Awareness of telemedicine among parents is high (68%), as is willingness to try it in the future (71%), but actual usage is very low (19%). Lack of understanding about how to access telemedicine was the most cited reason for not using it (63%).

Similarly, awareness of telemedicine among the general population is high (71%), though they are less likely to use it in the future (58%). Only 15% have actually used telemedicine, 72% of respondents cite lack of understanding about how to access telemedicine as the reason for not using it.

Telemedicine is perceived as valuable mainly for its convenience factor. Top 3 values of telemedicine:

- Common illnesses
- Minor injuries
- Allergies

Top five scenarios when people would use telemedicine:

- 53% THINK IT’S CONVENIENT
- 44% LIKE THAT THEY DON’T HAVE TO TRAVEL FAR TO GET TO A DOCTOR
- 42% LIKE THAT THERE’S LESS WAIT TIME

Emphasizing convenience, and also delivering on it, is the way to get people’s attention about telemedicine.

Consider using imagery that includes Dads, as well as segmentation and targeting to present your messaging to these Dads who are more inclined to use telemedicine.

Telemedicine is perhaps the most convenient way to use telemedicine. Consider using imagery that includes Dads, as well as segmentation and targeting to present your messaging to these Dads who are more inclined to use telemedicine.

Top five scenarios when people would use telemedicine:

- IN YOUR HOME DURING SEVERE WEATHER
- WHILE ON VACATION
- DURING A HOLIDAY
- IN THE MIDDLE OF THE NIGHT
- IN THE EVENING (5PM-10PM)

Select imagery, targeting and seasonal timing to create relevant messages that promote the use of telemedicine.

Dads are more willing than Moms to try and use telemedicine, for both themselves and their children.

Common illnesses, minor injuries and allergies are the top 3 reasons people would use telemedicine. Interestingly, Gen Z is 1.5x more likely to consider telemedicine for mental health services. Additionally, 1 in 3 millennials would also consider telemedicine for mental health.

Today’s mental health landscape is primed to offer solutions to those struggling with mental health via alternative channels. According to the American Psychological Association’s latest Stress in America™ survey, 27% of Gen Z report their mental health as fair or poor (compared to 15% of millennials and 13% of Gen Xers). Additionally, 35% of Gen Z and 36% of millennials report they have received treatment or therapy from a mental health professional. With this need on the rise, the problem is compounded by a shortage of mental health professionals, with many aging out of the field quicker than they are being replaced by younger professionals.

<table>
<thead>
<tr>
<th>Uses for Telemedicine</th>
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<tbody>
<tr>
<td>Common illnesses</td>
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<td>62%</td>
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