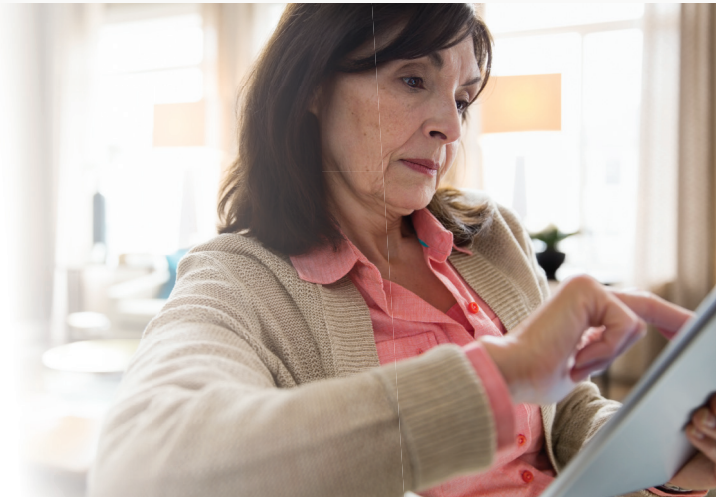


CLIENT SUCCESS STORY

Reaching members in rural areas with virtual behavioral healthcare



BlueCross BlueShield South Carolina (BCBSSC) serves a diverse population including many members who live in rural communities with limited medical resources. Guided by the principles of giving back and working collaboratively with communities to address public health issues, BCBSSC focuses on areas where they can positively impact health for their members.

The Challenge

BCBSSC recognizes the importance of mental healthcare to the overall health of their members. The stigma and high cost of mental healthcare—often for cash-only practices that do not accept Medicaid patients—serve as barriers to members getting the care they need. And a current shortage of mental health care providers further limits access for those living in rural communities.

70% of behavioral health patients also have a medical co-morbidity.¹

96.5M Americans live in areas with a shortage of mental health providers.²

15%

higher virtual visit volume January-April 2019 than in all of 2018

2018

Launched virtual behavioral health as a safe, secure way to provide services without stigma

9.7%

utilization due to collaborative benefit design and engagement strategies



Our Approach

Through the strength of its collaborative partnership with Teladoc Health since 2012, BCBSSC has been able to provide high-quality virtual care to its fully-insured and self-insured/ASO groups, while meeting the plan's primary goals:

Provide convenient case access

Remove the barriers of access to high-quality integrated care and enable members to get treatment regardless of their location by phone, web, or mobile app.

Effectively engage members

Employ a sophisticated data-driven educational and promotional engagement strategy to reach members in their time of need and drive utilization.

Enhance member experience

Provide members the option of selecting their mental health provider to establish a trusting and effective relationship.



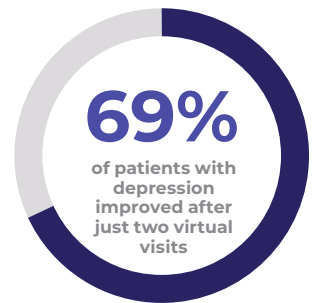
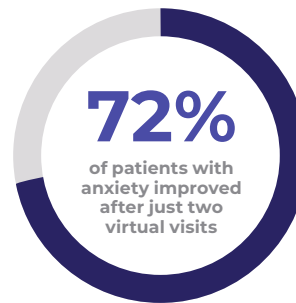
“(Virtual visits are) a prime opportunity from a treatment and engagement perspective because they’re doing it on their own time in a safe environment that’s comfortable for them.”

Christopher Dennis, MD, MBA, FAPA
Chief Behavioral Health Officer, Landmark Health
Psychiatrist and Clinical Behavioral Health Leader, Teladoc Health

Results

In 2018, Teladoc Health's comprehensive and scalable suite of services helped over 28K BCBSSC members with everything from general medical issues to behavioral health concerns. But more important than the millions of dollars in cost savings and the overwhelmingly positive member experience, is knowing that no matter where members live, what they do, or when they do it, they always have access to convenient and consistent high-quality healthcare.

In a study utilizing Teladoc Health data



"Teladoc Health allows our members to engage holistically—addressing both the physical and psychological factors that contribute to their overall health. Since 2012, our partnership with Teladoc Health has meant that access is never a barrier to wellness for a BlueCross BlueShield South Carolina member, regardless of their location."

Raad Joseph,
Senior Vice President,
National Alliance BlueCross BlueShield South Carolina

Summary

Conditions are more favorable now than ever for the delivery of virtual behavioral healthcare. In fact, 74% of commercial health plans currently offer mental health care virtually.³ Through a collaborative partnership with Teladoc Health, BCBSSC is helping to lead the market in this area and continues to innovate to best serve the needs of their members.

Services

BlueCross BlueShield South Carolina offers the following Teladoc Health services:

Self-funded/ASO groups (2012)

- General Medical
- Behavioral Health

¹Modern Healthcare. 2017. Addressing behavioral health to improve all health. <http://www.modernhealthcare.com/article/20170527/MAGAZINE/170529956>

²The US Department of Health and Human Services, 2014

³2019 AHIP Virtual Care Survey of Health Plans, sponsored by Teladoc Health under AHIP's Sponsored Research Program

LEARN MORE

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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.