Planning your online service

For an online service to be person-centered, efficient, and manageable, there are a number of things to consider before you begin.

Client factors

Start by thinking of your current and potential clients, and ask yourself the following questions:

- What do your clients want from you? Don't assume you know what they want – ask them!

- What type of services do you currently offer and what have clients asked for? Maybe they would like an online booking system or the opportunity to see you online.

- How do your clients currently get access to your services? Do they drop by or call you? Or do they get referred from other healthcare providers?

- How far do your clients need to travel to see you face-to-face? If they travel far, perhaps they would appreciate the opportunity to connect with you remotely.

- How do they currently access their other healthcare services? Do they have online appointments with other healthcare professionals and, if so, what are their experiences?

You may also want to think about your clients' experience with technology:

- What types of technology do your clients, or potential clients, currently use or have access to? How often do they use these?

- What is the age breakdown of your clients? What are other relevant demographic factors?

Provider factors

With this information about your clients in mind, you should now think about your future online offering:

- What are your goals for this service?

- What will it look like?

- What additional skills do you and/or your staff require to implement your goals?

- Where are you located and do you have sufficient equipment?

To succeed, you should also think about your own beliefs and experience with online services as these may influence how you approach the task:

- How do you feel about implementing an online service?

- What are you most concerned about?

- What could go wrong?

- What could go right if everything goes to plan?

Learn more

Take the course "Tele-audiology: Person-centered care from afar" in the **Ida Learning Hall** to learn more about planning and launching an online service, and about how to successfully deliver person-centered care online.

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