

### Telehealth Patient Satisfaction Surges During Pandemic but Barriers to Access Persist, J.D. Power Finds

Amwell Ranks Highest among Direct-to-Consumer Brands; Cigna Ranks Highest among Health Plans

**TROY, Mich.: 1 Oct. 2020** — Telehealth has emerged as one of the bright spots in the “new normal,” giving patients the ability to meet virtually with healthcare providers from the safety and comfort of home. However, the technology is still experiencing growing pains. According to the J.D. Power 2020 U.S. Telehealth Satisfaction Study,<sup>SM</sup> released today, patient satisfaction with telehealth services has been increasing during the COVID-19 pandemic, but several barriers to access still exist for many patients, including those most at risk.

“The COVID-19 pandemic has been a moment of truth for telehealth, and, by most accounts, the technology is rising to the challenge and delivering a high degree of satisfaction among those who use it,” said **James Beem, managing director of global healthcare intelligence at J.D. Power**. “However, even though the public awareness with Telehealth is higher due to the influence of COVID-19, the barriers for the consumer to engage with the technology has been a consistent theme in our research.”

Following are some key findings of the 2020 study:

- **Great patient experience:** The overall customer satisfaction score for telehealth services is 860 (on a 1,000-point scale), which is among the highest of all healthcare, insurance and financial services industry studies conducted by J.D. Power.
- **Barriers to access persist:** Though telehealth has been pitched as a solution to improve access to healthcare for everyone, more than half (52%) of telehealth users say they encountered at least one barrier that made it difficult to use telehealth. The most common hurdles are limited services (24%); confusing technology requirements (17%); and lack of awareness of cost (15%). Additionally, 35% of telehealth users indicate they experienced a problem during a visit. Tech audio issues (26%) are the most common problem.
- **At-risk patients have lower levels of satisfaction:** Overall satisfaction is 117 points lower among patients with the lowest self-reported health status than among patients who consider themselves to be in excellent health. Similarly, healthier patients are significantly more likely to understand the information provided during the visit, receive clear explanations, feel their visits are highly personalized and obtain a high-quality diagnosis.
- **Safety becomes a top driver of utilization:** Among patients who used a telehealth offering this year, 46% say their top reason for choosing telehealth was safety. That compares with just 13% in 2019.

#### Study Rankings

**Amwell** ranks highest in telehealth satisfaction among direct-to-consumer brands, with a score of 885. **Doctor on Demand** (879) ranks second.

**Cigna** ranks highest among payers of health plan-provided telehealth services with a score of 874. **Kaiser Foundation Health Plan** (867) ranks second and **UnitedHealthcare** (865) ranks third.

The J.D. Power U.S. Telehealth Satisfaction Study, now in its second year, measures consumer satisfaction with their telehealth service experience based on four factors (in order of importance): customer service (42%); consultation (28%); enrollment (19%); and billing and payment (11%). The study is based on responses of 4,302 health consumers who used a telehealth service within the past 12 months. It was fielded in June-July 2020.

For more information about the 2020 Telehealth Satisfaction Study, visit <https://www.jdpower.com/business/resource/us-telehealth-study>.

To view the online press release, please visit <http://www.jdpower.com/pr-id/2020124>.

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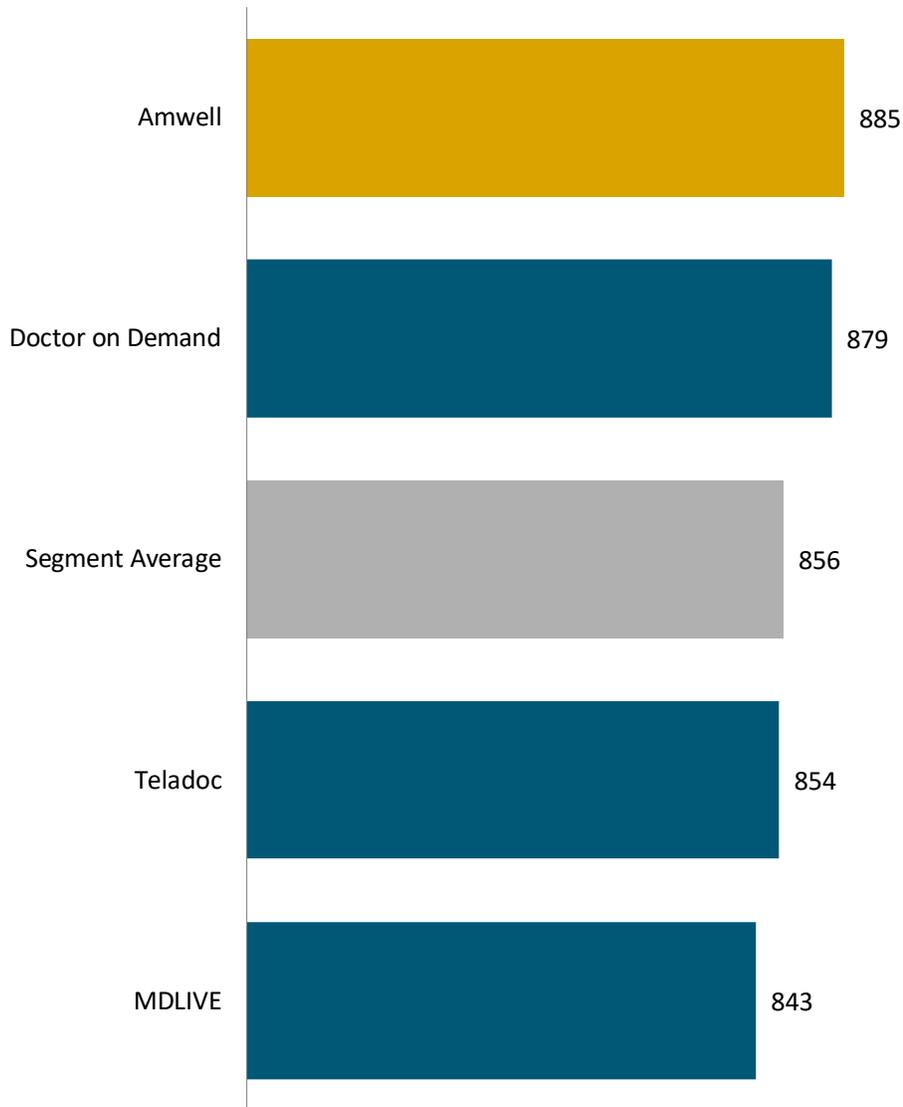
NOTE: Two charts follow.

# J.D. Power 2020 U.S. Telehealth Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Direct-to-Consumer



Source: J.D. Power 2020 U.S. Telehealth Satisfaction Study<sup>SM</sup>

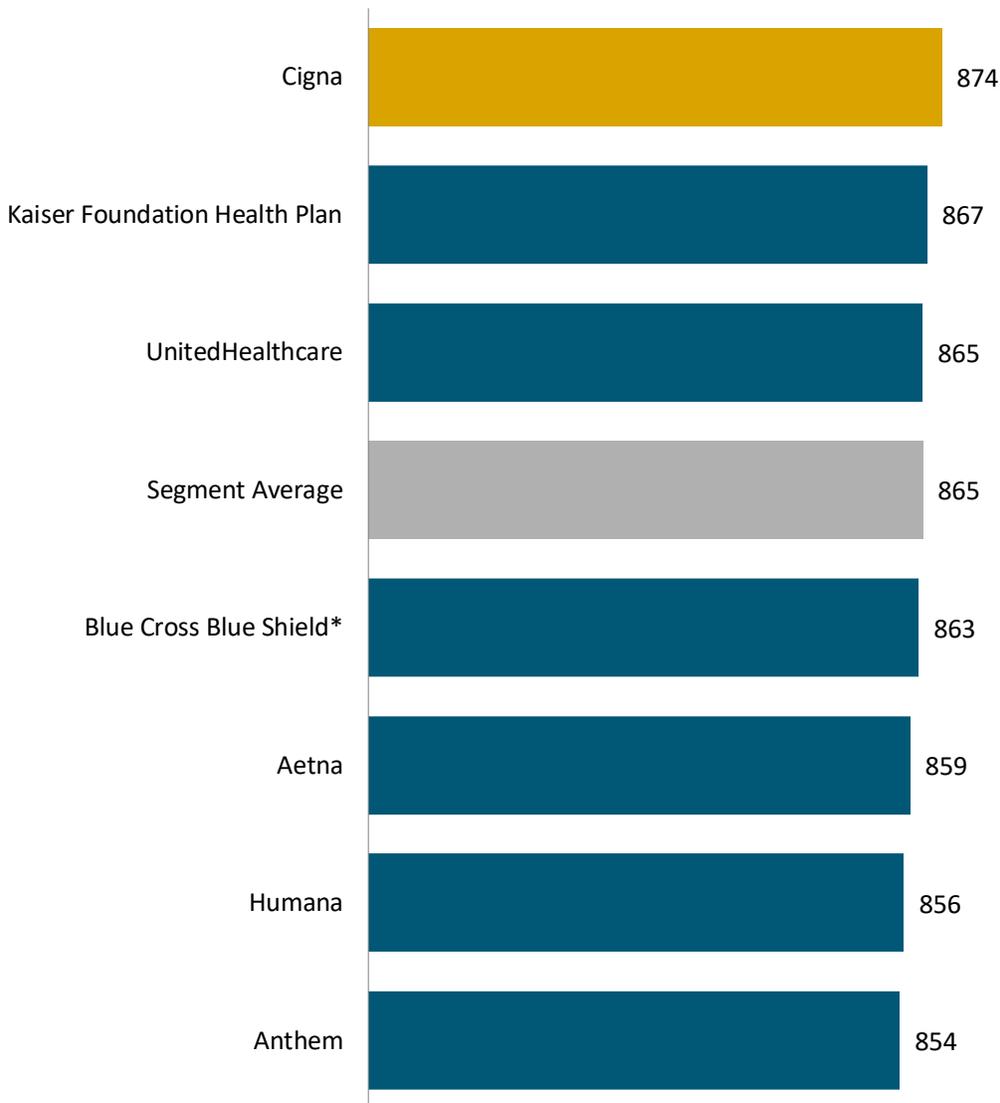
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# J.D. Power 2020 U.S. Telehealth Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Payers



*Note: Medicare and Medicaid are included in the study but are not rank-eligible because they are not administered by a single brand/company.*

*\*Blue Cross Blue Shield consists of all individual Blue Cross Blue Shield brands.*

*Source: J.D. Power 2020 U.S. Telehealth Satisfaction Study<sup>SM</sup>*

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