

# 24/7 Virtual Care: Your Campus, Always On!

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## BACKGROUND

Mental and physical health are critical components to college students' success, but many campuses lack access to resources to adequately address needs leading many to explore telehealth options<sup>1</sup>. In one southeastern state, colleges have partnered with an Academic Medical Center (AMC) via telehealth to supplement in person care.

The AMC's Virtual Urgent Care (VUC) program is led by Advanced Practice Providers (APPs) who assess and treat non-life-threatening conditions. The web designed platform, with 24/7 provider availability and rapid response times, greatly appeals to campus living and college minds. Project objectives aim to measure overall service success and characterize increased uptake after enhancing initiatives focused on marketing.

## METHOD

The AMC implemented marketing initiatives, including Quick Response (QR) codes to streamline the user experience, targeted education on conditions that can be treated virtually and student brochures and digital marketing to aid awareness. Analysis included comprehensive patient and visit data captured in the telehealth platform.



## Marketing initiatives

- QR code
- Target education on health conditions treated virtually
- Student brochures/digital marketing
- Post visit survey

## Analysis

- Utilization
- Completion rates
- Referrals
- Response times
- Patient satisfaction

## RESULTS

From 2020 through CY23Q4, the VUC platform recorded 12,276 completed visits involving 6,593 unique students. Since the program's inception, data trends have demonstrated a 22% overall growth, and subsequently, there has been a notable 76% increase in visits following successful marketing campaigns (Fig.1). Provider response times have maintained a rapid 8-to-13-minute timeframe. Patient satisfaction surveys have shown averages in an 87% satisfaction rate, accompanied by a Net Promoter Score (NPS) of 48 (Fig. 2). The most frequently treated conditions include upper respiratory infections, sinusitis, and urinary tract infections. Referrals for additional in-person evaluation currently stand at 35% (Fig.3).

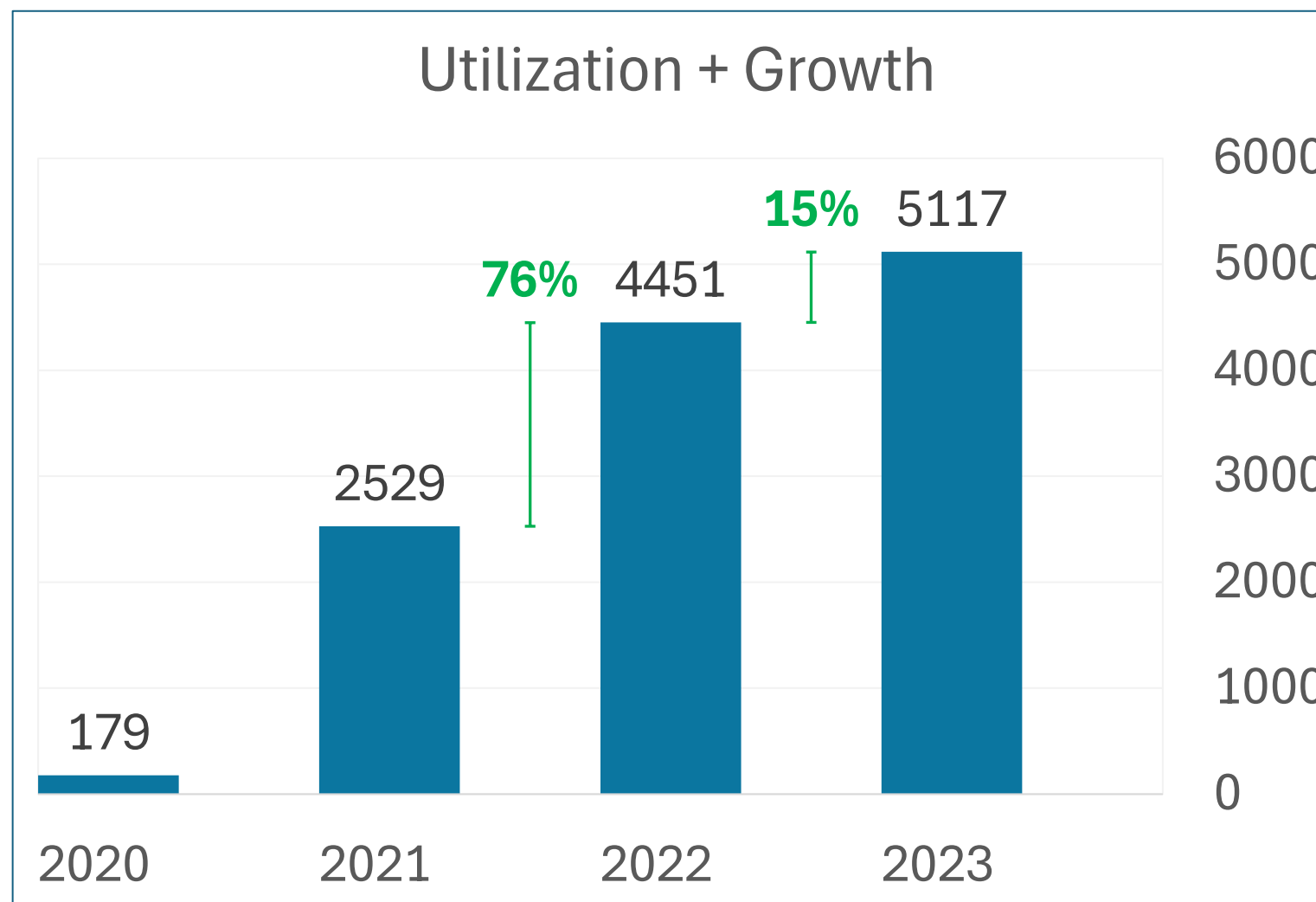


Figure 1. Yearly volume & percent growth

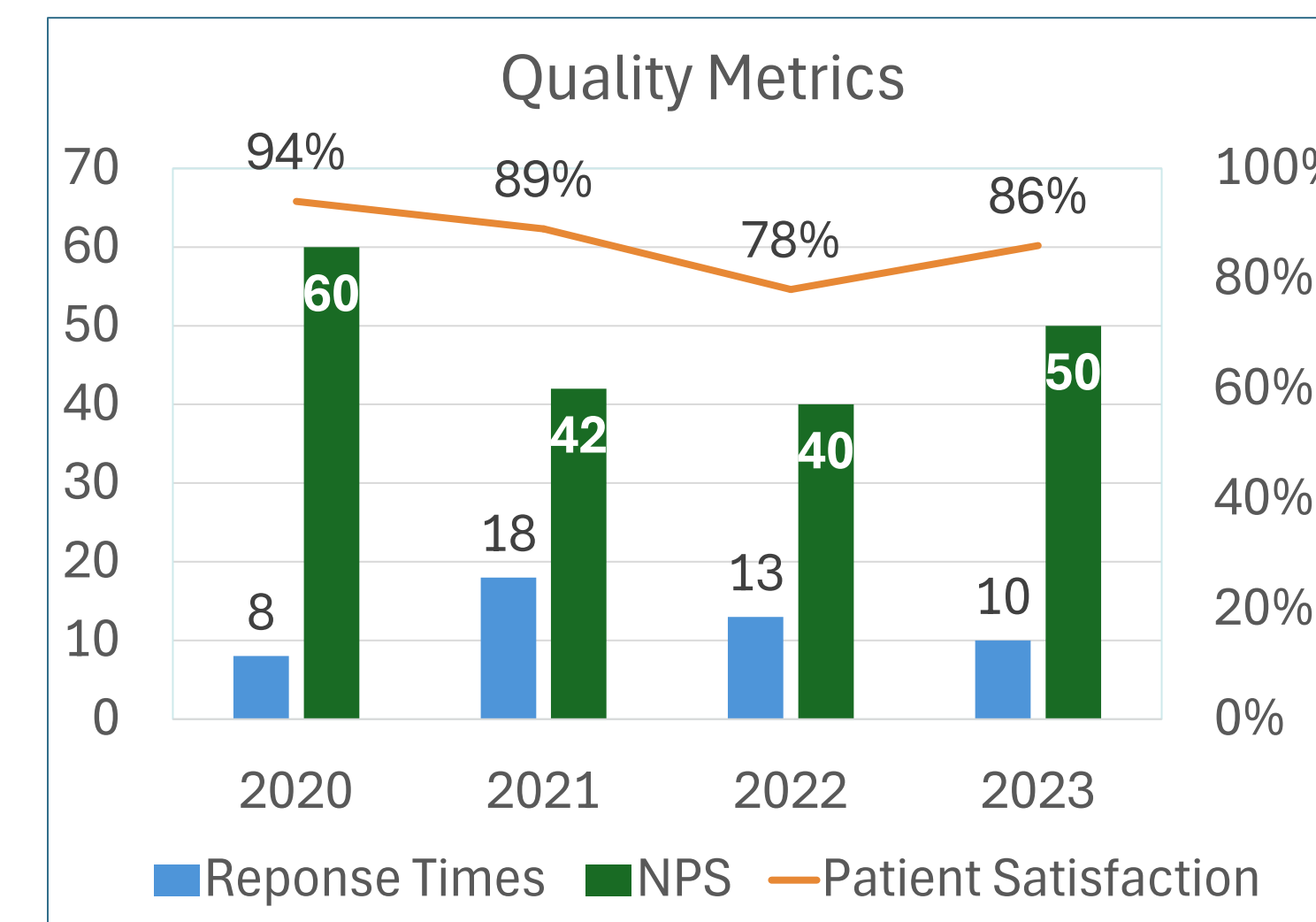


Figure 2. Provider response times, net promoter scores, & patient satisfaction.

## CONCLUSIONS

The study underscores the effectiveness of telehealth supplementary care in college environments, which offers valuable support to student health clinics. The program's targeted marketing towards students has led to significant expansion. However, limitations such as a small sample size of patient questionnaires (n=90) and persisting hurdles, notably in refining protocols to minimize in-person referrals, need addressing. Nevertheless, the VUC program has demonstrated its worth as a healthcare solution for college students. Further investigation is recommended to gauge its impact on the workload of student health clinics.

## SUMMARY

The statewide Virtual Urgent Care (VUC) program, led by Advanced Practice Providers (APPs), has markedly increased access to healthcare for college and university populations. This program, facilitated through a web-designed platform with 24/7 provider availability and rapid response times, is tailored to meet the demands of campus life. Study findings emphasize the effectiveness of telehealth in college settings, reinforcing student health clinics, and driving notable expansion of the program. Overall, the VUC initiative highlights the significance of marketing telehealth to meet the healthcare needs of college students, serving as a testament to its value in improving accessibility and addressing health concerns within this demographic.

## REFERENCES

- Tran, D. T., & Silvestri-Elmore, A. (2021). Healthcare-seeking behaviors in college students and young adults: a review. *Journal of research in nursing. JRN*, 26(4), 320–338. <https://doi.org/10.1177/1744987120951594>



Figure 3. Top provider diagnoses and refer outs to in-person care