

AMERICAN WELL: THE DOCTOR WILL E-SEE YOU NOW

INTRODUCTION

American Well was well- positioned and became the market leader in telemedicine that connects patients and doctors remotely. The case showcases more on how the company is trying to unlock the health sector challenges of accesibility, cost an convenience. It also reveals that, information communication technology solutions have possibilities and barriers to providing health care services.

PROBLEM STATEMENT

The main problem that currently holds the potential of telehealth for American Well is the lateness in terms of making telehealth normal. Several challenges are notable: Resistant health care providers, patient skepticism, and often regulatory restrictions. Moreover, a company cannot unlimited its growth, as it still needs to provide populations with high-quality services in the area of healthcare.

MARKET OPPORTUNITIES

Telehealth is a market trending towards growth, and as such, there is more of a demand for such healthcare delivery. Thus, American Well can work with this trend and focus on engaging the un-served population and growing the number of healthcare partners.

CONCLUSION

Such case as American Well illustrates the role of tele health in changing the perception of modern health care system. When the major barriers to adoption are eliminated, and market opportunities are managed effectively, the company can establish a dominant position in the marketplace.

RECOMMENDATION

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

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