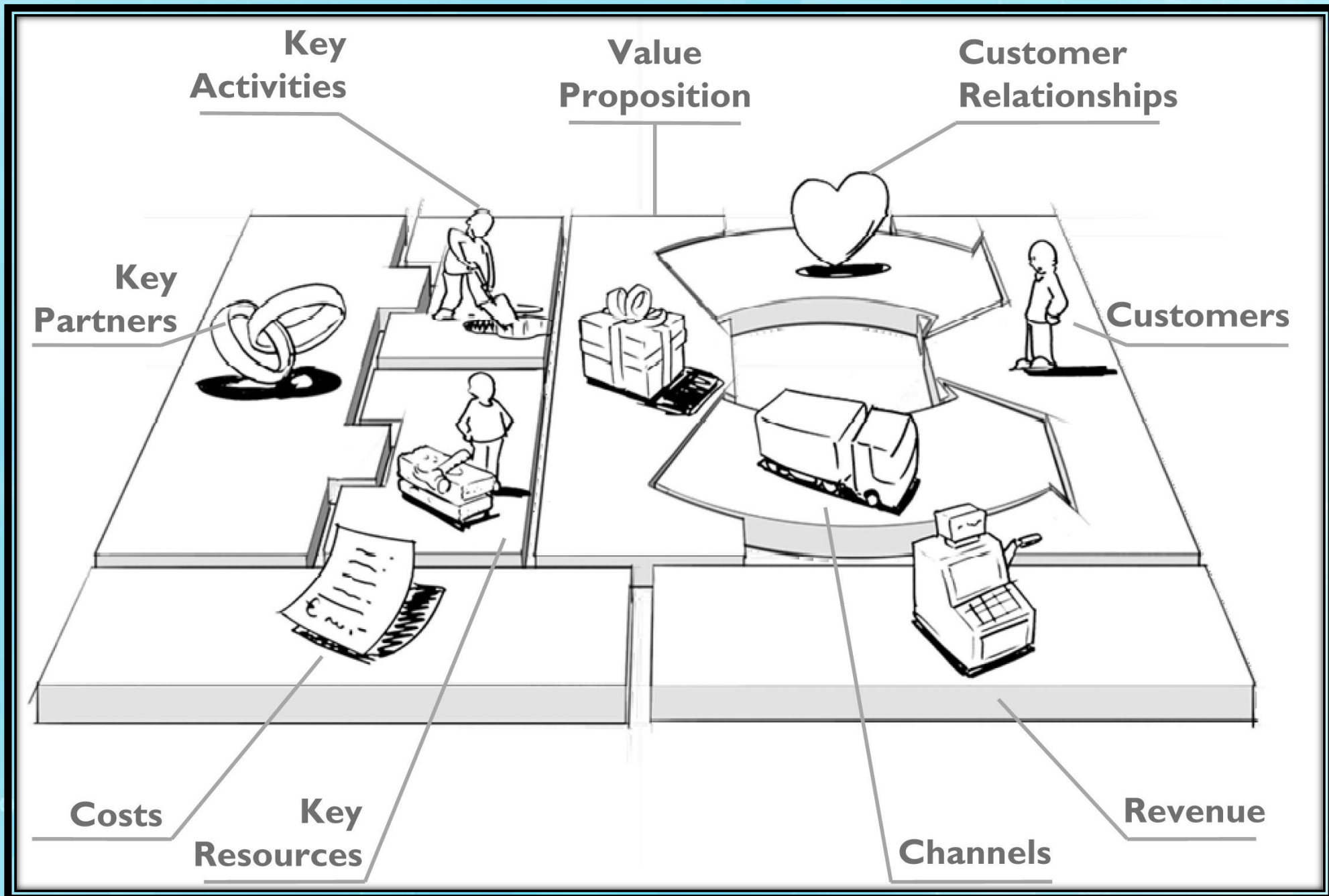
MATRC Summit – April 2018



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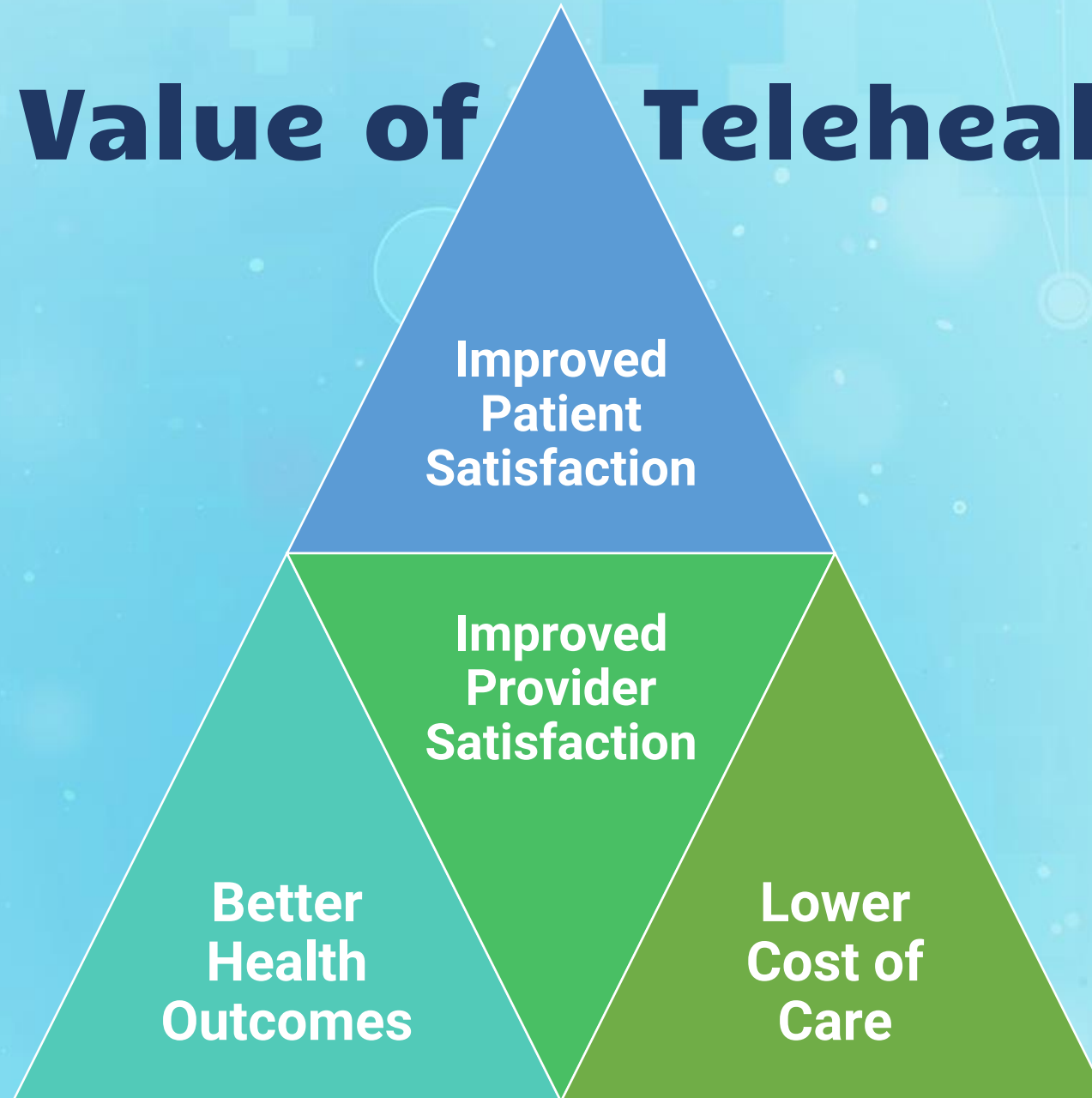








The Value of Telehealth



Sources of Value

Organizational

- Reputation
- Brand
- Market Share
- Recruitment
- Satisfaction

Financial

- Revenue
- Cost Savings
- No Penalties

Clinical

- Outcomes
- Engagement
- Satisfaction



Revenue Models

Fee-for-Service (Private Insurers, Medicaid, Medicare)

Bundled Payments

Cash Pay

Subscriptions (e.g., Concierge Care)

Shared Savings (ACOs)

Etc.

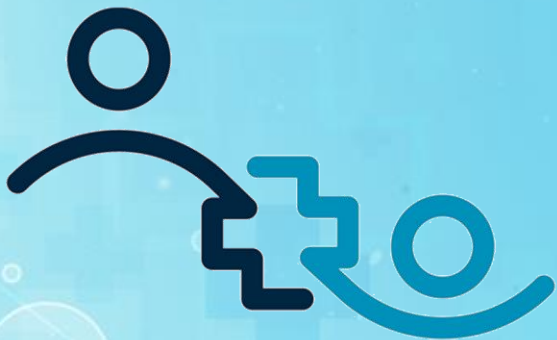


Thank You!



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