

# Telemedicine Survey Highlights

A Survey of Upstate New York, 2017



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# Survey Methods

# Method and Design

Excellus BCBS commissioned One Research to conduct an online survey of upstate New York adults. Participants were recruited from a vendor panel by email invitation to take the survey between January 6 and January 19, 2017. Participants were not asked to disclose their health care provider.

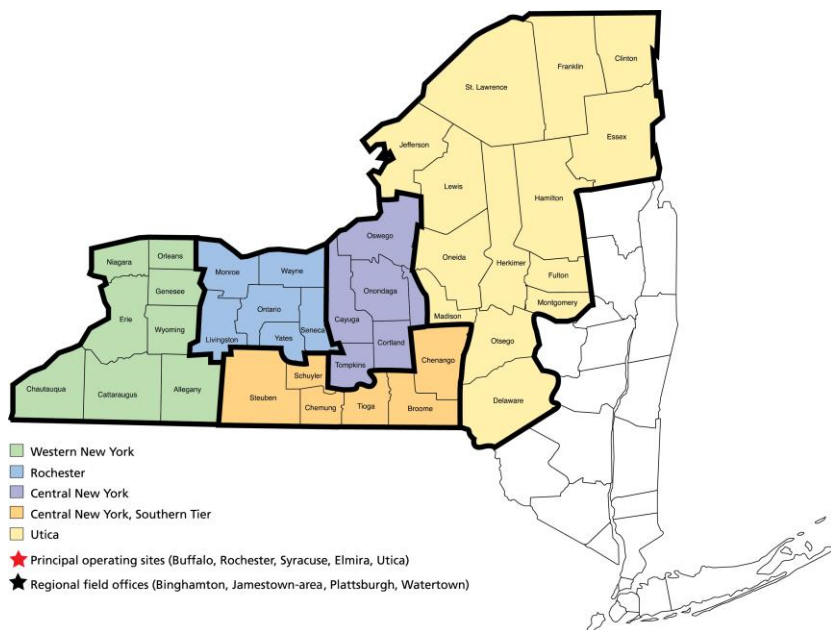
Survey respondents had to be at least 18 years old and living within the health plan's 39-county coverage area. County-level quotas were established to ensure the geographic distribution of the final sample would closely match the actual distribution of the general population

The design of the study was cross-sectional. The survey instrument contained a brief screening, demographic questions and randomized questions on several health-related topics, including telemedicine. The survey was designed for self-completion via an online platform. In conducting the analysis, data were tested at a 95 percent confidence interval.

# Participants

2,000 individuals from a 39-county region in upstate New York completed the survey.

The demographics of the respondents indicate that the survey sample was representative of upstate New York adults.



## Participant Characteristics (n = 2,000)

<b>Region</b>	
Western NY	31%
Rochester/Finger Lakes	21%
Central NY	16%
Southern Tier	10%
Utica/Rome/North Country	21%
<b>Sex</b>	
Male	49%
Female	51%
<b>Age</b>	
18-24	12%
25-34	18%
35-44	18%
45-54	20%
55-64	16%
65+	17%

# Participants (cont.)

Participant Characteristics (n = 2,000)			
Race		Education Level	
White	92%	High school graduate or less	24%
Black or African American	4%	Some college	20%
Asian or Pacific Islander	1%	Associate's degree	15%
Native American or Alaskan Native	1%	College 4 years	24%
Mixed Race	1%	Post graduate	18%
Some other race	1%	Annual Household Income	
Employment Status		Less than \$15,000	9%
Employed full or part-time	53%	\$15,000-\$24,999	11%
Self-employed	4%	\$25,000-\$34,999	10%
Not employed, looking for work	5%	\$50,000 to \$74,999	19%
Not employed, not looking for work	3%	\$75,000 to \$99,999	17%
Retired	20%	\$100,000 or more	15%
Student	4%	Prefer not to respond	6%
Homemaker	8%	Currently taking prescription Rx for Chronic Condition	
Other	4%	Yes	60%

# Telemedicine Results

(n = 2,000, all respondents)

# Nearly 5 in 10 upstate New Yorkers surveyed are aware of or have used telemedicine.

## Total

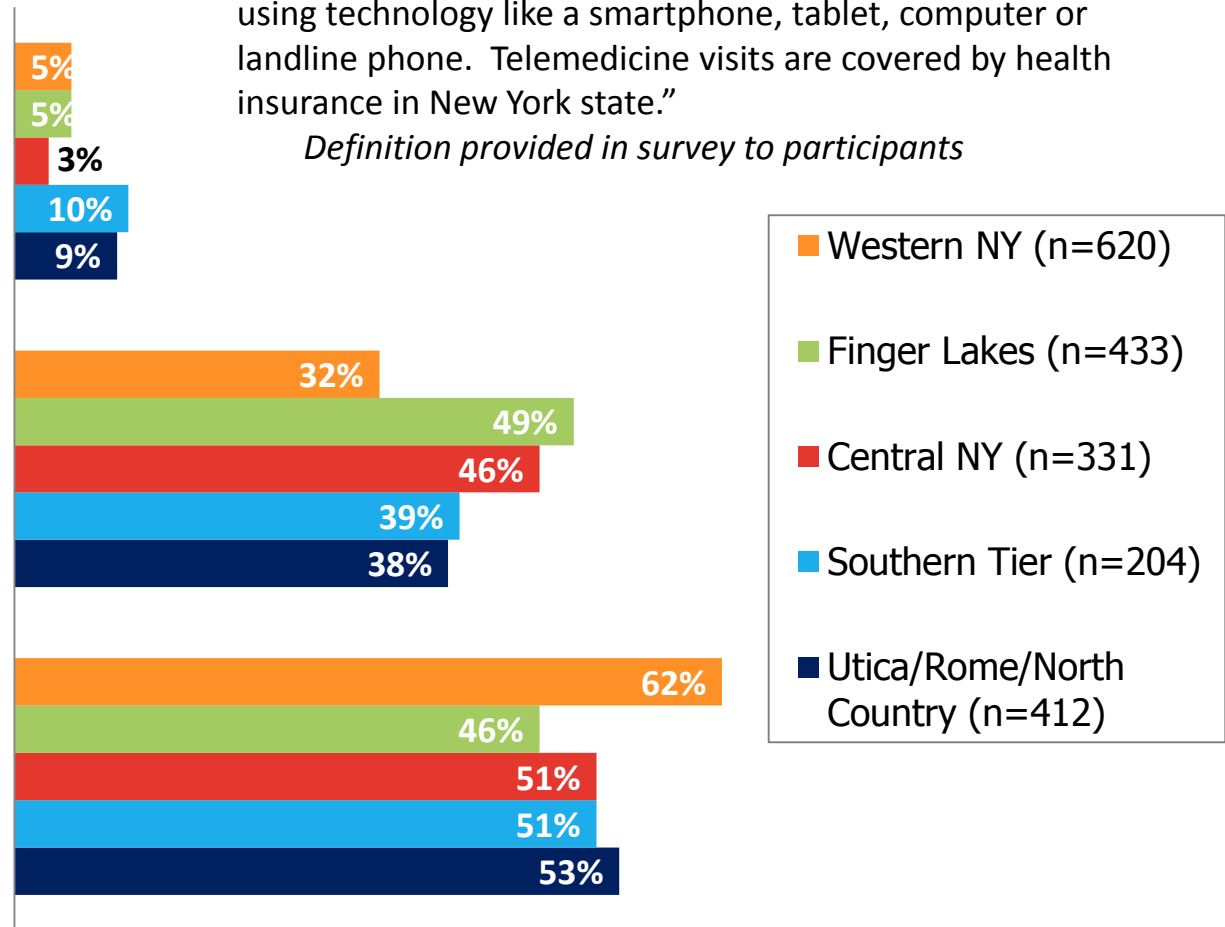
**6%** Have used telemedicine

**40%** Are aware of but have never used it

**54%** Not aware of telemedicine

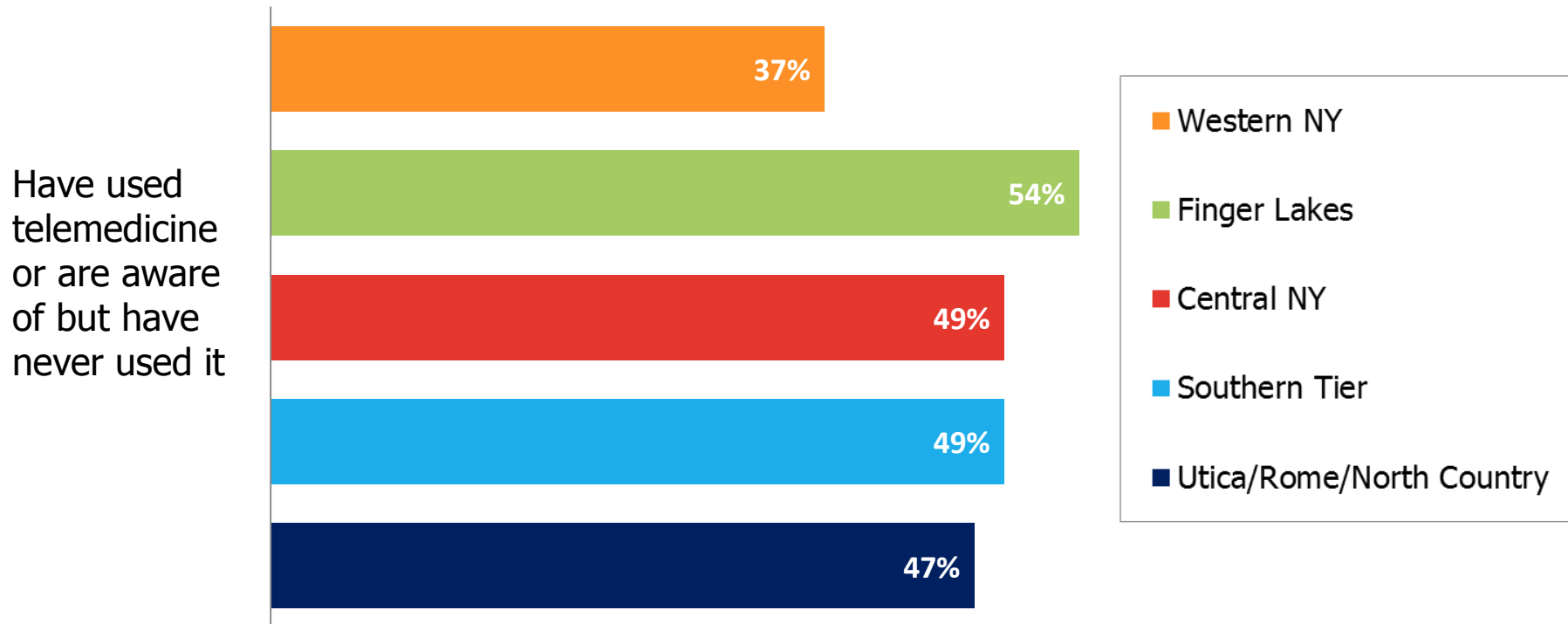
“Telemedicine is the delivery of health care from a distance using technology like a smartphone, tablet, computer or landline phone. Telemedicine visits are covered by health insurance in New York state.”

*Definition provided in survey to participants*



The Finger Lakes region has the highest percentage of awareness and use of telemedicine, while Western NY has the lowest awareness and use

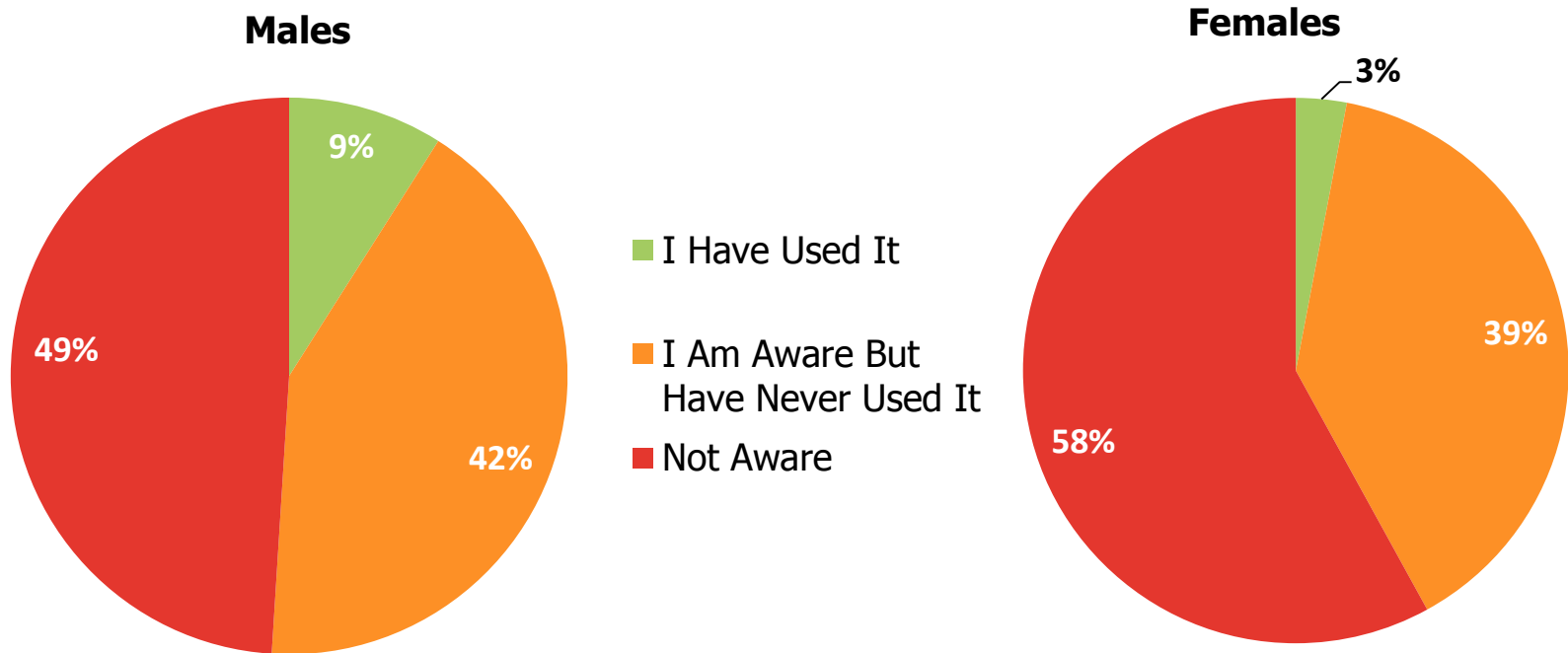
**Use and Awareness of Telemedicine,  
by Region**



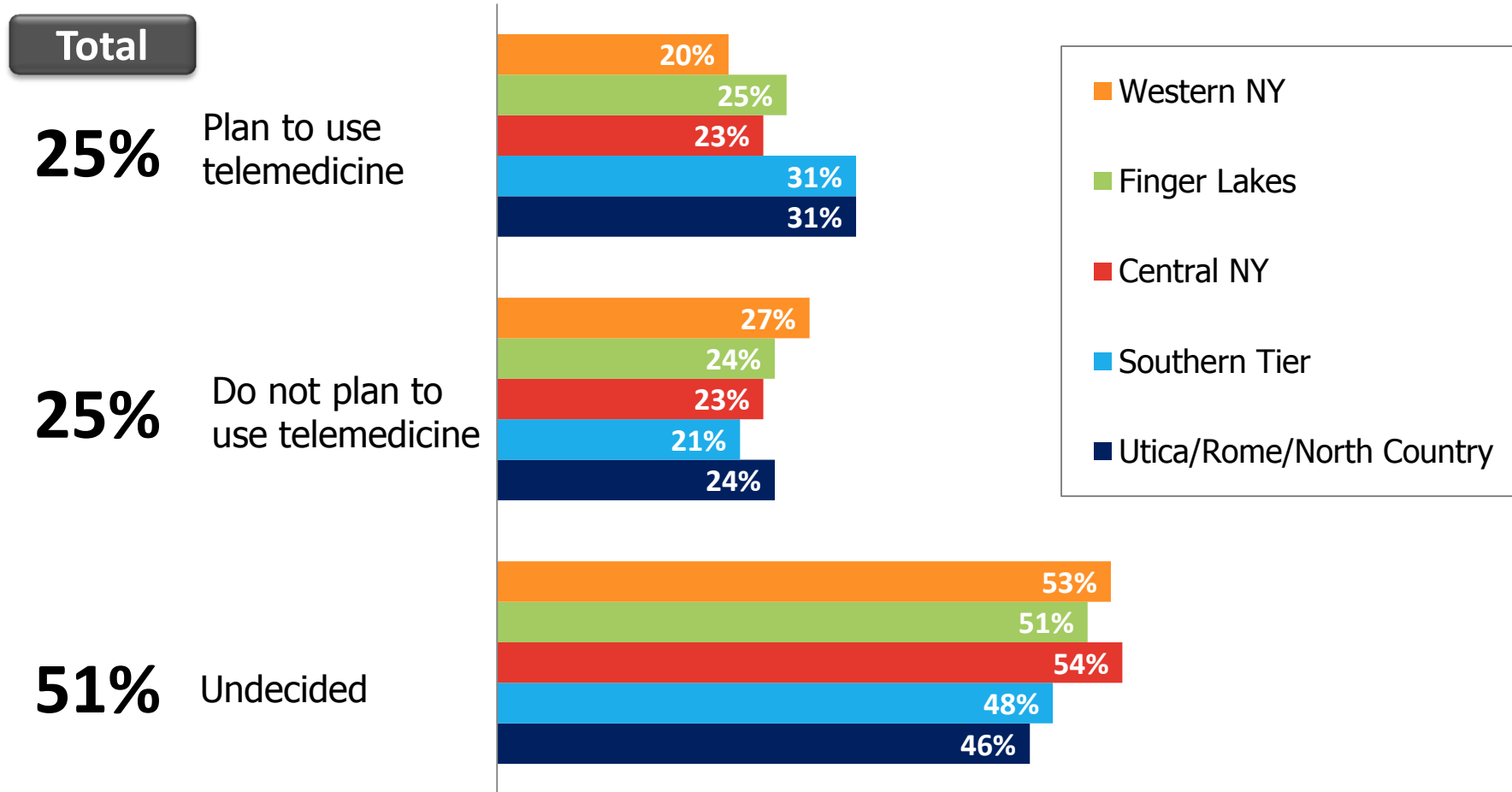


# Women are more likely to be unaware of telemedicine than men

## Familiarity with Telemedicine, by Sex

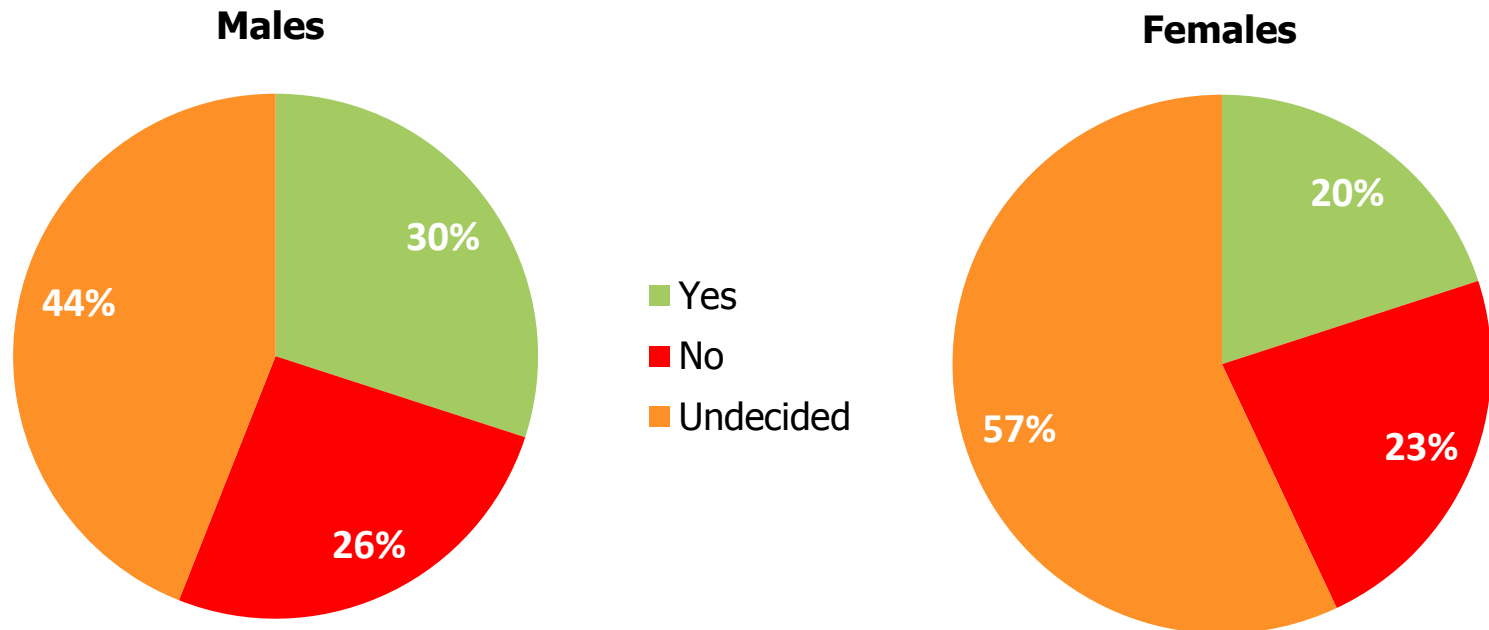


# About one quarter of upstate NY respondents plan to use telemedicine in the future



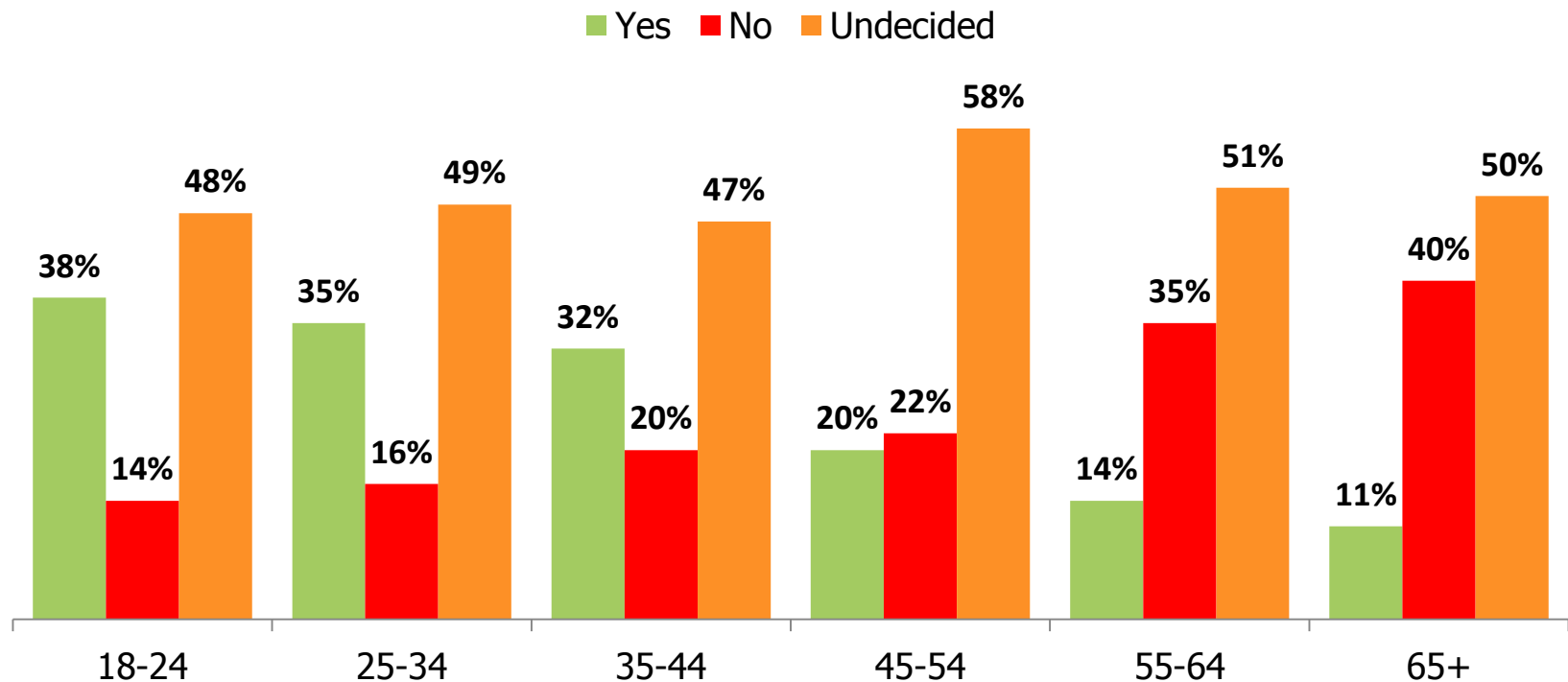
Significantly more men than women plan to use telemedicine in the future. Compared to men, women are more likely to be undecided about the of use telemedicine should the need arise

**Plan to Use Telemedicine, by Sex**



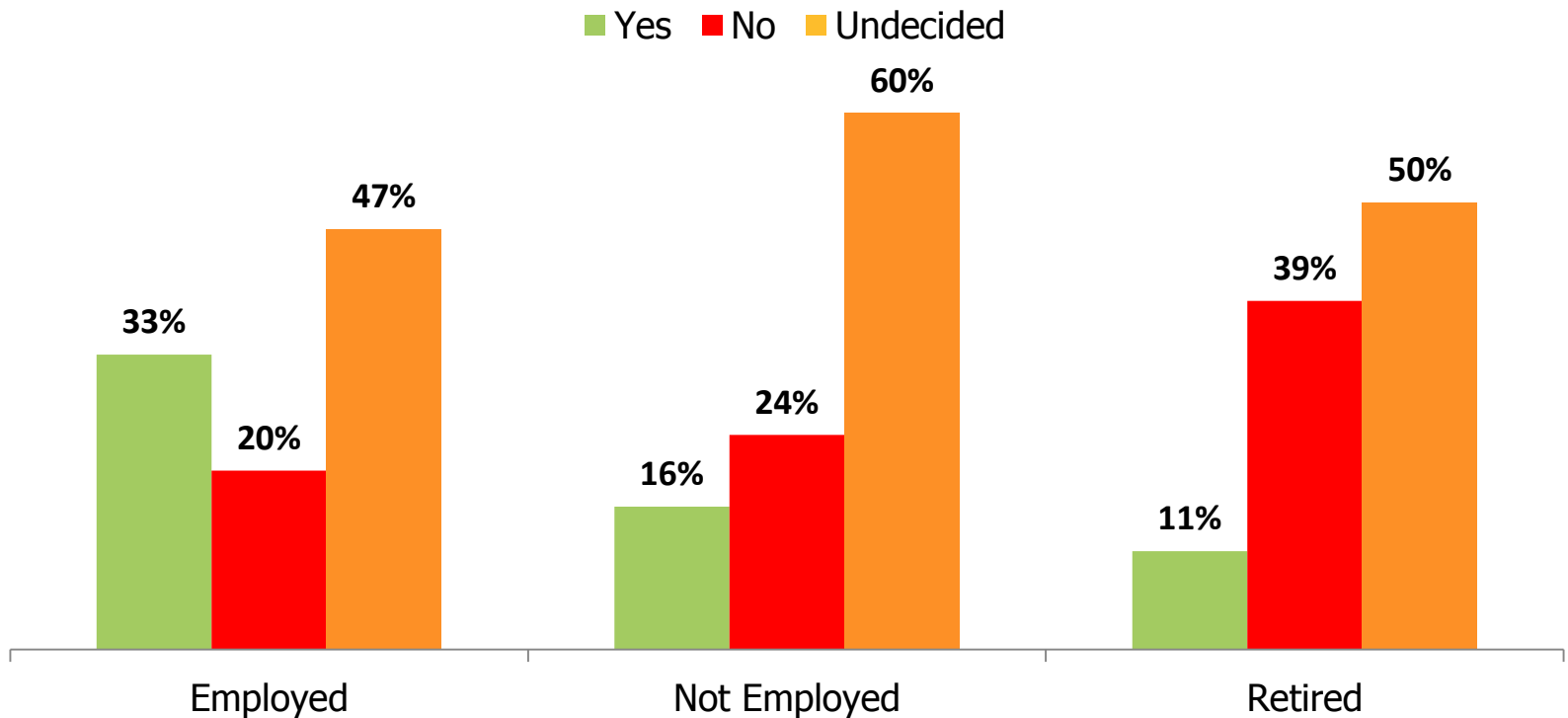
Approximately one third of upstate New York respondents ages 18-44 plan to use telemedicine. Interest in using telemedicine declines with age

**Plan to Use Telemedicine, by Age**



Significantly more employed people plan to use telemedicine compared to other groups. Retirees are more likely to report that they do not plan to use telemedicine in the future

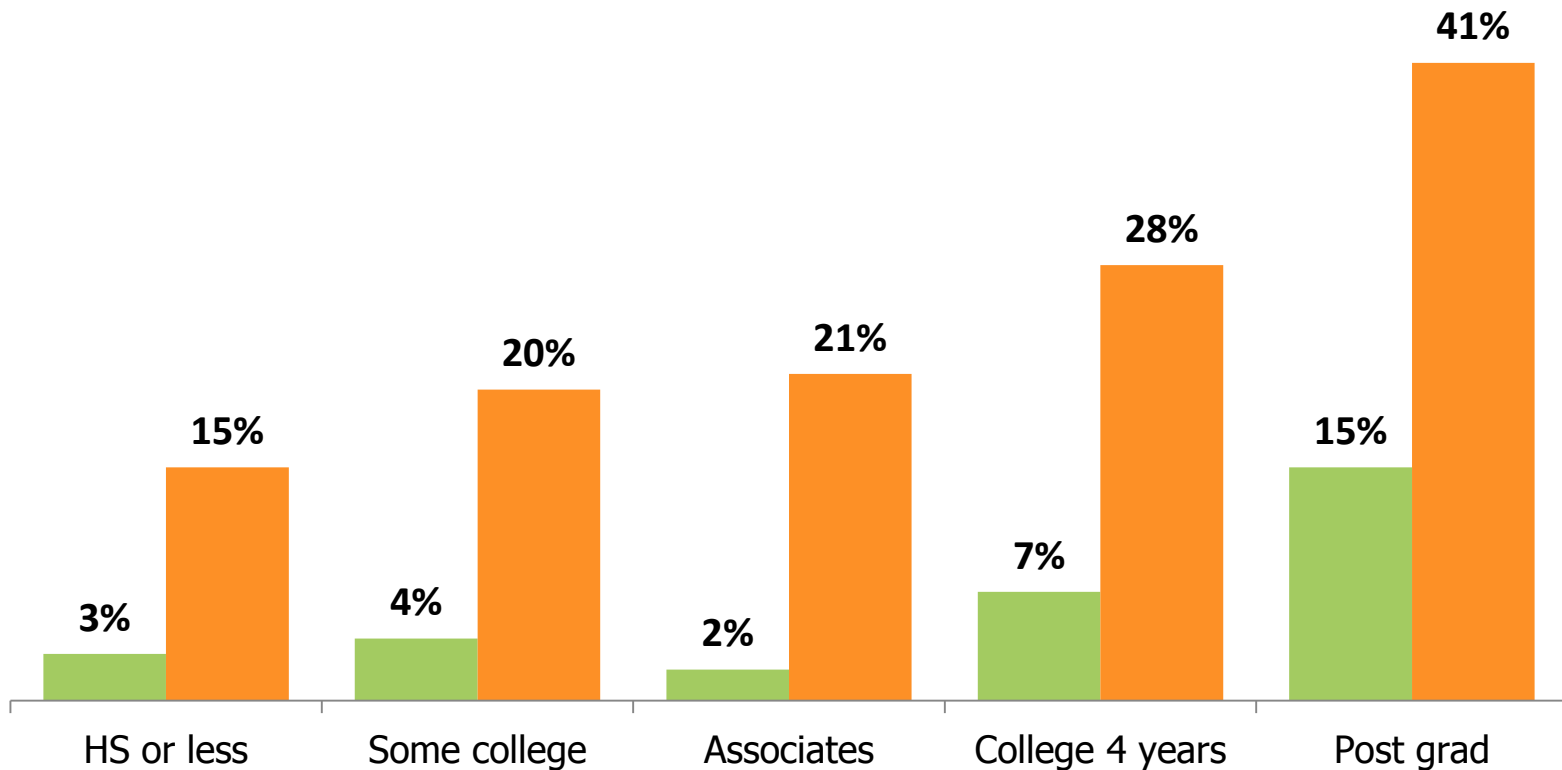
### Plan to Use Telemedicine, by Employment Status



# Those who have used or plan to use telemedicine differs among people of different educational backgrounds

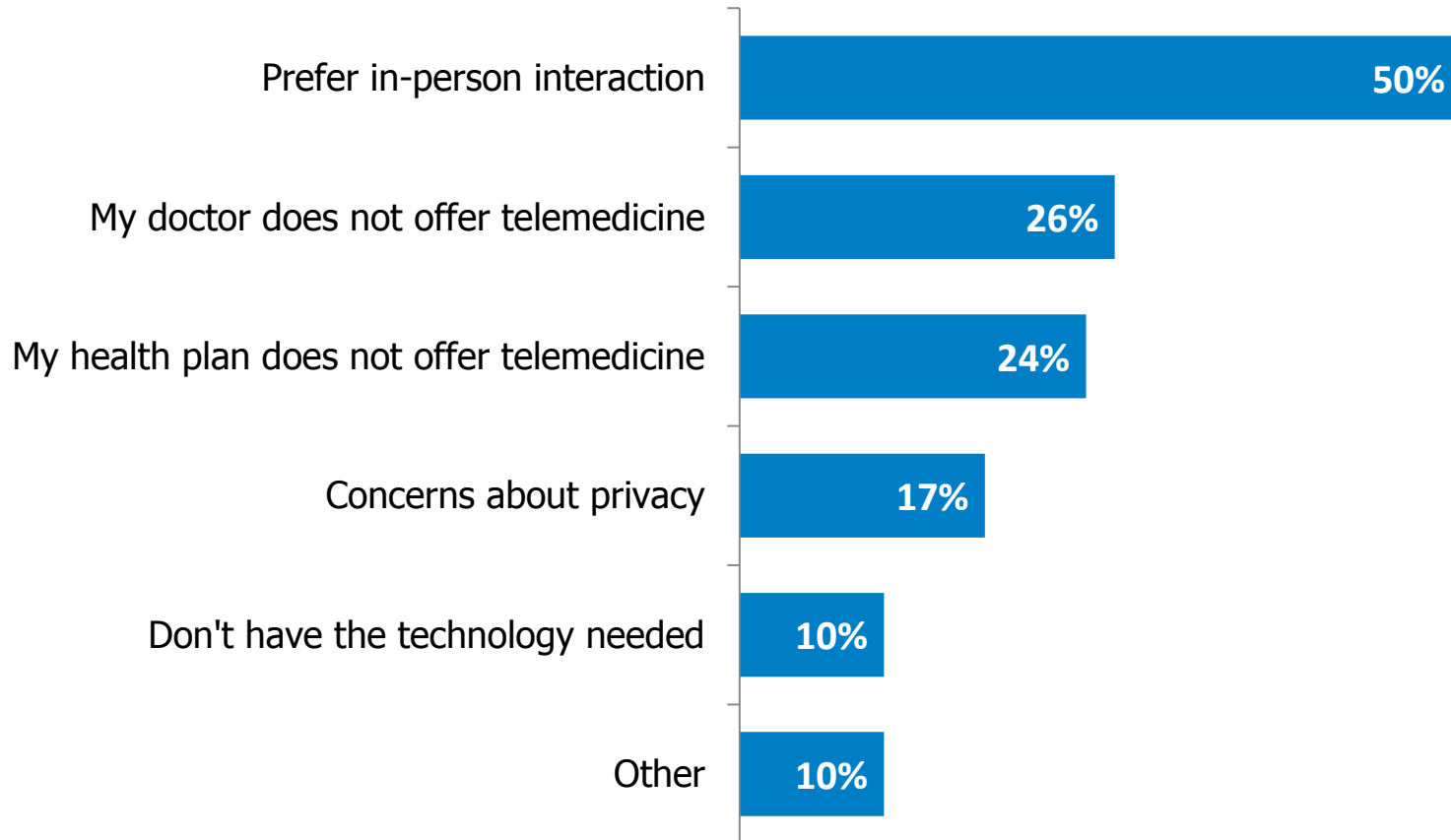
## Plan to Use Telemedicine, by Education

■ Have used telemedicine    ■ Plan to use telemedicine



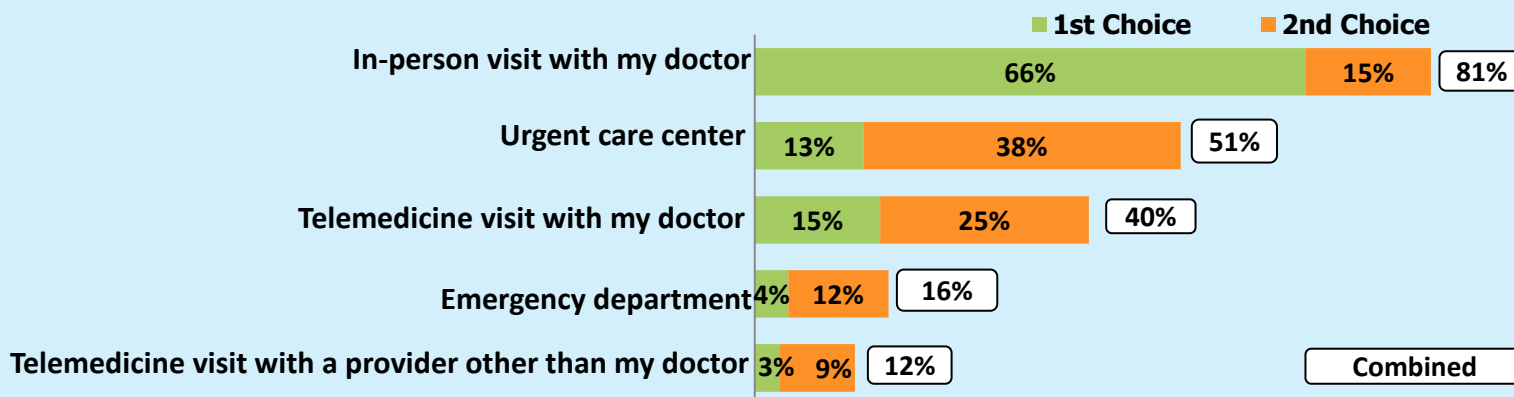
# Preference for in-person interaction is the main reason upstate N.Y. respondents report not using telemedicine

## Reasons for Avoiding Telemedicine

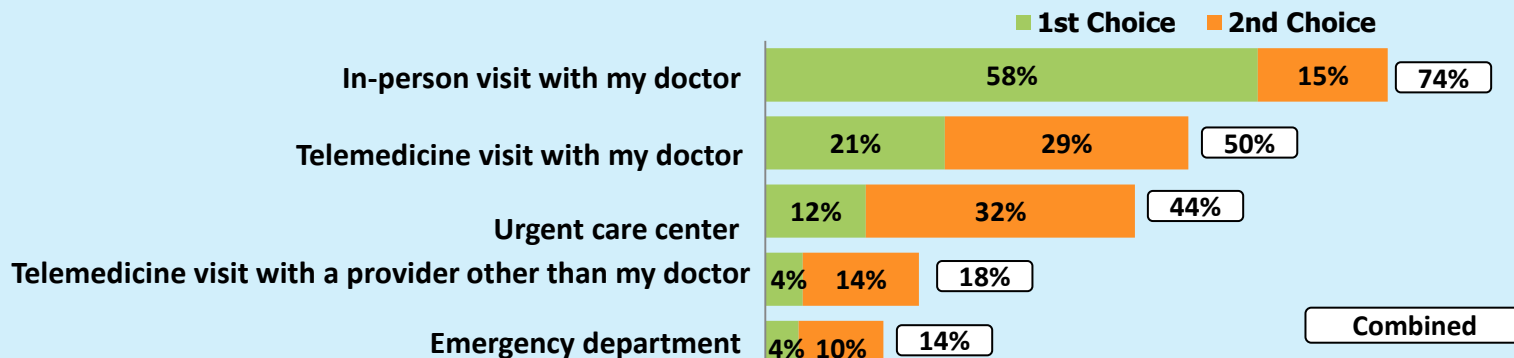


# Preference for treating minor conditions changes among those who have used or are familiar with telemedicine

## Among all survey respondents



## Among those who have used or are familiar with telemedicine

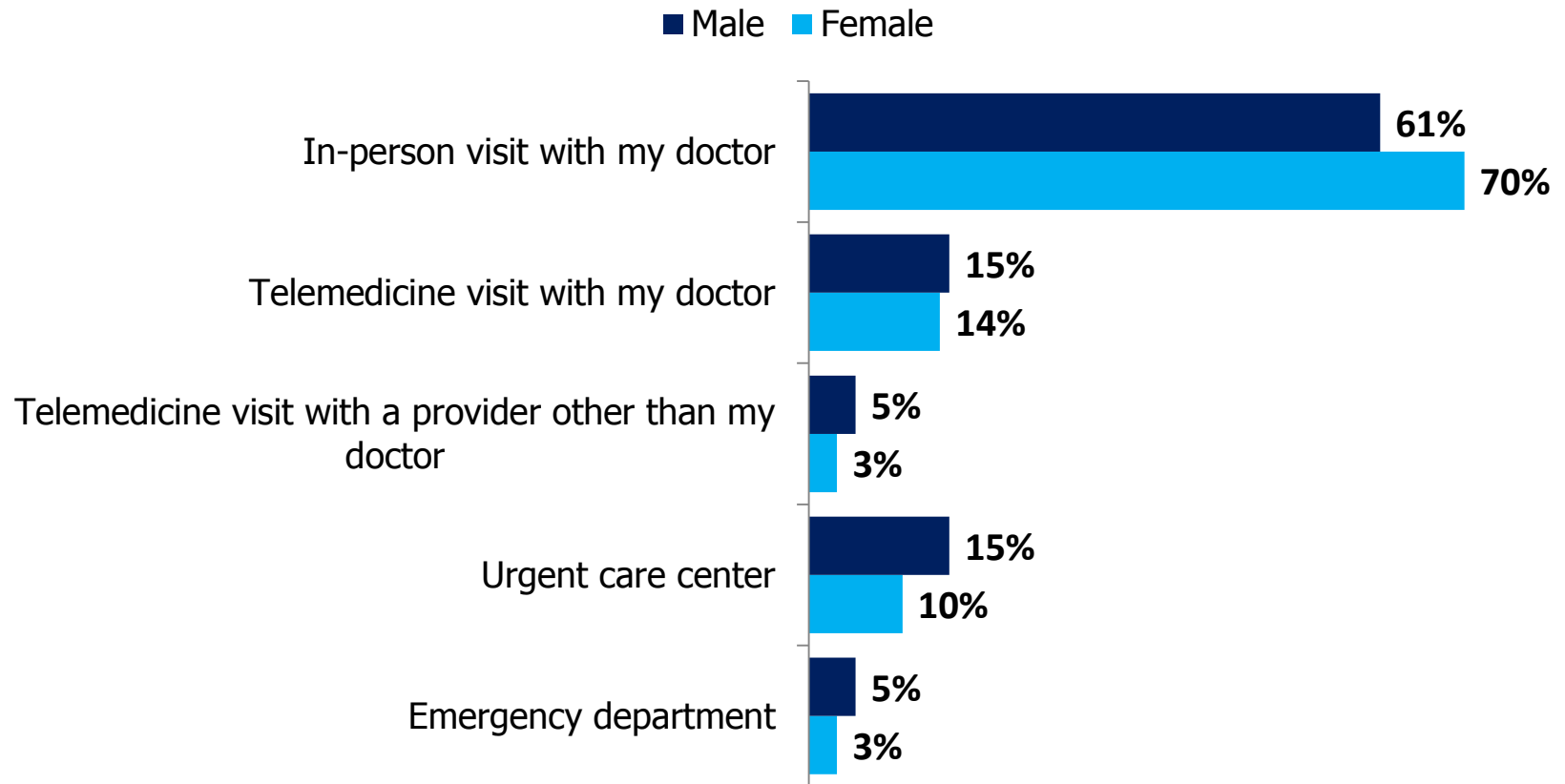


(n=911; familiar with or used telemedicine)



# Significantly more women than men prefer in-person visits with a doctor as their first choice for having minor conditions treated

**Preferred Location to Seek Medical Care for Minor Conditions, By Sex**



# Patterns Among Telemedicine Users

(n = 121, only respondents who have used telemedicine)

# Patterns among telemedicine users

## Among those who have used telemedicine

**5**

Average number of times  
patient used telemedicine  
in past 12 months

**79%**

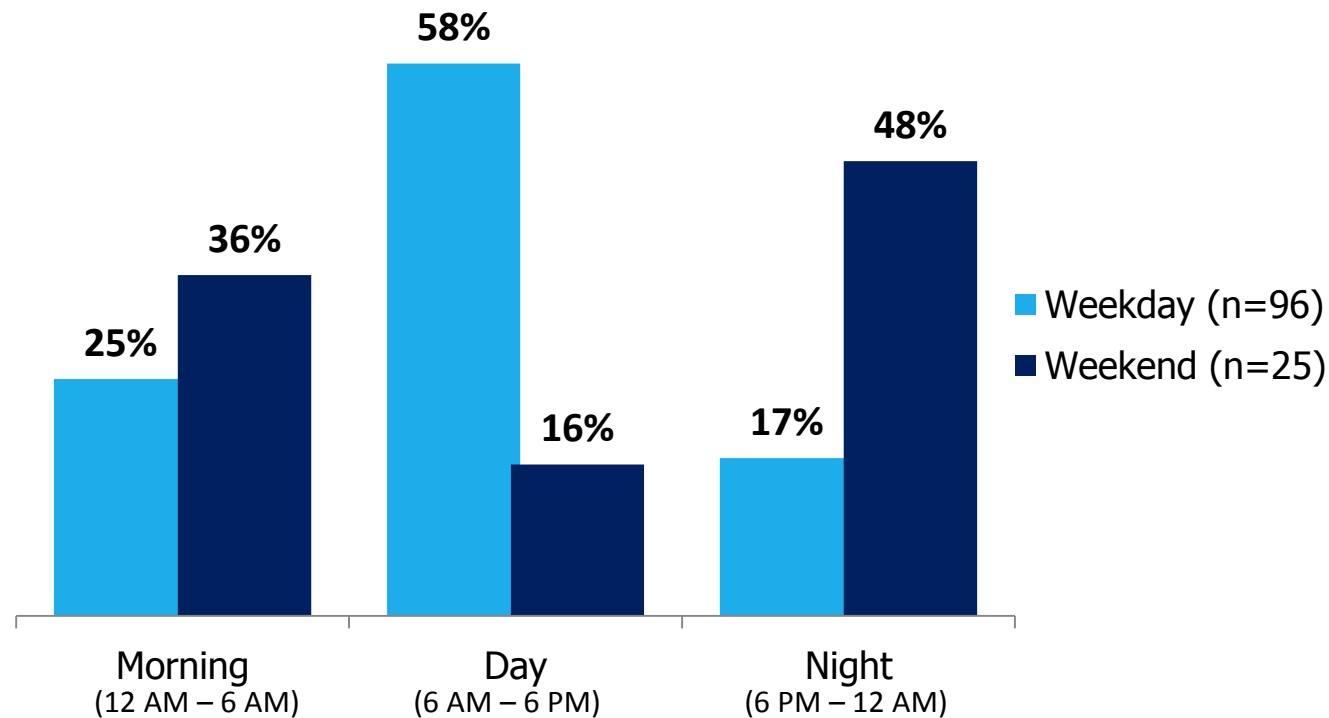
Use mostly weekdays

**21%**

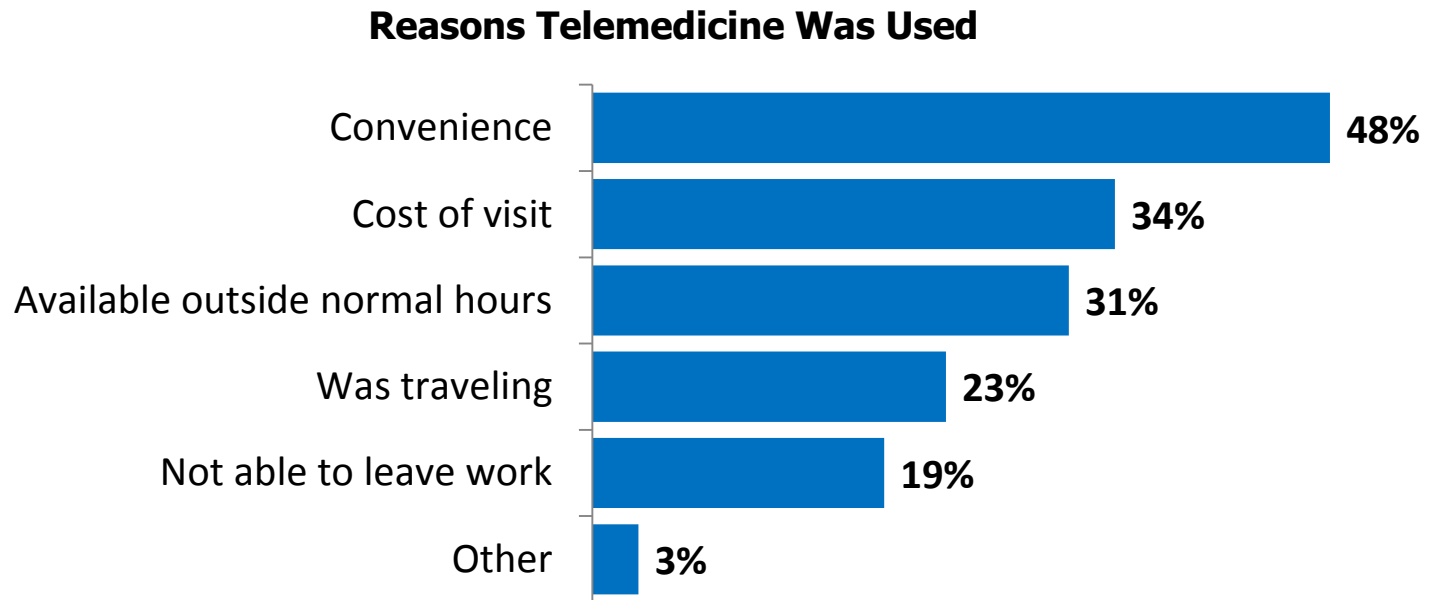
Use mostly weekends

On weekdays, telemedicine is mostly used during daytime hours; however weekend use is typically at night or before 6am

### Times of Day Telemedicine is Used

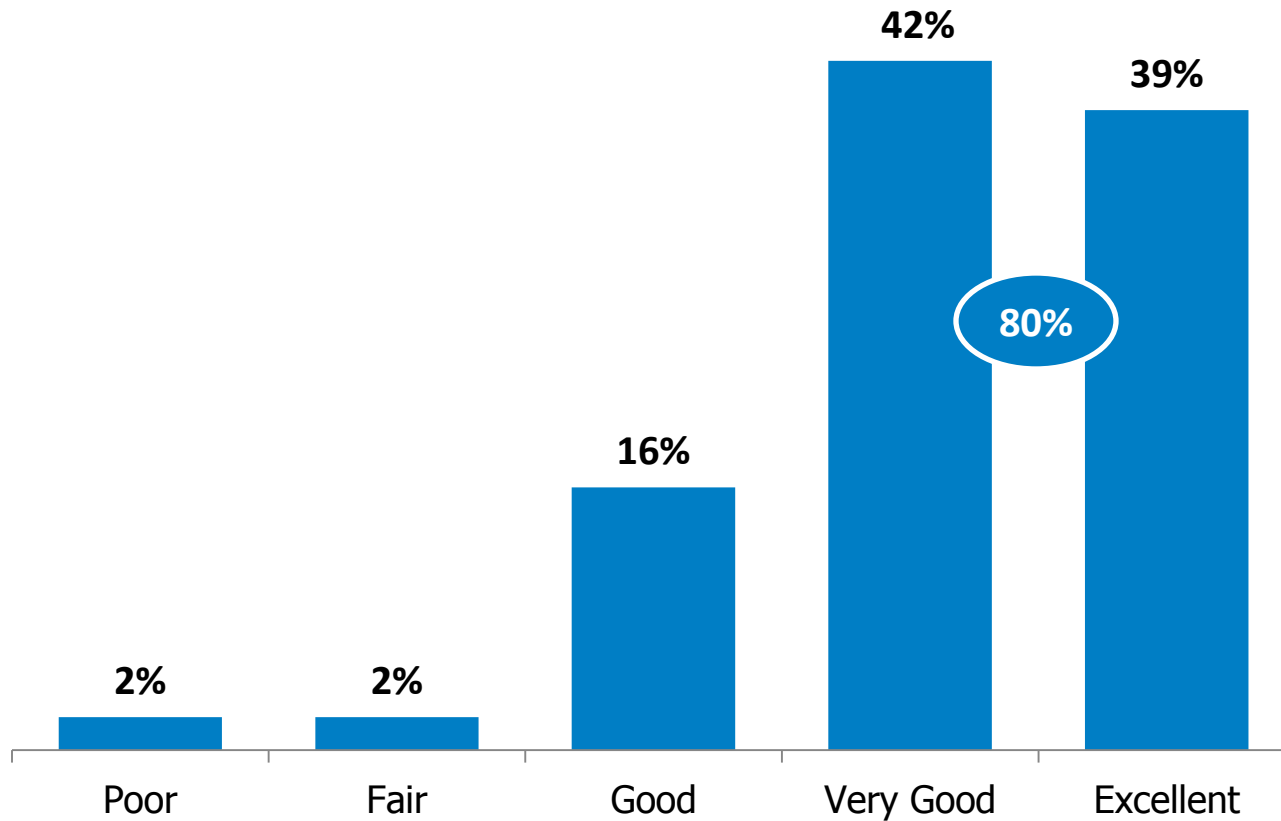


# Convenience is the primary reason telemedicine is used



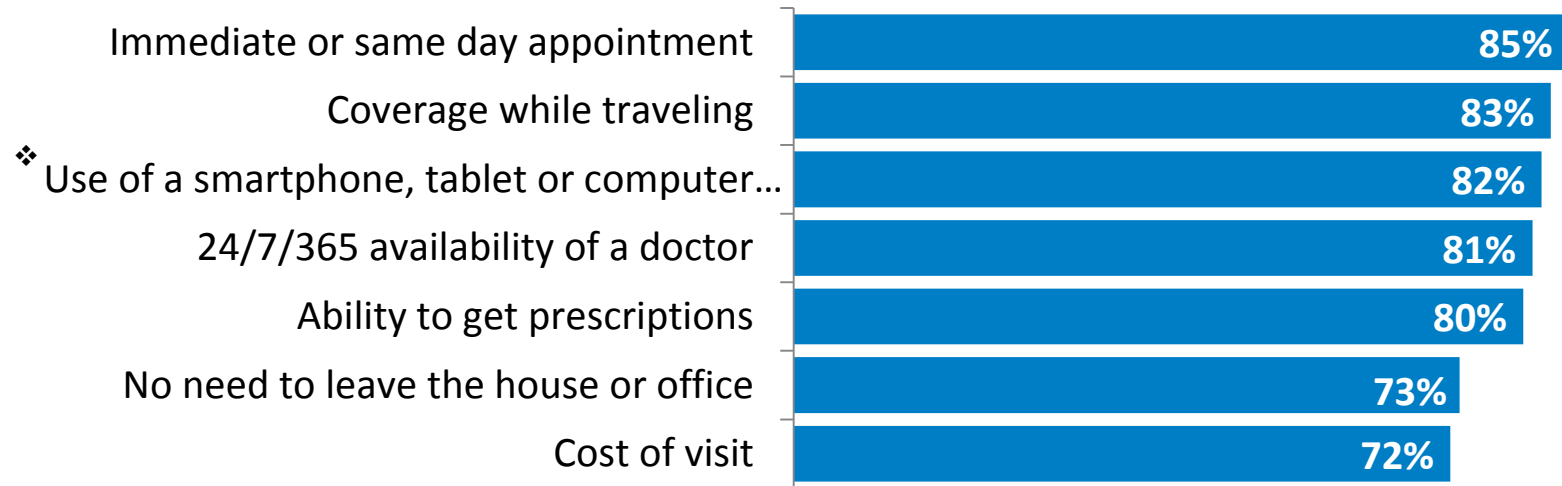
80% of telemedicine users rate their experience as “Very Good” to “Excellent”

**Users Rating of Overall Experience with Telemedicine**



While all features tested are considered very or extremely important by most people using telemedicine, cost of the visit is lower in the priority

**Importance of Feature  
when Considering Telemedicine**  
(Very and Extremely Important)



❖ Full feature described is "Use of smartphone, tablet or computer to make a video or telephone call"

# People who have used telemedicine are significantly more likely to use it again should the need arise

## Would use Telemedicine Again should Need Arise

