

Expanding equitable access to affordable, high-quality primary care for employees



Leading Employee Benefits Provider

Background

- Offers short-term and long-term disability, life, accident, critical illness, dental, vision and travel insurance to individuals and groups in workplace benefits settings
- Provides services in the U.S. and U.K.

Virtual Care Offering

- Primary360
- General Medical
- Mental Health
- Nutrition
- Dermatology
- Back and Joint
- Expert Medical Services

To support their commitment to offer a whole-person benefits program for their employees, an employee benefits provider analyzed their benefit offerings to identify opportunities to deliver more equitable access to personalized care. The company identified key challenges impacting the health of their employee population, including high rates of obesity, depression, anxiety and hypertension. Their population health data also signaled that care avoidance might be an issue for their employees.

Compounding these concerns was that more than 98% of the company's employees live in counties with partial or no provider coverage.¹ Many employees were unable to receive the timely care they needed, waiting weeks or even months for a primary care appointment, which led to delayed interventions and increased costs for both employees and the company.

The company also recognized that many members who did have prior primary care physicians were unsatisfied with their providers. Despite their access to in-person care, members who encountered treatment bias due to language barriers and affordability concerns were becoming care-avoidant, leading to gaps in care that resulted in poor health outcomes and increased downstream costs.

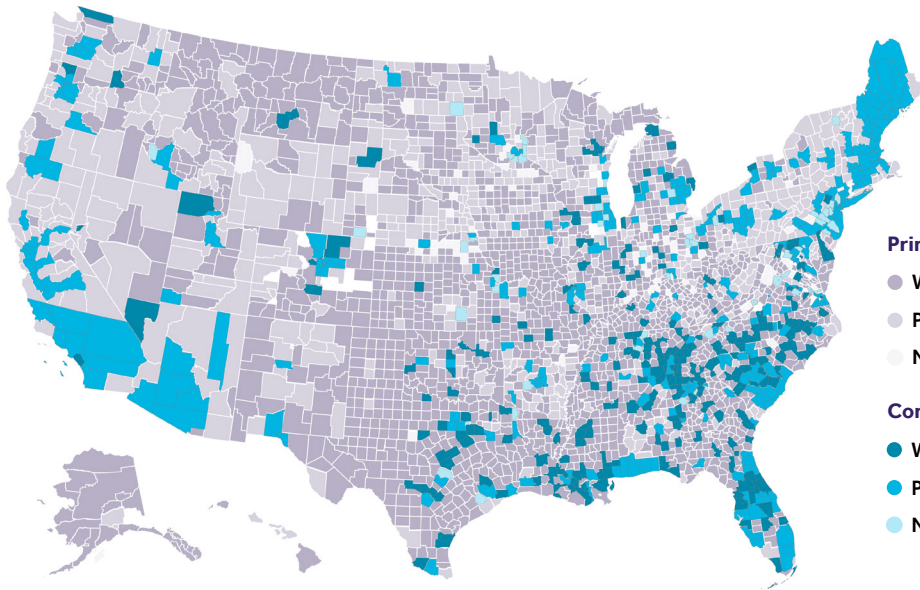
Recognizing these challenges, the company sought a way to provide a flexible, customizable benefits strategy with an emphasis on access, affordability, convenience, prevention and employee choice. They wanted an integrated solution that could alleviate access barriers, decrease treatment bias, consolidate patient care into one seamless experience and ultimately close the coverage gap in order to create a healthier, more satisfied and engaged workforce.

+ \$950k

total net claim savings
in 2022*²

*Not including Primary360

A pervasive gap between patient need and primary care availability



+98%

of the company's employees live in counties with partial or no in-person provider coverage¹

Primary care availability

- Whole shortage in county
- Partial shortage in county
- No shortage in county

Company's employees²

● Whole shortage in county	1,377 (17.02%)
● Partial shortage in county	6,569 (81.18%)
● No shortage in county	146 (1.80%)
	<hr/>
	8,092 (100%)

Expanding access to high-quality primary care

The company initially partnered with Teladoc Health to offer the Expert Medical Services virtual care solution, then quickly expanded to include General Medical, Mental Health, Nutrition, Dermatology, and Back and Joint services. As their partnership expanded and employee engagement grew, they continued to identify opportunities to enhance their benefits package and virtual care strategy in order to provide their employees with exceptional whole-person care. Building on this foundation of care and collaboration, they implemented Primary360, which provides access to virtual primary care providers, as well as targeted preventive screenings and appropriate treatments to identify and prevent gaps in care.

The company's trusted partnership with Teladoc Health means that their employees are now able to access convenient primary care appointments with high-quality expert providers, leading to more timely interventions, appropriate preventative screenings and early diagnoses, resulting in cost savings to the plan member and the company. Together, the employee benefits provider and Teladoc Health are collaborating to break down barriers to care for the company's employees by embracing a holistic approach that emphasizes whole-person health, equity and access to care.



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Virtual primary care helps address healthcare disparities and prevents unnecessary costs through preventative care, leading to savings for both our organization and our employees. Our cost-benefit analysis has shown that the savings far outweigh the cost of the service – it's actually too expensive not to do it. Virtual care is here to stay.”

– Vice President, Global Wellbeing & Health Management,
Leading Employee Benefits Provider

Primary360 helps employees take control of their health

Utilizing the American healthcare system can be challenging — **70% of Americans feel that the healthcare system is difficult to navigate**⁴ — but Teladoc Health’s care coordination teams simplify the process by streamlining administrative operations, facilitating data sharing and communication between providers, curating referral options, scheduling appointments, translating and answering member questions.

By transforming the member experience from a series of isolated appointments into one single, cohesive, continuum of care, Teladoc Health has helped this employee benefits provider achieve high engagement rates, with participating **employees averaging between 12-15 interactions with their care teams annually**, using the unlimited messaging available with Teladoc Health’s programs.

Driving engagement, program utilization and cost savings with a member-first approach

To drive engagement, the company promotes their virtual care solutions through several channels including their internal benefits intranet and email notifications as well as Teladoc Health home mailers and web promotions. Highlighting the financial and health benefits — including that the first annual visit is at no cost for all employees — has proven critical to their mission to increase employee engagement.

This employee benefits provider has achieved exceptional results in terms of both program utilization and cost savings. Over half of their Primary360 participants return for follow up visits.¹ If Primary360 had not been an option for them, 22% of participants would not have sought care and 44% would have gone to urgent care.² The primary and preventative care offered by Primary360 has helped the company achieve cost savings by reducing the costs incurred by urgent care visits and delayed interventions.

PRIMARY360 RESULTS

45.9
minutes

average Primary360 visit duration for new patients¹

53.4%

of members without a prior primary care physician participated in a Primary360 visit¹

65%

of Primary360 visits resulted in preventative care diagnoses⁴

“

Beyond episodic issues, we’re talking about an entry point into the healthcare system. Employers are taking a fresh look at their benefits package and evaluating equity and total rewards holistically. Virtual primary care is one tangible action that can be made to improve access on the ground immediately for employees and families while at the same time achieving goals around personalization and flexibility”

– Senior Director, Health & Benefits, Leading Global Advisory, Broking and Solutions Provider



Improving equity and creating a healthier workforce with an employee-first approach

Partnering with Teladoc Health has enabled the employee benefits provider to expand access to high-quality healthcare to communities where such care was not previously available. By offering a broad range of virtual care solutions that adapt to fit employees' individual needs and lifestyles, they deliver on their promise to provide personalized, patient-centered, whole-person care. Integrating Teladoc Health's virtual care solutions into their benefits strategy allowed the company to consolidate care into one convenient location, which has helped nurture a deeper connection between employees and their wellbeing journeys.

EQUITABLE ACCESS DRIVES RESULTS

22%

of members would have gone without treatment if Teladoc Health was not available²

44%

of members would have gone to urgent care if Teladoc Health was not available⁴

49%

of enrolled Mental Health members **would have gone without treatment** if Teladoc Health was not available¹

55%

of enrolled General Medical members **would have gone to urgent care** if Teladoc Health was not available¹

91.4
Net Promoter Score¹



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Our global wellbeing and health benefits strategy is about access, choice, flexibility, prevention and a positive employee experience. Virtual care and virtual primary care help us check off all those boxes.”

– RDN, Associate Vice President, Global Wellbeing & Health Management, Leading Employee Benefits Provider

1. Teladoc Health Utilization Report for Leading Employee Benefits Provider with member outcome data through July 2023 2. Teladoc Health Utilization Report for Leading Employee Benefits Provider with member outcome data through December 2022 3. Enrolled in the company's sponsored medical insurance coverage 4. Electronic Health Reporter (September 2020)

The testimonials and opinions presented are applicable to the client. Each company's exact results and experience will be unique and individual. The testimonials are voluntarily provided and are not paid.

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About Teladoc Health: Teladoc Health is empowering all people everywhere to live healthier lives by transforming the healthcare experience. Recognized as the world leader in whole-person virtual care, Teladoc Health leverages clinical expertise, advanced technology and actionable data insights to meet the evolving needs of consumers and healthcare professionals.

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