

# Overcoming Internal Resistance to Telemedicine Adoption

## White Paper Overview

Despite the proven benefits of specialty telemedicine services, many hospitals face internal resistance that delays or derails adoption. Seven common objections were identified and actionable strategies for each were developed:

### 1 Job Security Concerns



Position telemedicine as a support tool, not a replacement, and highlight retention benefits.

### 2 Loss of Control



Integrate telemedicine into existing governance and involve local leadership in decision-making.

### 3 Workflow Disruption



Minimize friction through workflow mapping, phased pilots, and robust training.

### 4 Technology & Training Gaps



Conduct readiness assessments, secure funding for upgrades, and provide tiered training.

### 5 Licensing & Liability Issues



Implement standardized credentialing protocols and partner with a Joint Commission-accredited vendor.

### 6 Reimbursement Uncertainty



Offer up-to-date reimbursement guides and demonstrate ROI through case studies.

### 7 Cultural Resistance



Empower internal champions, share success stories, and create feedback loops.



Telemedicine adoption is not a vendor-driven initiative. It is a hospital-led strategy requiring leadership, transparency, and collaboration.

## Bottom Line

By reframing objections as opportunities for growth, hospitals can transform resistance into resilience and unlock specialty telemedicine's full potential for clinical excellence and operational sustainability.

