

Healthcare 3

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Course Title

Date

Introduction

Mayo Clinic has adopted different technology-based healthcare techniques to reduce the patient's health risks and to improve the healthcare environment. Being a research-based organization, it is necessary to carry new technologies to have a better marketplace. The US has the latest technology including telemedicine and telehealth care. Though Mayo Clinic has adopted telemedicine, still the company needs to improve its implementation system to have better and more results from this technology. The present research has made to assess the market-data analysis of the US healthcare sector regarding the use of telemedicine, and also it will analyze the evidence-based strategies that provide a more accurate understanding of improving telemedicine use.

Market-data analysis

From the healthcare opportunities and challenges it has been evaluated that Mayo Clinic needs to make more improvements in telemedicine. It has been analyzed from the market data that the trend of using telemedicine has grown in the US healthcare sector. The use of telemedicine in the US has grown during the novel pandemic. In 2019, about 73% to 76% of doctors use telemedicine predominately during Covid-19. The male young doctors used this technology the most among senior doctors (Hyder & Razzak, 2020). The reason is that they have more exposure to telemedicine as compared to their seniors. It has also been analyzed that the use of telemedicine has increased in the US in urban sites as compared to its rural areas. It helps in ensuring and expanding the range of care through quick communication and modality that appears to lend to be used by more doctors for working in certain, privileged healthcare systems and give more sense of care to the patients. However, more incentives and regulations are required to give support to this technology, especially in low- and middle-class states of the US.

It has expected that the use of telemedicine will also improve in rural areas as regular hospital visits have seemed quite expensive. People do not only pay the cost of healthcare; however, they have to pay for the traveling cost. To make their visit easier, telemedicine has found the best option for people who do not live near clinics and hospitals to avail of this option and get treated. Though in 2020 when the pandemic waves reduced, about 64.3 % of patients take the advantage of telemedicine, and even in-person services were resumed. Without having a connection with the patients, hospitals and healthcare centers use telemedicine within the clinic and connect with the specialists at the time of working on complicated cases, which require extra support and expertise. There are several fields in which telemedicine has been used in the US. There are approximately 4 neurologists in every 100,000 people who care for over 700,000 strokes per year (Fernández-Llatas et al., 2013). There is a shortage of

neurologists in the US, so to deal with this shortage many hospitals and clinics are implementing telemedicine measures to provide proper stroke treatment to a huge number of patients. Similarly, it is very useful in radiology. The growing population has made it difficult for hospitals, clinics, and doctors to cater to them properly. Telemedicine has found as the best way of treating a large number of patients.

Evidence-based strategies

Several evidence-based strategies will help Mayo Clinic to make effective use of telemedicine and to cope with the problems of using it. Clinical guidelines are the most efficient strategy that many clinics and hospitals in the US are using. It is based on the documents that have the objective of supporting clinical physicians to take better decisions in diagnosing, managing, and treating certain illnesses with the help of telemedicine. The clinical guideline has defined as the systematic statement that assists doctors and patients to make appropriate healthcare decisions. These guidelines are the constant improvement of clinical outcomes.

The second most effective strategy is the pattern recognition paradigm. It supports practitioners on daily basis regarding the use of telemedicine. It provides a formal framework to develop the mechanism of supervising and inferring accurate protocols. It allows clinics to design new adaptations and techniques to improve the treatment mechanisms (Hyder & Razzak, 2020).

The third important strategy is the daily care protocol cycle. It is an effective path followed by involving patients in the caring process of the clinic. During this cycle, the patient remains in touch with his physicians. This is also depending on the clinical guide, multiple symptoms, and signs are diagnosed, and different patients; statuses are also suggested by associating them with the required treatment and diagnostic technique. This strategy helps physicians to

keep updated about their patients even if they do not visit the doctor, but through this strategy of telemedicine, doctors cannot remain untouched (Haleem et al., 2021).

All of these above three evidence-based strategies will help Mayo Clinic healthcare providers, practitioners, and physicians to have more convenient patient services. The workload may also handle without delaying the visit and reduce the health risks that happen due to late doctors' visits.

While implementing and improving telemedicine at the Mayo Clinic, the first thing is to plan and while planning, it is important to involve management and make effective communication about the needs of the patients. Then a coordination team must develop that will assess patients' needs and work with the stakeholder team. They both work together to analyze the main context, identify market needs, provide cultural training, and analyze sustainability. At present, about 30 million Americans have not gotten the right healthcare services due to a lack of hospitals and doctors.

To fill this gap, telemedicine will help Mayo Clinic to provide maximum healthcare through telemedicine. Everyone has their gadgets; patients are only required to give training about the use of telemedicine and making it easier for them to get healthcare services online. It will help them to have online meetings, and calls, and share data, reports, etc. All of these opportunities help patients to get e-prescriptions (Scheffer et al ,2022).

Mayo Clinic has a huge scope to use telemedicine and improve its use of it while offering and applying it for several diagnoses and treatments of diseases. For instance, Mayo Clinic can use it for the treatment of cancer, diabetes, Alzheimer's, and asthma which are the most common diseases across the US.

Conclusion

From the above market-data analysis and evidence-based strategies, it has been concluded that Mayo Clinic needs to improve its implementation of telemedicine. This new technology has largely been adopted by several hospitals, clinics, and healthcare centers to make a quick and efficient connection with patients while treating their diseases. The use of telemedicine increased during Covid-19 when the whole US was locked down and people from rural areas found it difficult to visit hospitals. Telemedicine helps them to connect to doctors and treat their diseases. Moreover, telemedicine helps doctors and physicians to reduce the burden on patients. US's population has grown and hospitals cannot cater to a large number of patients. Three important strategies have been suggested to Mayo Clinic to adopt and make the implementation process more successful.

References

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