

## CLIENT SUCCESS STORY

# Making the convenience of virtual care even more enticing



Prominence Health Plan is headquartered in Texas and Nevada and serves a small but diverse member population. Leveraging the latest technology, Prominence Health Plan provides easy access to quality medical care to all their members and has been recognized for its innovative approach to healthcare.

## The Challenge

Access to healthcare is limited in rural areas of the southwest where most of the Prominence member population lives. In fact, some members need to drive more than an hour to visit with their doctor. To reduce long distance travel for healthcare access and the reliance on more expensive options like urgent care centers and the emergency room, the plan offered virtual care to its members. But a year after launching virtual care for general medical concerns, utilization of the services remained low.

For its innovative telehealth offering, Prominence earned the 2019 NCET technology award for Health Service Company of the year.

**150%**

increase in utilization  
2016-2019

**\$472**

average cost savings  
per visit

**97%**

member  
satisfaction



## OUR PARTNERSHIP

Prominence first partnered with Teladoc Health to provide virtual care services in 2016. Recognizing the potential for this innovative alternative to healthcare delivery they incentivized it by adopting a \$0 co-pay for most conditions in 2017. In 2019, they expanded the offering to include behavioral health to their fully-insured and Medicare Advantage populations. The approach meets their goals to:

### Engage members

- Deploy Teladoc Health's proven multi-touch member engagement strategy
- Utilize geofencing technology to send relevant mobile notifications at time of need
- Integrate access to virtual care into their main member portal

### Make it easy

- Provide access to high-quality care, 24/7 from anywhere by phone, web, or mobile app
- Eliminate long travel times and scheduling conflicts for members
- Deliver a seamless virtual care experience for a diverse array of conditions

### Improve outcomes

- Expand broad access to healthcare by offering a \$0 copay for most conditions
- Redirect the use of high-cost settings like urgent care centers and emergency rooms
- Deliver convenient high-quality care and increased member satisfaction



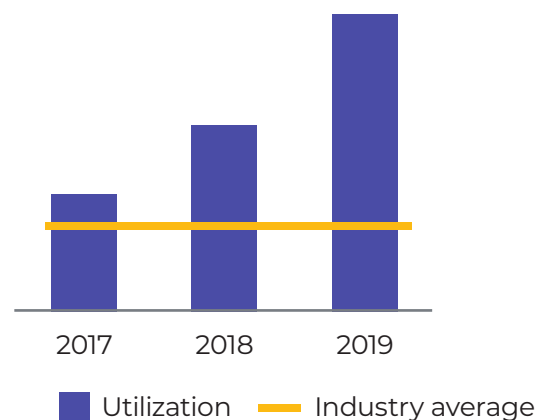


“Shortly after implementing virtual care with Teladoc Health, my family got to use the service first hand. When my daughter woke up with a fever and sore throat, we contacted Teladoc. Within 10 minutes, we spoke with a doctor, received a diagnosis and had a prescription sent to our local pharmacy. I knew then, that this service would be a game changer for our members.”

**Eric Rasmussen**  
Vice President of Information Technologies  
Prominence Health Plan

## Results

With the elimination of copays for most conditions and the use of proven engagement science strategies, Prominence Health Plan increased utilization of the telehealth service by over 56% in the first year and 150% in the second. By integrating virtual care services into their healthcare offering and partnering with Teladoc Health to engage members with proven multi-touch communications strategies, the plan saved over \$355K in 2018 and maintained a 97%-member satisfaction rate.



## Summary

Prominence Health Plan has been recognized as a leader in innovation for providing convenient, high-quality care, while reducing costs and improving outcomes. By expanding virtual care to include behavioral health, Prominence, with Teladoc Health, is helping more people resolve more conditions—and now this includes the Medicare Advantage population. Together, we are making healthcare easy, and members happy and healthy.

## Services

Prominence Health Plan offers the following Teladoc Health services:

**Fully-Insured Groups (2016)**

**Self-funded/ASO Groups (2018)**

**Medicare Advantage (2019)**

- General Medical
- Behavioral Health

## LEARN MORE

**TeladocHealth.com | [engage@teladochealth.com](mailto:engage@teladochealth.com)**

### About Teladoc Health

Teladoc Health is the global virtual care leader, helping millions of people resolve their healthcare needs with confidence. Together with our clients and partners, we are continually modernizing the healthcare experience and making high-quality healthcare a reality for more people and organizations around the world.