



FOR IMMEDIATE RELEASE

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**ZIEGLER PUBLISHES FOURTH VIRTUAL CARE SECTOR MAPPING WHITE PAPER  
Deconstructing the Telehealth Industry: Part IV – Health. Virtually. Everywhere.®**

*“Comprehensive review of key virtual care service areas, including patient navigation, workforce optimization, remote monitoring, behavioral health and decentralized clinical trials”*

**CHICAGO, IL – MARCH 6, 2023** – Ziegler, a privately held investment bank, is pleased to announce the publication of its new white paper, “Deconstructing the Telehealth Industry: Part IV – Health. Virtually. Everywhere.®,” highlighting the latest virtual care trends and use cases in key areas, including workforce optimization, remote monitoring, behavioral health, digital patient navigation, decentralized clinical trials and emerging topics such as lab testing, pharmacy and diagnostic imaging. The white paper is authored by Grant Chamberlain, Senior Managing Director and resident virtual care expert in Ziegler’s Healthcare Corporate Finance Practice. Co-authors include Adam Heller (Managing Director), Natalie Webb (Assistant Vice President), and Patrick Hayes (Associate) with additional sector expert contribution from Chris Rogers (Senior Managing Director), Mark Turco (Managing Director), Patrick Walsh (Managing Director), and Jenny Poth (Vice President).

In 2016, 2018, and 2020, Ziegler published in-depth white papers deconstructing the virtual care industry to help healthcare providers, executives, investors, employers, legislators, payors and consumers understand the industry’s full potential. Now, Grant, along with Adam, Natalie, and Patrick, have developed an updated version which brings to light some of the latest trends and best use cases in the industry. This 2023 edition of the white paper series highlights the key tailwinds supporting the proliferation of digital health solutions as well as the remaining industry headwinds. It doubles down on prior areas of emphasis including biopsychosocial & social determinants of health (SDOH) toolsets, behavioral health solutions, and smart aging solutions and we have also developed a number of new thematic diagrams including those covering:

- Workforce Optimization (p. 16-17)
- Digital Patient Navigation (p. 18-19)
- Remote Monitoring (p. 28-29)
- Decentralized Clinical Trials (p. 30-31)
- Last Mile Solutions – lab testing, pharmacy, and diagnostic imaging (p. 32-33)

As highlighted throughout the white paper, the virtual care industry has made extraordinary progress over the last three years to solidify the American Telemedicine Association (ATA) CEO, Ann Mond Johnson’s vision: “Virtual Care has a three-part mission: to deliver care where and when people need it; to assure that it is safe, effective and appropriate; and to enable clinicians to do more good for more people.” Throughout the pandemic, the ATA has been the consistent, trusted, resonating voice for the virtual care industry.

“The pace of innovation in digitally enabled and virtual first healthcare services is accelerating as these solutions become increasingly important in delivering a better experience for both patients and providers. This report – the fourth in a series of environmental scans of the industry that Ziegler began in 2016 – is the only compendium of its kind to document the growth and evolution of a significant portion of our industry. Ziegler’s focus this year on “going the last mile” reflects our community’s commitment to ensure that all Americans get care where and when they need it. Grant and his team have created a valuable resource and actionable guide to understanding the current virtual care landscape and the emerging trends we all need to prepare for,” said Mond Johnson. “We are grateful to Ziegler for their longstanding support of the ATA and the telehealth community.”

Ziegler’s Healthcare Corporate Finance team is focused on delivering best-in-class advisory and financing solutions for companies and organizations across the healthcare industry. In our core practice areas of healthcare services, information technology, hospitals and senior living, Ziegler is one of the most active M&A firms offering innovative sell-side, buy-side, recapitalization/restructuring, equity private placement and strategic partnering services.

To obtain a copy of the white paper, please visit: <https://www.ziegler.com/telehealth-part-iv>

For more information about Ziegler, please visit us at [www.ziegler.com](http://www.ziegler.com).

About Ziegler:

Ziegler is a privately held, national boutique investment bank, capital markets and proprietary investments firm. It has a unique focus on healthcare, senior living and education sectors, as well as general municipal and structured finance. Headquartered in Chicago with regional and branch offices throughout the U.S., Ziegler provides its clients with capital raising, strategic advisory services, fixed income sales, underwriting and trading as well as Ziegler credit analytics. To learn more, visit [www.ziegler.com](http://www.ziegler.com).

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