



CLIENT SUCCESS STORY

Prioritizing mental health in the Marketplace



INDUSTRY: Individual and family

MEMBERS: ~ 250,000

TELADOC HEALTH

PRODUCTS: General Medical and Mental Health



I was feeling very overwhelmed and had high anxiety along with slight depression. I selected Dr. Patel as my doctor and he was extremely attentive to my needs...I will most definitely recommend other people to him and keep him as my doctor.³

Carole W., Friday Health Plans Member

Summary

Friday Health Plans and Teladoc Health support the mental healthcare needs of individual and family Marketplace members with plan designs and virtual care solutions that put accessibility and affordability at the forefront.

Challenge

Almost one in five adults in America—just under 50 million people—are currently living with a mental illness.¹

People with mental health conditions are also at significantly higher risk for other health complications.¹ Because of these stark realities, it is the responsibility of all healthcare organizations, especially leading health plans, to help increase access to high-quality, affordable mental health services.



3.6 hours

AVERAGE TIME FROM
MEMBER REQUEST
TO PROVIDER RESPONSE²

PROGRAM HIGHLIGHT: GOING ABOVE AND BEYOND FOR MENTAL HEALTHCARE

Friday Health Plans is purpose-built for people and small businesses who buy their own health insurance. Operational efficiency, top-notch customer service, and smart technology are core to Friday's consumer-centric approach.

So while the Affordable Care Act (ACA) has guaranteed access to mental health services within individual plans and applied parity requirements to Marketplace plans¹ to be most effective, what's needed are health plans that:

- Demonstrate commitment to ensuring people in need have access to timely, quality and cost-effective mental health services
- Generate awareness among members that vital mental health services exist
- Create accessible pathways for mental health services to be used

That's why Friday Health Plans makes it a top priority to deliver creative and effective solutions that help increase access to high-quality, affordable mental health services.

The impact of access

46% of mental health visits at Teladoc Health by Friday Health Plan Marketplace members would have resulted in treatment not being sought, if not for Teladoc Health.²

Solution

Through low-cost plan options and accessible digital platforms, Friday Health Plans meets the needs of Marketplace buyers and fulfills the requirements of the ACA. The Friday Health Plans model demonstrates its leadership and commitment to the mental healthcare needs of its members through:

- Affordable **plan designs** featuring \$0 copays for virtual and in-person mental health counseling
- **Partnerships** with organizations like Teladoc Health to extend access to high-quality mental healthcare
- Creative **member outreach** and communications programs to raise awareness and encourage utilization of mental healthcare services

Results²

≈ \$503K

RETURN ON INVESTMENT:
TOTAL NET CLAIM SAVINGS

95%

EXCELLENT OR GOOD
MEMBER SATISFACTION

41.2%

ANNUALIZED
UTILIZATION*

¹ The Commonwealth Fund. Baumgartner, J., Aboulafia, G., McIntosh, A. "The ACA at 10: How Has It Impacted Mental Health Care?" April 2020. (<https://www.commonwealthfund.org/blog/2020/aca-10-how-has-it-impacted-mental-health-care>)

² Teladoc Health data, Utilization Reporting January through October 2021.

³ Internal Teladoc Health Member Testimonial Data, March 2021.

*YTD total visits x (12/#months accrued YTD) / (YTD Average Subscribers x 0.20). Mental Health utilization is calculated assuming 20% of the population needs care in a given year. This is in accordance to a Kaiser Family Foundation Analysis of the 2015 National Survey on Drug Use and Health.

LEARN MORE: TeladocHealth.com | engage@teladochealth.com

About Teladoc Health: Teladoc Health is empowering all people everywhere to live healthier lives by transforming the healthcare experience. Recognized as the world leader in whole-person virtual care, Teladoc Health leverages clinical expertise, advanced technology and actionable data insights to meet the evolving needs of consumers and healthcare professionals.

