



# Virtual Care

## Program strategy, design, accountability and implementation



Virtual care delivery models represent a proven innovation opportunity for organizations to improve their patient access to specialty and primary care and consumer loyalty for their brand. Virtual care requires a range of business and health IT solutions with strategies intended to enhance the clinical, operational, and administrative services of healthcare delivery. It can be leveraged to support a range of patient populations and can be a key business differentiator in adding value to consumers, providers, and payers.

The KPMG Virtual Care practice has extensive experience working with health systems of all sizes to design, implement, and assess virtual care program maturity and performance.

We help our clients achieve transformation through:

- Custom target operating model development, strategy roadmap and implementation
- Enterprise virtual care program governance integration
- Performance management framework and implementation
- Program maturity assessment and technology enablement

### Virtual care program design, implementation and assessment



Strategy, governance, Target Operating Model and business cases



Technology selection, custom configuration and implementation program management



Performance management with scorecards dashboards and self-assessment

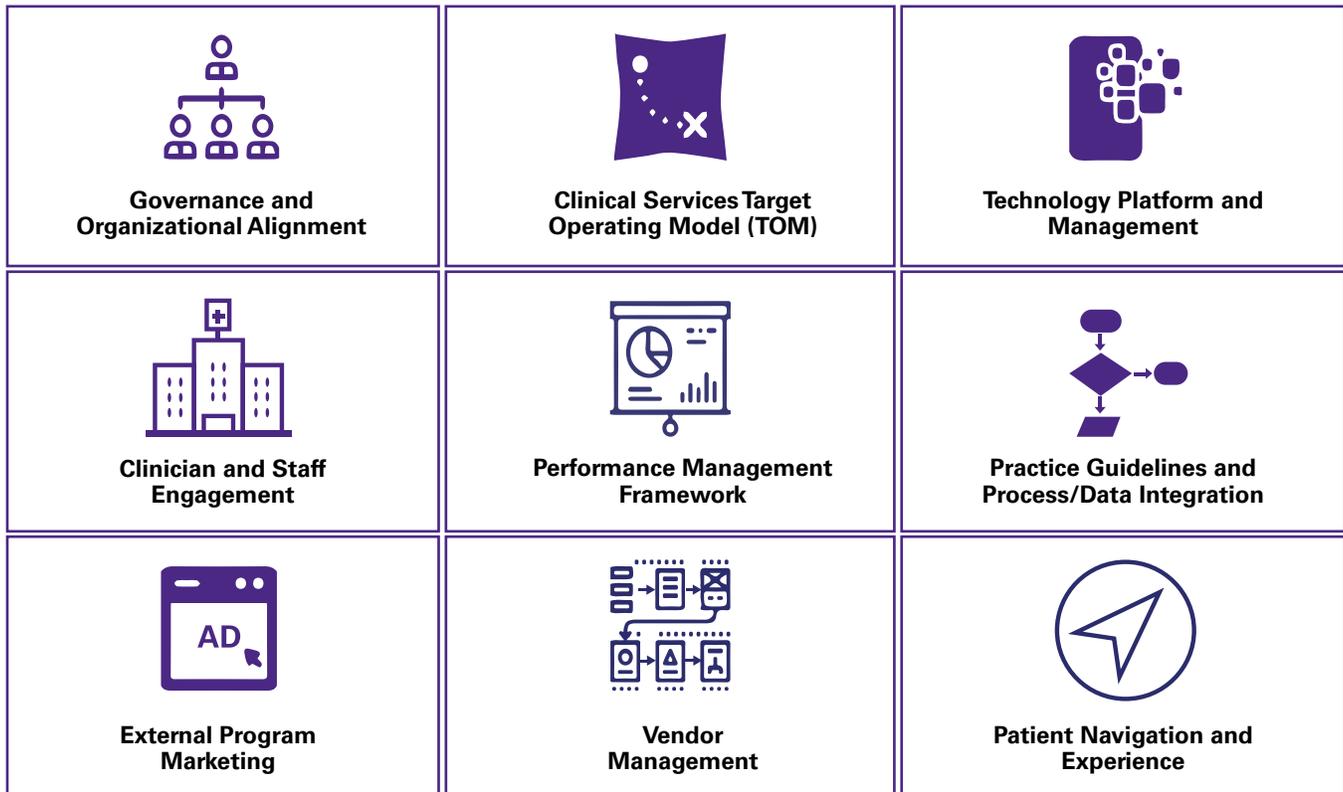


Program maturity assessment and regulatory compliance

Transformation within hospitals and clinics, coupled with consumer demand for improved access, is creating top-down and bottom-up momentum for change in healthcare delivery. Stakeholders across the expanding healthcare ecosystem are contributing to the growth and success of the virtual care market. When virtual care programs are efficiently deployed and scaled, health systems, providers, and patients stand to benefit in the near and long term

### Building a best in class virtual care program

Considerations for a profitable, scalable, and sustainable virtual care programs share a set of foundational building blocks that are critical to the success of virtual care programs.



### Benefits

The virtual care service offerings target the provider community to advance and support key initiatives:

- Patient and Provider Access: Improved and timely access to care, regardless of geographic location
- Network Leakage: Retain high-value cases, manage referrals to drive more patients in-network, improve physician capacity
- Care Continuity: Coordination of care between providers and care settings, post-discharge follow-up care
- Population Health: Utilization of data, analytics, and business intelligence to improve health outcomes, support for value-based care delivery

KPMG has supported virtual care initiatives for our clients which include:

- Integration of virtual care into the organization's overall patient access strategy
- Development of standardized, enterprise-wide virtual care strategy, operating model and business case
- Program management assistance for virtual care implementations
- Data-driven evaluation process for the prioritization, allocation, and value proposition of virtual care program investments
- Design of a robust performance management framework to monitor program success and ROI

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