



TELEHEALTH YOU CAN TRUST

A Guide from the American Telemedicine Association (ATA)

PART 1: FOR PATIENTS

10 Questions to Help You Make an Informed Decision

Telehealth lets you see a clinician from home. It can be easy and helpful—but not all telehealth is the same. Ask these 10 questions to make sure your care is safe and right for you.

1. Is my doctor or therapist licensed in my state?

Your clinician should be licensed to practice in the state where you live. You can check this yourself online.

2. Are the treatments proven to work?

Ask if the medicine, app, or therapy is FDA-approved or backed by research. Good care is based on science—not just ads.

3. Does this provider follow quality standards?

Trustworthy clinicians have rules in place to make sure care is safe and high quality. Ask how they check the quality of the care they give.

4. Does this provider track safety issues?

Good telehealth clinicians watch for problems and report them. Ask if they have a way to track and fix safety concerns.

5. Is my health information safe?

Your medical records should be private and protected. Ask if they follow HIPAA rules and use strong security.

6. Will they explain my treatment and get my consent?

Before you start care, you have the right to:

- Know how the treatment works
- Understand the risks and benefits
- Learn about other options
- Say yes or no before treatment begins

7. What happens after my visit? Is there a follow-up plan?

Ask how you can:

- Get answers to questions after your visit
- Report a problem if something feels wrong
- Connect with your regular doctor if needed
- Continue care over time

8. Do they support all patients fairly?

Ask if they offer:

- Help in your language
- Support for disabilities
- Care that respects your background and culture



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9. Is there professional oversight?

Trustworthy providers follow medical guidelines and have people checking that care is done right. Ask how their care is reviewed.

10. Are the costs clear?

Before starting care, you should understand how you'll be charged—whether through insurance, self-pay, or pay-as-you-go.

Your Health Matters.

Use these questions to find telehealth you can trust—care that is safe and focused on you.

Need to Check for Yourself? Here's Where to Go:

If you're not sure about the answers you're getting—or if something doesn't feel right—you can look things up on your own.

What You Want to Check	Where to Go
Is my provider licensed?	Your state medical board (search "[your state] medical board license lookup")
Is the medicine or device FDA-approved?	FDA.gov
Is the pharmacy legitimate?	NABP Pharmacy Checker
Is my privacy being protected?	HHS.gov/HIPAA
I have a complaint about my care	Your state health professional boards or the Consumer Financial Protection Bureau (consumerfinance.gov)



PART 2: FOR CLINICIANS & HEALTHCARE TEAMS

10 Considerations for Evaluating Telehealth Providers

Telehealth has expanded access to care, but not all telehealth is delivered with the same standards. Whether you're recommending a telehealth service to patients, partnering with a telehealth organization, or evaluating your own practice, these 10 factors can help ensure telehealth is trustworthy, safe, and clinically appropriate.

1. Licensed Healthcare Professionals

Verify that the telehealth provider requires care to be delivered by clinicians who are licensed in the patient's state and qualified to diagnose and treat the conditions being addressed.

2. FDA-Cleared or Evidence-Based Treatments

Confirm that medications, digital therapeutics, and other interventions offered are FDA-cleared, FDA-approved, or supported by published clinical evidence. Marketing claims should not substitute for scientific rigor.

3. Commitment to Quality Standards

Quality-focused telehealth clinicians adhere to evidence-based standards, including clinical protocols, outcome monitoring, and internal oversight of care delivery.

4. Safety Monitoring and Adverse Event Reporting

Telehealth clinicians should have formal procedures for tracking, documenting, and reporting adverse events and safety concerns to appropriate regulatory bodies.

5. Cybersecurity and Data Protection

Patient health information should be safeguarded by strong cybersecurity practices and full HIPAA compliance, not just general consumer privacy policies.

6. Informed Consent and Transparent Communication

Patients should receive clear, understandable information about treatment options, risks, benefits, and alternatives before care begins. Clinicians should ensure informed consent is obtained and documented.

7. Continuity of Care and Follow-Up Pathways

Trustworthy telehealth includes:

- A clear plan for follow-up after the initial visit
- Mechanisms for patients to ask questions or report concerns
- Coordination with primary care or in-person providers when clinically appropriate
- Support for ongoing care when needed—not just one-time transactions

8. Accessibility

Responsible telehealth considers the needs of all patients, including language access, disability accommodations, and culturally responsive care.



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9. Professional Oversight and Accountability

Reputable clinicians participate in professional associations, follow established clinical guidelines, and are transparent about governance, quality oversight, and accountability structures.

10. Transparent Pricing and Distribution Practices

Ethical telehealth clinicians clearly explain their pricing structure—whether insurance-based, self-pay, or pay-as-you-go—and do not pressure patients

Conclusion

Your patients deserve more than convenience. When evaluating or recommending telehealth, look for providers that meet these standards, ensuring care that is safe, high-quality, evidence-based, and patient-centered.