

Impact of Social Determinants of Health on Telemedicine Utilization in NW Georgia

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Introduction: Atrium Health Floyd serves a predominantly rural population in Northwest Georgia, providing over 4,000 individual telemedicine visits annually. While existing research has demonstrated that perceptions of telemedicine's ease of use and perceived usefulness significantly influence utilization—primarily in urban and acute care settings—this project seeks to explore additional factors influencing telemedicine adoption in rural communities. Specifically, we aim to assess the impact of Social Determinants of Health (SDH) on the intention to utilize telemedicine services in a setting where telemedicine is employed for both acute and chronic care management.

Emerging evidence suggests that individuals from lower-income households, those with limited educational attainment, and those facing transportation barriers are less likely to seek healthcare services, including telehealth. These disparities pose a significant risk to achieving equitable healthcare access through telemedicine.