







# The Rise of Virtual Health Services Revolution in Healthcare

The

healthcare industry has historically been slow to adopt new technologies.

However, the COVID-19 pandemic accelerated the digital transformation of

healthcare at unprecedented speed. With physical distancing requirements and

capacity constraints, hospitals and clinics had to find new ways to continue

delivering care remotely. This shift opened the door for virtual health services to take center stage.

## Telehealth Goes Mainstream

Prior to the pandemic, telehealth was an emerging trend but not yet mainstream.

Most insurance providers limited telehealth coverage and many regulations

inhibited its [Virtual](#)

[Health Service](#). However, COVID-19 changed everything virtually overnight. Insurance rules relaxed to cover telehealth visits, state licensing

laws loosened, and providers realized they could leverage technology to

evaluate and treat patients remotely. This removed many of the prior barriers

holding telehealth back. As a result, telehealth usage skyrocketed with many

providers reporting 1000%+ increases in telehealth visits compared to

pre-pandemic levels. The genie was out of the bottle and telehealth became a

viable option for ongoing care delivery.

## Digital Tools Empower Consumers

In addition to telehealth video visits, the pandemic accelerated the development and usage of new digital health tools. Smartphone apps emerged

allowing patients to conduct health screenings, manage chronic conditions, and

message care teams in between visits. Wearable devices expanded their health

and wellness integrations. And online platforms gave consumers easy access to

services like prescription refills, appointment scheduling, and basic medical

advice without needing to visit in-person. Collectively, these digital point

