Defining Measures of Success in Virtual Care

On November 15, 2021, SNI hosted the webinar, Defining Measures of Success in Virtual Care. In this session, experts from Coleman Associates helped participants identify measures of success (also referred to as key performance indicators or KPIs) across five categories to standardize measurement and inform long-term virtual care strategy at their organizations. The webinar slides and recording are available [here](). Below are key takeaways from the session.

Virtual Care Key Performance Indicators

Access
- No-show rates
- Same day access
- Continuity
- Third next available appointment
- After hours care

How do these KPIs inform behavior?
To improve third next available appointment time, a health center in New York leveraged hybrid visits to bring new patients into the clinic as soon as possible, then followed up virtually to complete intake forms.

Finance
- Cost per visit
- Payer mix
- No-show rates
- Patients per hour
- Percentage of video vs. phone visits

How do these KPIs inform behavior?
In an effort to meet their target ratio for video-to-phone visits, a health center in South Carolina identified process barriers and resolved them through targeted staff trainings and back-up technology options.

Patient Experience
- Cycle time
- Abandoned call rate
- Miles of travel saved
- Video visit failure rate
- Validated Px assessment tools

How do these KPIs inform behavior?
To improve KPI on cycle time, a health center in Northern California broadened job roles. This allowed care teams to complete video visits with fewer handoffs.

Staff and Provider Experience
- Staff retention/turnover
- Staff satisfaction surveys
- Timely chart completion
- Easy of use of technology
- Flexible work

Quality
- HbA1C
- Childhood vaccinations
- Readmission rates
- Timely visits after ED admissions

Equity Considerations
KPIs across all five categories should be stratified by race, ethnicity, gender identity, and other socioeconomic factors to target interventions and eliminate equity gaps. In the [next webinar](), public health care systems will discuss how to apply an equity lens to their own virtual care KPIs and strategic initiatives.