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**Prescription for Success: Leveraging Data and Technology to Engage Patients**

*By Randall Williams, M. D., F.A.C.C., founding CEO of Pharos Innovations.*

Benchmark Survey Tool: Telemedicine................................................................. 16
At which population is your telehealth initiative primarily aimed?

**1:04: Targeted Populations for Telehealth**

- **All**: 61%
- **Elderly/Medicare**: 18%
- **Medicaid**: 8%
- **Chronically ill**: 2%
- **Patients in rural locations**: 11%

Source: HIN Telehealth Survey
September, 2009

Does your organization use telehealth for remote monitoring of patients or members?

**1:05: Using Telehealth for Remote Monitoring**

- **Yes**: 51%
- **No**: 49%

Source: HIN Telehealth Survey
September, 2009
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