



## Executive Summary

# Weekly, daily and hourly: Keeping members connected with whole-person health

Payers are increasingly embracing virtual care and are now looking to make it part of a holistic strategy that addresses more of the member's care needs, said Hunter Sinclair, vice president of solution strategy with Teladoc Health, speaking on a panel during a session at AHIP 2023.

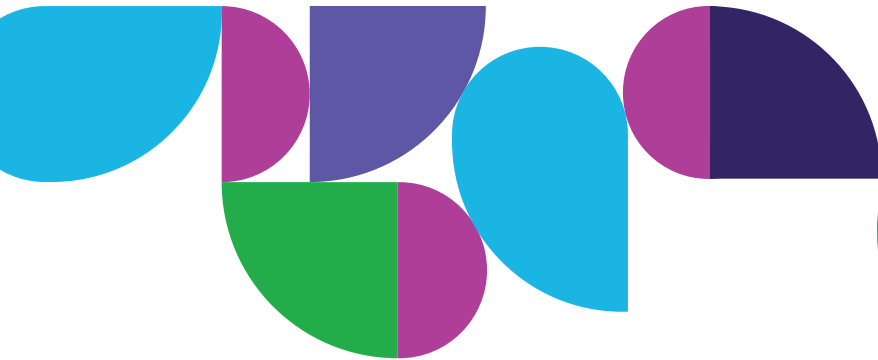
The panelists discussed virtual care initiatives and zeroed in on these three takeaways:

- Health Plans are looking to scale and strengthen partnerships through the expansion of whole-person care solutions.
- Virtual care is breaking down barriers to member access.
- Members see better results when more of their health needs are addressed concurrently.

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**Hunter Sinclair, vice president, solution strategy,  
Teladoc Health**

For example, a member with diabetes who has a hard time getting out of bed in the morning will also have a hard time with diet and exercise, Sinclair said. Teladoc Health has seen the best results when engaging the whole person versus focusing on a narrow, isolated aspect of treatment.



### Scaling solutions to address changing needs

Jason Tibbels, MD, chief quality officer for Teladoc Health, noted the pandemic accelerated consumer acceptance of virtual care. In fact, almost 88% of consumers say they want to continue using telehealth for nonurgent consultations following its widespread adoption during the pandemic.<sup>1</sup> There has also been a shift to move beyond point solutions to provide a broader set of services.

Laura Messineo, independent industry expert, told the audience that her former organization pivoted to a proactive model with the goal of stronger partnerships with vendors. "We want to have [virtual] care aligned with traditional care," Messineo said, noting that this should include health and wellness strategies, with data and insights going back to brick-and-mortar providers and case managers to help patients navigate from a virtual visit to the next part of their journey. "We want to make sure that we're addressing every need and providing whole-person care for the members because we know that it's difficult to navigate health care. We want to be able to make sure that we can give the same quality of care, if not higher."

This type of care must be provided in different ways for different population cohorts, Messineo noted.

### How virtual care can advance care equity

The average wait time for a brick-and-mortar office appointment today is 26 days for obstetrics/gynecology, cardiology, orthopedic surgery, dermatology and family medicine, and the average visit duration is 18 minutes.<sup>2,3</sup> With Primary360, the virtual primary care solution from Teladoc Health, members are seen faster and receive more time with their physician. One of the ways Primary360 breaks down barriers is by alleviating challenges with access and transportation that prevent people from receiving care.

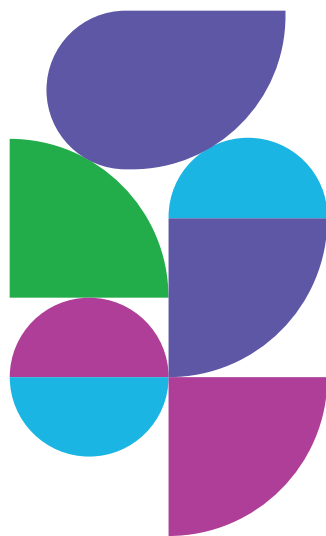
Sinclair works primarily with Medicare Advantage populations, focusing on delivering high-quality outcomes across different demographics. "We do a lot of thinking about race and gender identity, along with many other characteristics." Much of these efforts involve reaching out to members through multiple channels and leveraging care managers to identify and communicate with members who have certain conditions about the solutions for which they may be eligible.

Outreach efforts may be as fundamental as informing members they have access to primary care. Sinclair also noted that virtual care helps payers make advances in mental health, particularly adolescent mental health. Of heightened importance is making sure the data triggers outreach at points of change, such as when a member goes to the emergency department for treatment related to mental health or substance use. "That's a great time to make sure the member knows that they don't have to wait 30 days after that to seek follow-up care," he said.

Along with making care easier to access, plans should address health literacy by educating members so they can become more engaged in their own health and care plans, Messineo added.

**26  
days**

THE AVERAGE WAIT TIME  
FOR A BRICK-AND-MORTAR  
OFFICE APPOINTMENT  
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CERTAIN SPECIALTIES





### Better outcomes, lower costs

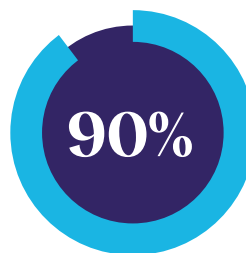
Teladoc Health has seen positive results in outcomes when providing virtual primary care. For example, a data analysis of more than 3,000 Primary360 members shows 82% of eligible members completed a preventive care screening for blood pressure and scheduled a follow-up appointment with a physician to receive a care plan.<sup>4</sup> High rates were also seen for eligible members who received preventive care screenings for body mass index (99%) and tobacco use (100%).<sup>4</sup> In three months, 56% of eligible members who received care plans for blood pressure saw improved outcomes.<sup>5</sup>

Meanwhile, 90% of eligible Primary360 members completed a preventative care screening for mental health and received follow-up care plan guidance appropriate for their health status.<sup>4</sup> Seventy-five percent of members with anxiety reported improvement after four visits with a Teladoc mental health provider.<sup>6</sup>

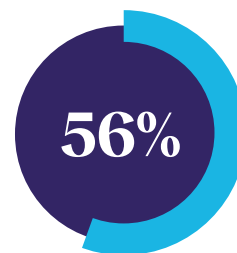
Beyond helping members manage their existing clinical needs, we are helping with preventive care for both body and mind, by getting members engaged in their long-term health. This includes providing easy access to mental wellness content within the whole person experience and leveraging our knowledge of the member and the programs they are eligible for to drive increased engagement.

Identifying undiagnosed chronic conditions and unmanaged mental health needs reduces the downstream negative effects on members' overall health and cost of care. The convenience of Primary360, combined with its ability to support better preventive care, can reduce unnecessary emergency department visits and guide members to the most cost-effective health care services.

Tibbels said that virtual care is evolving to the "next generation," where acceptance is accelerating, care is becoming more holistic, and the appreciable difference in outcomes is significant. "That's been the evolution and I'm excited that we're here."



OF ELIGIBLE PRIMARY360 MEMBERS COMPLETED A PREVENTIVE MENTAL HEALTH SCREENING AND RECEIVED FOLLOW-UP CARE PLAN



OF ELIGIBLE PRIMARY360 MEMBERS WHO RECEIVED CARE PLANS FOR BLOOD PRESSURE SAW IMPROVED OUTCOMES

### References

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  5. Performance data of Teladoc Health clients, 2022
  6. Teladoc Health Data Disclosure CLO044, August 2019



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