

logitech®

# THE POWER OF THREE

**MAINTAIN, ADAPT,  
INNOVATE:**  
THE TRANSITION TO  
TELEHEALTH



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## INTRODUCTION

The global pandemic of 2020 has brought to the forefront the critical role telehealth can play in the delivery of personalized patient care. Providers and health systems are experiencing unprecedented challenges in meeting the demand for healthcare services, and are turning to telehealth to help limit exposure, respond to the crisis, and provide on-going care. During the pandemic **47% of Canadians have used “virtual care” such as video**, of which **91% said they were very satisfied<sup>1</sup>** with the experience. And in the **U.S, more than 70% of in-person medical visits have been cancelled**, with **76% of patients<sup>2</sup> agreeing they are likely to use telehealth going forward** - forever changing the way healthcare is delivered.

With the transition to telehealth upon us, healthcare organizations are being pushed into re-thinking the delivery of patient care for a new world. For IT departments, this means implementing strategies to improve both quality and access to healthcare services while containing costs and maintaining connectivity no matter what approach is taken. Healthcare providers must also be prepared and equipped to maintain worker, family, and patient safety, while enabling collaboration from afar. As a result, the use of video has quickly emerged as a critical tool that’s now at the heart of many telehealth strategies.

Not only has video become the de facto standard for enabling seamless connectivity, it is now an essential way to support personalized experiences that build patient engagement and extend access to health services when and where they’re needed the most.

## NEXT NORMAL HEALTHCARE STRATEGIES

The challenges presented by the global pandemic are huge, and the scale is still not understood. As a result, many healthcare organizations are focused on implementing scenario-based strategies to help plan, prevent, and respond to the current public health emergency. This has accelerated the adoption of telehealth as a means of protecting the safety of patients and healthcare staff while providing continuity of care.

For each strategy, careful planning is needed with the right tools and support for organizations to deliver quality care from any environment.

### STRATEGY 1: PREPARE – READINESS PLANNING

Consider how integrating virtual healthcare into the care delivery approach can help meet changing patient preferences and demand for lower-cost services. This may include setting up an e-triage to mitigate the surge in emergency departments, or alternate video triage sites for patient assessments. To offer at-home consultations, you'll need video collaboration tools with seamless plug and play capabilities that are easy to set up and use. Whichever approach you choose, develop strategies to digitally enable health services, and share virtual best practice to ensure staff, patients, and families have all the support they need to stay connected and engaged.



#### IT TIP

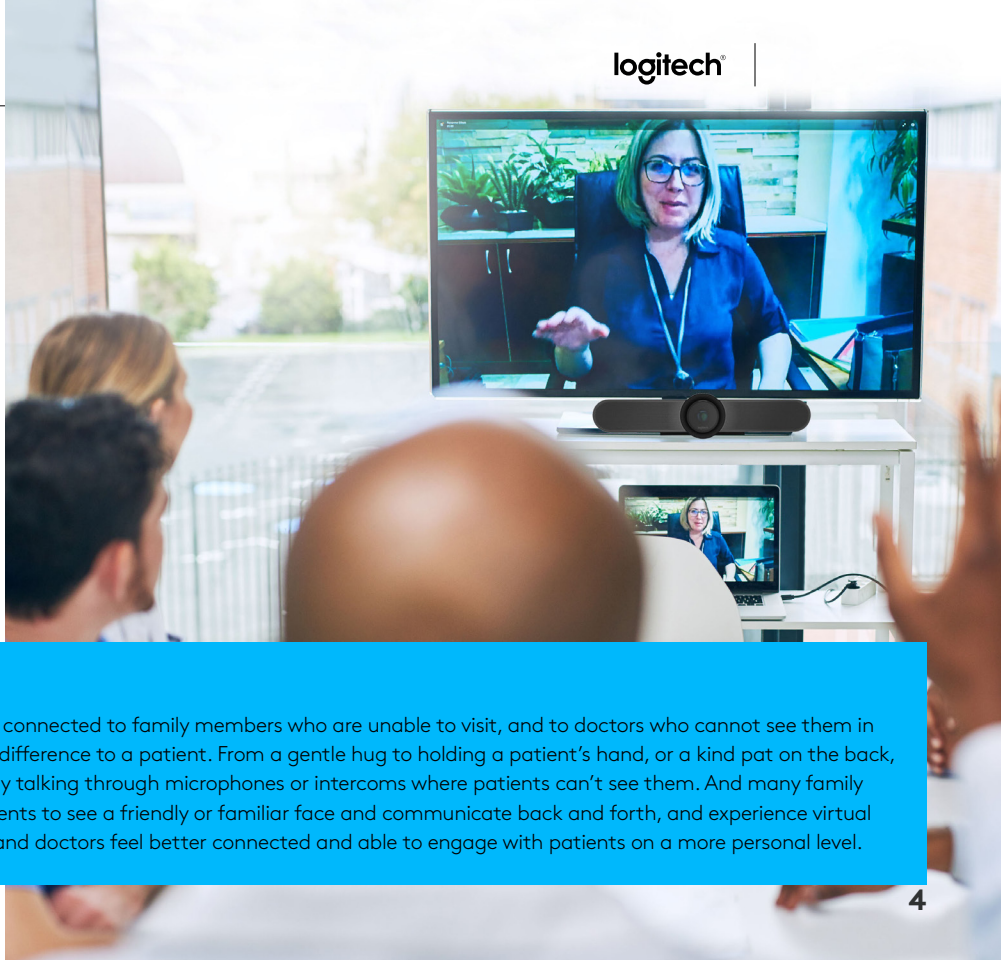
Surveying healthcare staff, patients, and families can help you understand what they need to connect in new virtual doctor-patient environments. For example, are healthcare professionals providing care services from home equipped with devices that eliminate background noise and maintain patient privacy, to increase patient comfort and trust? For public health officials establishing command and control centers, can visual information from remote locations be shared to improve the operational picture and speed up decision making? Can video equipment be set up quickly, and does it offer the flexibility to connect to a variety of collaboration platforms like Zoom, Microsoft Teams, or Google Meet? Do internal and external entities have equipment in place to support daily briefs and training updates for staff?

## STRATEGY 2: PREVENT – LIMIT EXPOSURE

Research conducted in April 2020 found that **nearly a third of U.S. adults had delayed medical care** or avoided seeking care because they were concerned about getting COVID-19<sup>3</sup>. As a result, daily cleaning procedures have been adopted across healthcare environments to provide assurances to patients and staff and maintain safety, along with video conferencing technology to keep patients and staff connected and ensure continuity of care. Particularly in such uncertain times, where in-person appointments may be required to move, without warning, to virtual environments. While equipping exam rooms and clinics with video conferencing technology can help keep physicians connected with patients, room-based video conferencing systems support larger room environments that are needed to maintain safe distancing protocols during administrative meetings or continuing medical education sessions.

### IT TIP

Tools like Logitech conference cameras and webcams help hospital patients feel better connected to family members who are unable to visit, and to doctors who cannot see them in person. Social distancing has put a stop to basic human touches that make a world of difference to a patient. From a gentle hug to holding a patient's hand, or a kind pat on the back, physical interaction in many cases is no longer possible. Instead, doctors are increasingly talking through microphones or intercoms where patients can't see them. And many family members simply aren't able to visit their loved ones. Having video in place enables patients to see a friendly or familiar face and communicate back and forth, and experience virtual human interaction beyond just hearing a voice. This can help patients feel less alone - and doctors feel better connected and able to engage with patients on a more personal level.



## STRATEGY 3: RESPOND – PROVIDE ONGOING CARE

U.S. virtual healthcare interactions were **predicted to top 1 billion by the end of 2020<sup>4</sup>**. While in Canada, the federal government is **investing over \$240 million<sup>5</sup>** to bring healthcare online, expanding tools and creating new virtual platforms during the pandemic. Should your healthcare organization be at the respond stage, consider how additional funding could enable you to focus on the delivery of high-quality patient care - regardless of location. Tools that support video visits and virtual consultations are becoming solutions for the long term, not just in response to the current situation. Video conferencing can help healthcare organizations shift services away from clinics and hospitals to home care or alternative care facilities, while maintaining services that are core to their mission. Examples include providing care to patients with chronic diseases or delivering health education aimed at improving the care to underserved areas.

### IT TIP

Face-to-face communication plays a crucial role in maintaining a feeling of connectivity - even if virtual. Configuring offices, wards, and clinics with the right video tools enables healthcare staff to better connect and collaborate with each other, as well as patients, families, and support services. Video set up and camera positioning are an important consideration. For example, during a consultation, do you want a camera that's set up to be physician or clinician-facing only? Or an experience that's more interactive, giving the physician the ability to annotate key concepts, show scans or test results - with the ability to easily move the camera view from a whiteboard or under a document camera? What the patient sees will impact their experience and provide staff with visual cues needed to adjust their delivery.

# PLANNING THE TRANSITION

Health organizations, practices, and clinics continue to focus on incorporating video-enabled services – which may include road mapping a plan for preparedness, taking preventative measures to limit exposure, or implementing new ways to provide ongoing patient care. For a smooth execution it's important to provide your organization with the right solutions and guidance for the telehealth strategy selected.

## 1. MAINTAIN WHAT STAYS THE SAME

Talk to patients, families, and staff to find out what's working and therefore, what needs to stay the same. Things like personalizing patient meetings, prioritizing staff health and wellbeing, and encouraging human connection must remain consistent. However, the way in which you help facilitate this through the use of technology will change. Consider:

### 1. CONNECTIVITY

Wherever patients and staff are based, they must stay connected. This means providing them with collaboration tools so they can engage and interact whether inside or outside the clinic room. Human interaction is everything. In the age of automated advice and voice-response systems, video can reassure someone that they are talking to a real, live human and help establish trust. From primary care to specialized wards to the ICU, leveraging standards-based video conferencing solutions can deliver seamless connectivity and extend access to high quality care, regardless of location.

### 2. HEALTH AND WELLBEING

Mental and physical health must stay top priority. Work with staff to create online patient support portals and patient monitoring to provide proactive observation and communication, while limiting exposure to keep staff and patients safe. Develop online strategies and resources, such as regular 1-1s or 5-minute debriefs at the end of every shift between supervisors and their care team, to manage mental wellbeing while also caring for patients during the pandemic or any other crisis. Support the delivery of digital education and training programs to educate staff on procedures, processes, safety measures, and prevention control methods.

### 3. PERSONALIZED CARE

To continue improving the patient experience, healthcare organizations must use the right tools to meet unique patient requirements. Detect patient needs and preferences, and customize the online care experience to drive better results.

#### IT TIP

Equipping healthcare spaces with video capabilities gives patients and staff more flexibility to connect. In doing so you can make better use of space, and lift limitations on where care can be given. Whether in an exam room, an office, or at home, video collaboration solutions like conference cameras, webcams, and headsets help patients feel more comfortable and engaged with their visit. Expand and enhance healthcare services with personalized, face-to-face video interactions, or provide specialty consultations – no matter where patients and staff are located.

## 2. ADAPT WHAT NEEDS TO CHANGE

Hospital receptions, visitor waiting areas, on-site cafes or communal areas could be a thing of the past. Over the next 12 months and beyond, IT will play a key role in transforming high capacity areas into smaller gathering spaces. The way staff work together must also change. This will be focused around new health and hygiene requirements and includes leveraging the right gear to deliver personalized care in a safe way.

### 1. CLINIC ROOM SET-UP

Support at-home patients by ensuring all hospital and clinic rooms that were not previously equipped are fully video enabled to allow for face-to-face virtual connections with healthcare providers. Implement best practice usage policies to ensure communication is safe and secure.

#### IT TIP

Your aim is to deliver high-value, personalized, care experiences. Combine easy to use plug and play video solutions – conference cameras or webcams – that offer crystal-clear audio and razor-sharp video with platforms that provide secure and easy access. This enables patients to continue receiving regular support that's human and personalized. Set up a hospital or clinic policy around best practice video and security tips to ensure staff can maximize the time spent on a virtual patient meeting. In doing so you can remove the worry of confidential patient data getting into the wrong hands.

### 2. SUPPORT FOR REMOTE CARE

Healthcare professionals are often reluctant to engage with technology, partly due to the scale and pace of development. Without the right education and training, staff often lack the confidence to utilize the technology effectively. This is why it's crucial that staff – as well as patients – need access to the right tools, as well as the right amount of support regardless of technology capabilities.

#### IT TIP

Send out a survey to patients, families and staff to gain a better understanding of what potential opportunities and obstacles exist when it comes to virtual technology. Use feedback to develop virtual meeting guides to help bridge any digital divide. Create online collaborative spaces where staff can help each other by sharing best practices, what's working, and what's not.

### 3. NEW SAFETY STANDARDS

Health and hygiene will now dictate many changes for health organizations. New measures must be taken to ensure patients can continue to receive the care they need while maintaining social distancing and safety policies. This can include the use of tools such as mobile carts, display monitors, and conference cameras to create an adaptable audio-video solution for patient observation, while keeping practitioners safe and available. Using a mobile solution allows staff to move from location to location, reducing the need for colleagues to share devices while connecting with patients in and outside the building.

#### IT TIP

Prepare collaboration and productivity packs that can be used by staff to collect from a locker or pickup point in your organization or practice. Include gear such as headset, webcam, or tablet keyboard that is specifically allocated to and used by that staff member only.

## 3. INNOVATE WHAT'S NEW?

To keep pace with evolving healthcare environment while meeting changing patient and staff demand, and delivering personalized and efficient care, your organization must continue to adapt. When it comes to innovation, here are several developments to consider:

### 1. REMOTE SUPPORT

Interactive portals allow staff and patients to access help with device management and advice on how to get the most out of their technology. This also enables IT to provide support when they can't be there in person. From how to find the best camera angle to discovering the quickest way to join a consultation, staff and patients can find answers fast from any location.

### IT TIP

New technology such as automated video meeting solutions with contactless collaboration has the capability to keep people safe throughout the pandemic. However, even though the need to visually communicate in a video-first world is becoming more prevalent, adoption issues will still occur. When choosing which solution is right for your organization, always consider integration capabilities, set-up requirements, and any training needed—as well as the digital capabilities of your patients, staff, and families.

### 2. ROOM ANALYTICS

With machine learning technology that's able to detect if patients, staff, and visitors are too close together, IT can quickly identify proximity compromises to alert administration and/or staff. Occupancy numbers can also be detected, with alerts notifying IT if for example 10 patients enter a waiting room when 6 is the capacity.

### 3. REMOTE PATIENT MONITORING

Telehealth combined with the right collaboration tools allows direct transmission of a patient's clinical measurements to their healthcare provider from a distance. Remote access to healthcare services may increase participation for medically or socially vulnerable patients, or for those who do not have transportation for access to providers.



"We're seeing healthcare systems worldwide wake up to the limitations of an analogue healthcare system. From AI-based triage systems to hands-free door openers, to thermal imaging-enabled facial recognition that identifies people with an elevated temperature, 2020 is providing a great opportunity for digital technology innovation that could be a game changer. When it comes to telehealth, there's untapped potential to expand the reach of innovation by breaking down the physical barriers associated with brick-and-mortar visits. With this in mind, we're working on a number of new developments here at Logitech with a particular focus on how to enhance the virtual and remote patient experiences, which we cannot wait to share."

**RICARDO SANTOS, HEAD OF LOGITECH AMERICAS, VIDEO COLLABORATION**



# THE FUTURE OF TELEHEALTH

## THE NEW PATIENT EXPERIENCE

Long wait times at doctor offices, the hassle of scheduling appointments, and missing out on receiving a personalized service with a human touch are just some of the common frustration patients have historically experienced. With increasing adoption of video solutions the future of healthcare is rapidly changing. The global pandemic has enabled patients to see and feel that they don't have to be on "doctor's time" with new telehealth care tools giving health workers remote capabilities to see and talk to more patients. Video technology is also useful to promote services as well as emergency updates helping improve the quality of patient care delivery.

## EXTENDED REACH

Video enables healthcare staff to expand on the possibilities of care delivery. Teams of physicians can collaborate remotely - exchanging observations, information, and recommendations to accelerate patient care. This is especially useful in complex cases such as cancer patients where collaboration is essential to determine the best path forward. Remote hospitals can call in specialists for consultations with patients - which is essential in the case of stroke patients where smaller, rural hospitals may not have a neurologist as part of their team. Telehealth solutions equipped with AI-driven chat bot capabilities are another way to provide quality care on demand, stepping in to support doctors and staff who aren't able to see every single patient.

### DID YOU KNOW?

To improve healthcare, you need to think beyond traditional delivery methods. Care and communication go hand in hand, so access to care needs to be digital, online, and mobile to empower patients with 24/7 support.

## PROXIMITY JOIN TECHNOLOGY

Proximity join can enable patient information content to be shared by simply walking into a room. With staff moving from ward to ward using their own technology, proximity join technology allows a healthcare worker to connect a virtual meeting using their own device (with a desktop client). This reduces or eliminates the number of touches needed, and saves time without the need to search for meeting room numbers. Proximity join also reduces numbers of staff sharing devices, to further support hygiene standards. Specialists can automatically connect their team with remote co-workers or patients - while staff touch only their own devices. Furthermore, time can be saved with less cleaning required and minimized IT support.

### DID YOU KNOW?

Staff and patients in Zoom Rooms or Microsoft Teams can use one-click direct sharing from a Desktop Client, which automatically connects to the meeting room when they click Share Screen. Staff have no need to touch any other devices other than their own - resulting in big time savings and better hygiene management when it comes to cleaning.

# TRANSFORM HEALTHCARE WITH LOGITECH

**“Telehealth can be a force multiplier that helps protect health workers and extends their reach, and should absolutely be seized upon.”**

**Eric Perakslis, Rubenstein Fellow, Duke University<sup>6</sup>**

There’s no denying that a digital healthcare revolution is taking place with telehealth central to many strategies. Continuous innovation, technology advancements, and increased bandwidth availability are providing new ways for patients and providers to interact. And with that comes a new demand for services that are online and always available – delivered with a human touch.

To rapidly deploy video technology for telehealth, providers need solutions that connect seamlessly to existing platforms, are easy to use, integrate into a variety of environments, and are cost effective to scale.

Logitech is a trusted brand with proven experience in meeting this demand. Innovative video collaboration solutions by Logitech have been deployed in thousands of healthcare organizations worldwide, improving patient experiences and outcomes. For over 35 years, Logitech has been designing human-centered technology that facilitates personalized, interactive experiences. Today, Logitech’s solutions are being used throughout the healthcare industry to extend access to services, support preparedness, and enable organizations to respond to an ever-changing health landscape.



Transition to the next normal in healthcare  
with Logitech Video Collaboration solutions.

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**Sources:** 1. CBC.ca - Many Canadians used virtual medical care during COVID-19, poll suggests 2. McKinsey - Telehealth: A quarter-trillion-dollar post-COVID-19 reality? 3. The Conversation - 'I thought I could wait this out': Fearing coronavirus, patients delayed hospital visits, putting health and lives at risk 4. Forrester - US Virtual Care Visits To Soar To More Than 1 Billion 5. Newswire.ca - Telehealth to Experience Massive Growth with COVID-19 Pandemic, Says Frost & Sullivan 6. Stat News - Telehealth can help fight the novel coronavirus, but U.S. challenges could limit its potential

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