

Planning and achieving a virtual care transformation journey

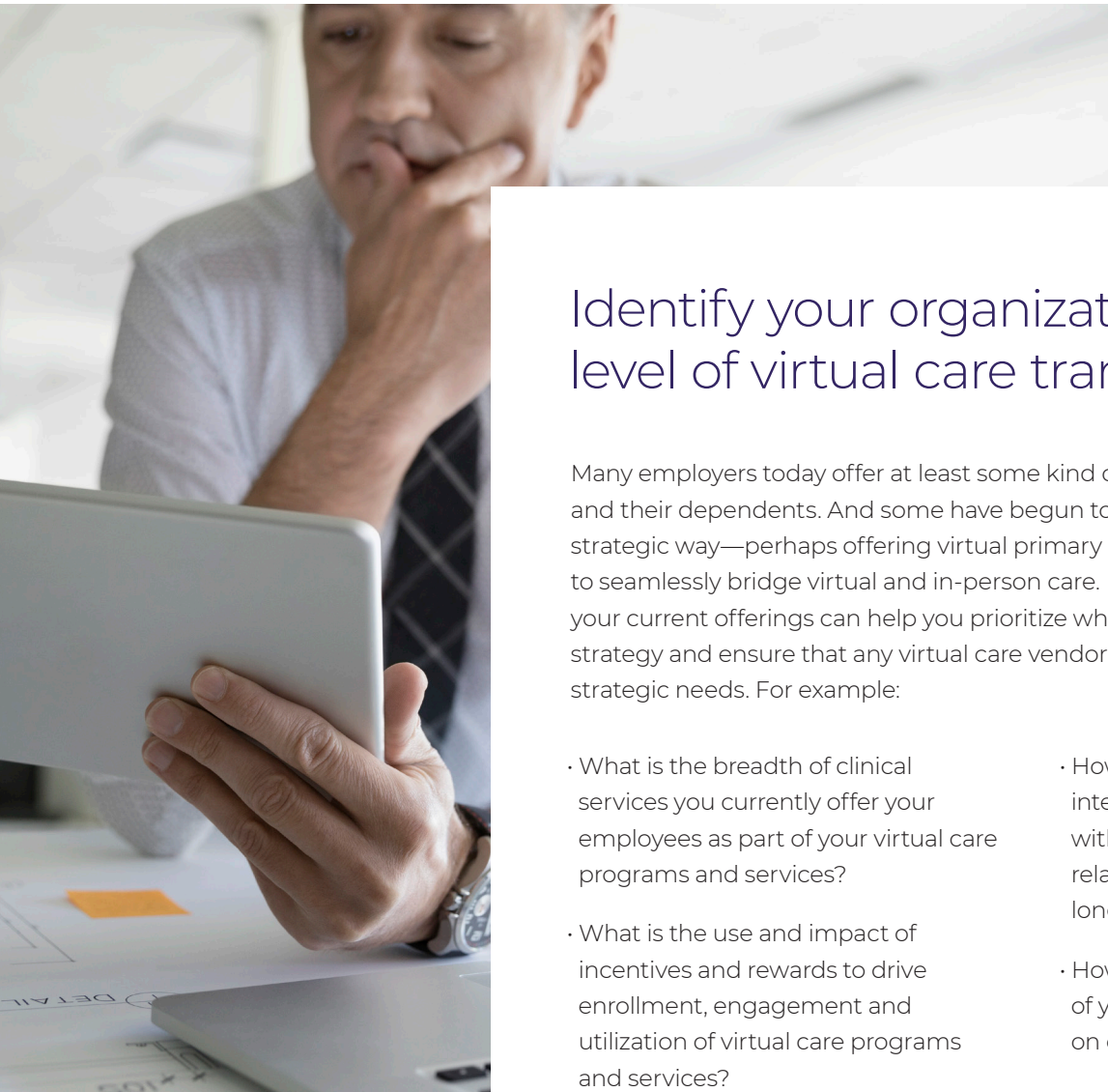




Virtual care offers incredible power and potential for small employers. Done well, it can address many of the healthcare challenges these organizations face, such as improving affordability, connecting people to the appropriate level and combination of care, and increasing engagement in care management programs.

Plus, employees want and expect virtual care. In fact, 91% of adults who have used virtual care would do so again in the future instead of an in-person visit.¹ Adoption and engagement with virtual health has increased across all age cohorts.² And consumers aren't just thinking about virtual care for their urgent care needs—they're increasingly considering virtual care for ongoing, complex and mental healthcare.

Yet even the most innovative employers have only begun to realize the potential of virtual care. **Wherever your organization is in its virtual care journey, the ability to articulate your goals, identify gaps and recognize opportunities can help you realize its full potential. Here are some ways to get started.**



Identify your organization's current level of virtual care transformation

Many employers today offer at least some kind of virtual care to their employees and their dependents. And some have begun to think about it in a more strategic way—perhaps offering virtual primary care options or finding ways to seamlessly bridge virtual and in-person care. Identifying gaps that exist in your current offerings can help you prioritize where to focus on your overall strategy and ensure that any virtual care vendor you may need can support your strategic needs. For example:

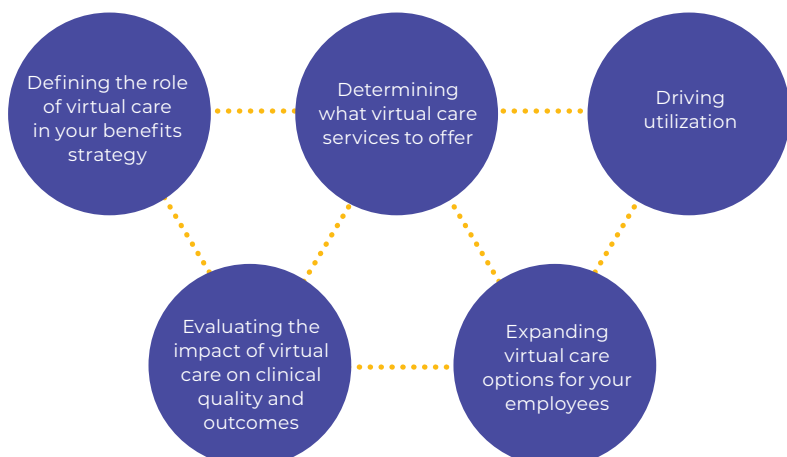
- What is the breadth of clinical services you currently offer your employees as part of your virtual care programs and services?
- What is the use and impact of incentives and rewards to drive enrollment, engagement and utilization of virtual care programs and services?
- How would you describe the interactions that employees have with virtual care providers? Are these relationships more transactional or longitudinal?
- How are you measuring the impact of your current virtual care offerings on clinical quality and outcomes?

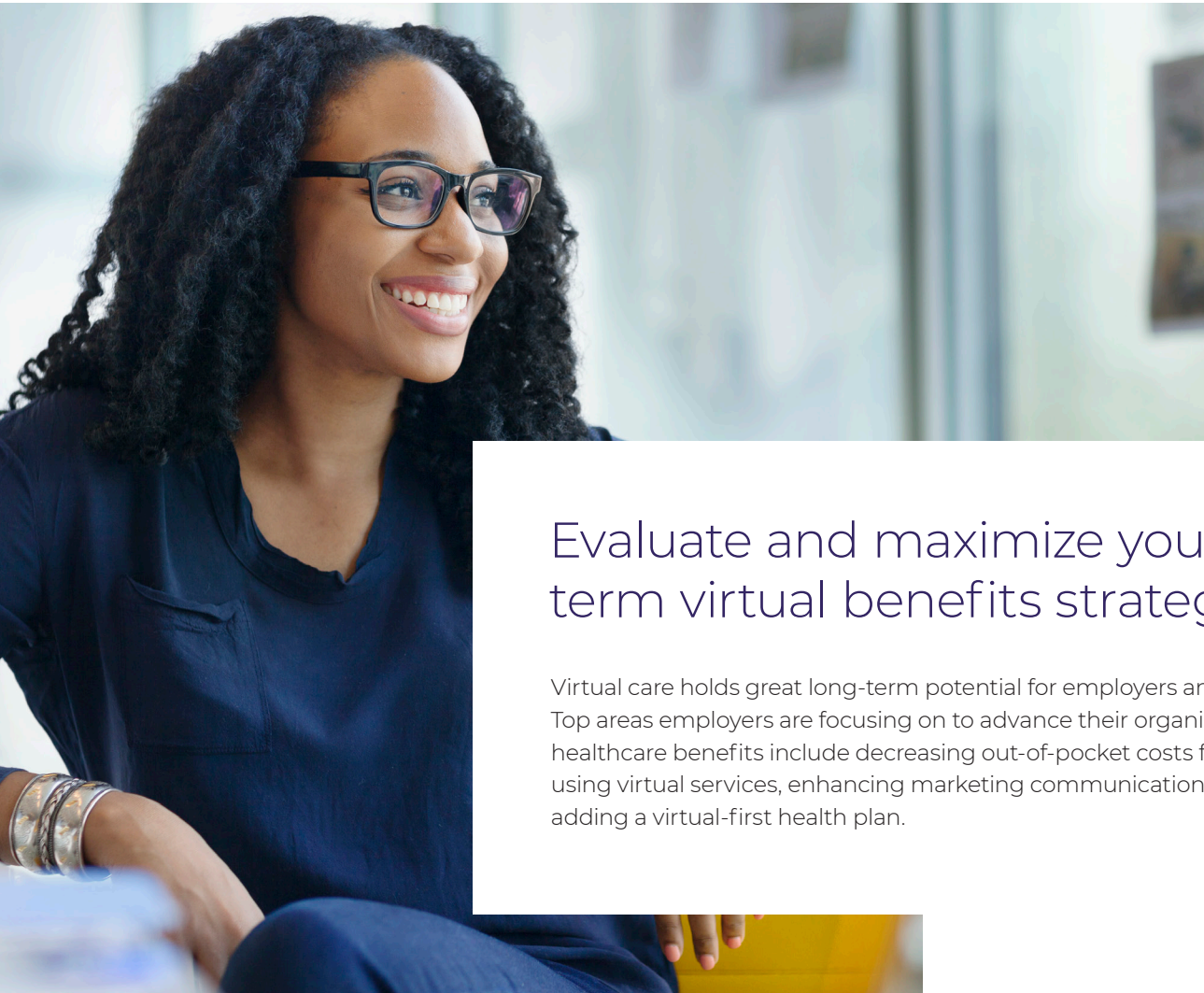
Key finding:

3.5 out of 5

average level of virtual care transformation employers have achieved based on our 5-point scale³

Where are you on your virtual care journey?





Evaluate and maximize your longer-term virtual benefits strategy

Virtual care holds great long-term potential for employers and their employees. Top areas employers are focusing on to advance their organizations' virtual healthcare benefits include decreasing out-of-pocket costs for employees when using virtual services, enhancing marketing communications to employees and adding a virtual-first health plan.

Key finding:



of respondents are planning to fully implement or be close to implementing a whole-person virtual care strategy in the next three years³

When planning your own strategy, consider:

- How do you anticipate your employee demand for virtual care will change over the next three years, and how will your benefits strategy address these needs?
- Is your current virtual care offering addressing whole-person needs including chronic care and mental health support?
- Are you seeing high claims among certain demographics of your workforce? If so, how are you addressing this?
- What techniques—such as personalization and real-time communication—can your organization use to better engage employees with their virtual care benefits?



Understand the impact of virtual care on health outcomes, satisfaction and costs

About 90% of America's \$3.5 trillion annual healthcare costs are spent on people with chronic physical and mental health conditions.⁴ Whole-person virtual care can help by driving improved health outcomes, earlier detection of serious illness, and more-informed care decisions. Plus, our research found that employers with more advanced transformative strategies⁵ are more likely to report higher employee satisfaction and participation in virtual care services.

Consider:

- How do the virtual care programs and services you offer impact healthcare utilization of your employees?
- How does your organization measure the healthcare outcomes and ROI associated with your virtual care programs and services?

Key finding:



increase in the number of respondents who say they will have a detailed understanding of an individual employee's clinical outcomes related to virtual care services in the next three years³



Create a clear path forward

While each organization is unique in terms of its resources, priorities and goals, the action items below can help advance your organization's path to virtual care transformation.

- Establish a company-wide virtual care strategy that's widely adopted across the organization and can evolve to meet market trends
- Partner with vendors that can recommend and implement the appropriate plan design for your organization's needs
- Identify the specific health needs of your population and the virtual care solutions best suited to meet them
- Partner with vendors with expertise in consumer engagement and channel strategy
- Ensure that your virtual care partners have a proven methodology for assessing the performance of their programs

¹PWC. Global Top Health Industry Issues. 2021

²The Advisory Board. How Covid-19 transformed virtual care preferences, January 12, 2021

³Virtual Care Transformation Study of Employers, Teladoc Health, 2021

⁴Centers for Disease Control and Prevention. Health and Economic Costs of Chronic Diseases, June 2021

⁵Employers with Virtual Care Transformation model scores of 4 or higher on a 5-point scale

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