

CLIENT SUCCESS STORY

How HealthiestYou helped Bay County offset a 38% surge in premiums.



Even before Hurricane Michael devastated much of the Florida Panhandle, the risk manager for Bay County was facing the overwhelming challenge of soaring health insurance premiums and rising deductibles. HealthiestYou's virtual care offering was instrumental in saving Bay County government from increasing insurance costs.

The Challenge

In addition to the miles of sugar-white sandy beaches that attract over 8 million visitors each year, Bay County, Florida, is home to small towns and rural communities. In late 2016 the risk manager for Bay County realized it's more than 1,000 employees and board would be facing a 38% surge in health insurance premiums with the start of the new benefits year. Determined to find a solution, she researched the possibility of opening a county health clinic, but a feasibility study showed that was not a viable option. She then looked into 24/7 virtual care and chose HealthiestYou as a solution.

HealthiestYou saved Bay County, Florida, over \$188K in claims in a single year.

The Approach

Expand access to quality care

- Provide easy access to U.S. board-certified physicians 24/7 from anywhere
- Offer a comprehensive suite of services with an intuitive member experience

Engage members

- Employ multi-touch communication to engage members in their time of need
- Send out relevant reminders during flu season and in-app alerts when traveling
- Create a culture in which employees take ownership of their healthcare

Improve outcomes

- Reduce the use of emergency care facilities and insurance claims
- Enable employees to get high-quality care at lower costs

Results

When Hurricane Michael struck Bay County on October 10, 2018, it destroyed key medical facilities including hospitals and nursing homes. Because many doctors in the area suffered the loss of their homes and offices, few were available to provide medical care for area residents. With access to care severely limited, HealthiestYou provided important virtual care services to employees and their families during this chaotic time and extended complimentary services to all residents affected during the disaster. Today, over 70% of Bay County HealthiestYou members are utilizing the service, eliminating unnecessary use of the ER and adding convenience for the members. Primary care visits have also declined, reducing claims and insurance premiums.

70%+
of Bay County
HealthiestYou members
are utilizing the service.

1,000+
covered members

\$188K
cost savings

71%
utilization



“We love how HealthiestYou keeps insurance premiums down. And it’s limitless. You can call 10 times and it won’t affect the rate.”

Eve Tooley, Risk Manager for Bay County, Florida

Summary

For employees of Bay County, high deductibles and rising insurance premiums were growing concerns before HealthiestYou was adopted. Once employees learned of the no-cost benefit, they were not only able to get care anytime of the day or night, they also had critical access during the most destructive hurricane ever to hit their region. Today, employees count on HealthiestYou for reliable care access.

LEARN MORE

TeladocHealth.com | 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.