

## CLIENT SUCCESS STORY

# Virtual care is becoming the new normal for Medicare and Medicaid



In 2018, the regional health plan, Health New England, extended virtual care services to its Medicare Advantage and Managed Medicaid populations. Little did the leadership team know at the time that virtual care was about to become a vital healthcare option.

## The Challenge

Even before COVID-19 made in-person care a health risk, the leadership at Health New England understood the value of virtual care. Like many small plans, the high costs of emergency room and urgent care visits for non-urgent conditions were adding up. Other members—including those with chronic conditions—were delaying care due to cost, which often led to more expensive interventions. The search for a high-quality and cost-effective alternative led the plan to Teladoc Health.

33% of Americans delay medical treatment because of cost<sup>1</sup>.

## Our Approach

### Engage

- Employ a highly tailored communications strategy to increase awareness
- Encourage members, including leadership, to share personal experiences
- Promote virtual care at health fairs and on its internal benefits website

### Deliver

- Overcome social determinants of health such as transportation
- Provide a high-quality healthcare option with \$0 copays
- Redirect care from high-cost settings such as urgent care and emergency rooms

“Making quality healthcare available to all of our community members without interruption is our #1 priority, and virtual care continues to make this possible.”

**Robert Azeez, M.Ed., behavioral health manager, Health New England**

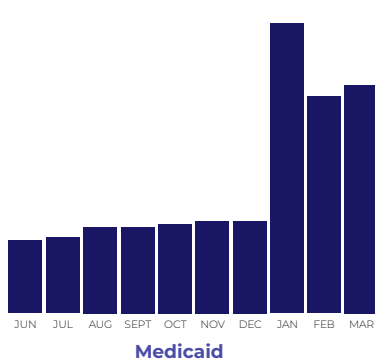


## Establishing a new normal

Health New England's initial spike in adoption and utilization of virtual care was attributed to increased word-of-mouth marketing and a data-driven engagement strategy that targeted the unique needs of the Medicare and Medicaid populations.

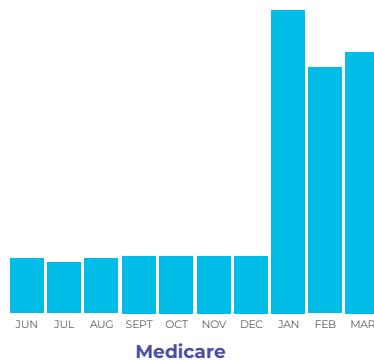
Those high utilization levels were then sustained in the wake of COVID-19. And although social distancing and shelter-in-place orders have been lifted, the shift to virtual care as an initial entry point into the healthcare system will forever transform how Medicare and Medicaid members seek and receive care.

## Results



166%

Medicaid increase in utilization 2019-2020



400%

Medicare increase in utilization 2019-2020

## Summary

In addition to being both a convenient and cost-effective alternative to traditional doctors' appointments and on-demand care, virtual care provides a safe and reliable way to access high-quality healthcare from U.S. board-certified physicians. Virtual care helps overcome social determinants of health by allowing members to speak with a doctor, day or night, right from their homes.

<sup>1</sup>Saad, Lydia. 2019. "More Americans Delaying Medical Treatment Due to Cost." Gallup, Well-Being, Dec. 9, 2019.

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### 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.

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