

Blue Promise: Why Aren't People Using Telemedicine?

FILM DATE: 09/27/2019

GOAL: Understand the challenges of advancing telemedicine

GUESTS: Matthew McCredie, SVP of Enterprise Client Organization at MDLive

YOUTUBE: <https://youtu.be/eWhEKX-HTgY>

PODCAST: <https://podcasts.apple.com/us/podcast/blue-promise-why-arent-people-using-telemedicine/id1196048802?i=1000453947556>

SOCIAL: <https://fb.watch/4rHyQ26 iq/>

Segment 1	Audio
ONE SHOT HOOK LINE	((Dr. McCoy)) TWO-THIRDS OF AMERICANS ARE INTERESTED IN USING TELEMEDICINE, BUT ONLY 8 PERCENT ACTUALLY DO. WHY ARE PEOPLE SO HESITANT TO USE IT? TUNE IN TO THIS BLUE PROMISE TO FIND OUT WHY VIRTUAL VISITS ARE SLOW TO BE ADOPTED IN HEALTH CARE.
SOT	((Pause for Show Opening))
WIDE SHOT	THANKS FOR TUNING IN TO BLUE PROMISE. I'M DR. DAN MCCOY AND I'M THE PRESIDENT OF BLUE CROSS AND BLUE SHIELD OF TEXAS. WE'RE FILMING IN AUSTIN TODAY, AS PART OF THE TEXAS TRIBUNE FESTIVAL. WE'VE GOT A LIVE CROWD HERE IN OUR OFFICE BESIDE THE CAPITOL BUILDING, WHERE WE HAVE A SPECIAL GUEST JOINING US. MATTHEW MCCREDIE IS S-V-P OF ENTERPRISE CLIENT ORGANIZATION AT M-D-LIVE. THANKS FOR BEING HERE, MATT.
DISCUSSION	Questions: <ul style="list-style-type: none"> • BCBSTX has a special relationship with MDLive. After some thoughtful research, we decided to partner with them to provide virtual visit services to our members. But a lot of our listeners might not be as familiar with MDLive. Tell us about (1) what telemedicine is and (2) the role you play within the industry. • Telemedicine has different nicknames. Do they all mean the same thing? (Telemedicine, telehealth, virtual visits, etc.) • For patients, what are the biggest advantages of using telemedicine? • So here's the real question. Why aren't people using it? • It's easy for us to assume that millennials are using telemedicine. Is that true? • Is there confusion among consumers? (If so, what?) • Virtual visits obviously aren't appropriate for every type of health care service. What services are most appropriate? • What kind of feedback are you getting from providers? • What kind of regulations currently apply to telemedicine? • Before we go, are there any myths around telemedicine that you'd like to debunk for us?
HOST CLOSES	((Dr. McCoy)) THANKS FOR BEING HERE, MATT. AND THANKS FOR TUNING IN TO THIS EPISODE.
WIDE SHOT	((Music fades up))