



## CLIENT SUCCESS STORY

# One health system's journey to telehealth and around-the-clock care



\$1.5M

Potential  
annual savings



At every turn, at every interaction, with Teladoc Health I could see the integrity of the company.

Telehealth Program Administrator

## Summary

Comprised of four hospitals serving the mid-Atlantic region and nearly 7,000 employees, this health system partnered with Teladoc Health to **redefine virtual care as a benefit for both patients and employees.**

## Challenge

The organization faced several challenges prior to its inception of virtual care. First, it was seeing its market share encroached upon by competition to the north. With most of its rural population lacking access to specialists and immediate care, virtual care became a critical strategy.

Second, upon completing a review of the health system's existing employee benefits costs, it discovered excessive and unnecessary ER usage among its employees aged 20-29. Employee ER visits had an average cost of \$2,556 per instance. By addressing its high cost of ER usage through the implementation of virtual care, the leaders of this health system knew they could make an immediate impact and the cost of its virtual care employee benefit program would be less than the savings incurred.



## CLOSER LOOK

# Creating a successful virtual care marketing plan

Prior to implementing the virtual care program, there was a heavy emphasis on marketing and awareness, both inside and outside the organization, to generate excitement. Early involvement of marketing, a pull instead of push effect, and internal virtual care champions made the health system an innovator in the virtual care landscape.

This effort proved critical six months later amidst the COVID-19 pandemic when awareness and comfort with the technology eased adoption for both patients and clinical staff. Having a program in place allowed the health system to handle **over four times its monthly virtual visit average at the height of the COVID-19 pandemic.**

68%

utilization rate

## Approach

### Partner

- The organization sought potential virtual care partners that could support the health system's goals of on-demand and scheduled visits.
- There was a desire to resell virtual care and aggregate all use cases onto a single platform.
- The Teladoc Health Licensed Platform was chosen for its breadth of services.

### Promote

- To solve its challenges of market share and unnecessary ER usage, this health system laid out a three-year plan to roll out virtual care.
- It was the first health system in its region to offer a direct-to-consumer/patient platform.
- The organization shared the Teladoc Health commitment to create a new kind of healthcare.

## Results

Overall, this virtual care program has seen great results, and the response from patients has been overwhelmingly positive. Off the heels of its pre-implementation marketing, the health system successfully launched new virtual care services to its employees and the general public in late 2019. The health system quickly began to see results with over 1,200 virtual visits in its first three months and reduced the stress on its ER.

With virtual care in place and employees invested in the program, the organization was as prepared as it could be for the COVID-19 pandemic. The program far surpassed expectations and gave the health system a solution for both the public and its employees to seek affordable care quickly while maintaining early social-distancing protocols.

## Stats

662

Telehealth visits per month

45

Specialties available virtually

400

Physicians trained to use telehealth

**LEARN MORE:** [TeladocHealth.com](https://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.

