

Stakeholder	Health and care providers and organizations	Payers, financers and insurers	Private sector and startups	Advocacy groups	INGOs, civil society and implementers	Academia and researchers
Key calls to action	Engage with customers to <b>familiarize them with virtual delivery</b> of health and care to promote acceptance.	<b>Integrate virtual and in-person payment mechanisms</b> to enable continuity in delivery of health and care and to simplify the user experience.	Design and develop <b>interoperable solutions</b> and products based on open standards to enable modularity and generate additional value.	Aid policymaking by facilitating the <b>transfer of global best practices</b> in tune with national goals.	Promote virtual health and care by <b>educating citizens about its benefits</b> and complementarity to in-person service delivery.	<b>Generate and make available evidence</b> required for assessing the efficacy of virtual health and care in clinical and non-clinical use cases.
	Offer <b>expert guidance to policymakers</b> to periodically refine and improve virtual health and care policies.	Participate in policymaking to enable strategies that ensure delivery and secure quality through <b>fair pricing and provider assessments</b> .	Innovate considering <b>immediate and future national/global health and care goals</b> to overcome health and care challenges.	Promote <b>inclusive policymaking</b> by highlighting neglected areas, identifying gaps and suggesting appropriate solutions.	Advocate to ensure <b>equitable availability, similar quality and fair cost of health and care</b> to all members of society, particularly underserved communities.	Offer cutting-edge, <b>expert advice and support</b> , including trainings, to other stakeholders to improve virtual health and care delivery.