



Executive Summary

A data-driven approach to engaging members and boosting equity

Insights from an onsite session at the AHIP 2023 Consumer Experience & Digital Health Forum

The health care landscape continues to evolve rapidly, driven by competitive pressures, economic headwinds and consumer demand for simplified, convenient access to a broad range of health care services. In response to these challenges, and with the help of an effective partner, many health plans have adopted virtual care, pushing the boundaries of what comprehensive, whole-person virtual care can deliver.

Investments in technology and data are enabling health care organizations to interact with hard-to-reach populations including Medicare, Medicaid and rural populations. But health plans need reliable data on which they can act – investing in capabilities that not only get members to use services that improve their health, but also help them stick with those services.

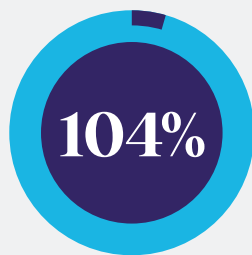
Teladoc Health recently analyzed virtual care adoption and solution performance of 24 nationally affiliated health plans covering more than 20 million lives through Medicare, Medicare Advantage, Medicaid, Marketplace plans, commercial health plans and employers' self-insured plans. Many of these plans use

Teladoc Health's data-driven, omnichannel outreach approach to drive higher member enrollment into new programs and maintain engagement across these same programs.

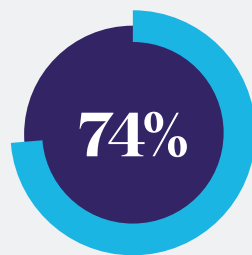
A holistic understanding of the member enables the creation of personalized, timely and tailored outreach, which Teladoc Health has found to drive far superior results to one-size-fits-all engagement strategies. They use advanced data science to deliver the outreach and communication experiences that are most likely to drive the best health outcomes for their members. They've developed powerful predictive and machine learning models to help determine who to contact, what to say, what solution to offer, and how to cut through the noise and build connections with our members. They leverage primary research and clinical insights to create and deliver highly effective nudges and health interventions. Lastly, they utilize omnichannel messaging capabilities for reaching members while they're making their health care decisions — wherever they are, including Google searches, TikTok and YouTube, podcasts, streaming platforms, email, and more.



Compared with health plans that use single-channel member outreach, plans using Teladoc Health's omnichannel marketing approach achieved higher utilization and enrollment rates, including:



**HIGHER ENROLLMENT IN
STANDALONE CHRONIC
CONDITION MANAGEMENT
PROGRAMS¹**



**HIGHER ENROLLMENT
IN CHRONIC CONDITION
MANAGEMENT PLUS
PROGRAMS¹**



**HIGHER GENERAL
MEDICAL CARE
UTILIZATION¹**



**HIGHER MENTAL
HEALTH CARE
UTILIZATION.^{1*}**

*Teladoc Health's standalone chronic condition management programs enable members to improve their health related to a single condition. Their Chronic Condition Management Plus programs enable members to improve their health related to multiple conditions in a fully integrated experience.

Opting into a best-in-class engagement program helps more members benefit from these effective solutions, empowering them to take a more active role in managing conditions and improving their health.

Consultations with self-funded health plan sponsors revealed that many members don't know what benefits they have and don't fully understand the value of annual wellness visits, said Daniel Cusator, MD, medical director at BlueCross BlueShield of Tennessee. Many members haven't seen a primary care provider in two or more years. No claims means members aren't using wellness or preventive services, and their physicians can't help them address barriers to care and good health, Dr. Cusator said.

Moreover, without claims data, how can health plans identify risk factors and know which interventions to offer?

Primary 360, the virtual primary care program of Teladoc Health, produced particularly good results among health plan members who hadn't seen a primary care provider in more than two years. Sixty-eight percent of eligible members were referred for and completed a screening for colorectal, breast or cervical cancer.²

Health plans are keenly interested in improving health equity among the patient populations they serve, and here again, both virtual solutions and targeted, culturally competent outreach make a difference.



Pilot programs highlight value of outreach

Further demonstrating the importance of an omnichannel approach, a pilot program conducted by Teladoc Health for a health plan serving a large population of high-risk/high-need Medicaid beneficiaries boosted enrollment in virtual care by 119% compared with single-channel direct mailings, far-exceeding the health plan's goal, said Christopher Mahdik, vice president of engagement marketing at Teladoc Health.³ The pilot consisted of initial contact through SMS followed by telephone contact. Although the SMS message was intended as an introduction, it included a call to action, and many recipients enrolled on the spot, suggesting that targeted, proactive outreach using SMS and telephone has a profound impact for this population.

In a second pilot program, a hyperlocal approach using in-person events was taken to reach people in rural areas with low health literacy and less digital experience who live many miles from the nearest sizable medical center. The program involved in-person outreach, including setting up booths, tables and free screenings at community events and promoting the program on local radio, via SMS messaging, outbound phone and email. The results: a 40% increase in Teladoc Health registrations and a 180% increase in visit rates in targeted communities.⁴ Even members who were invited but didn't attend the event enrolled, again demonstrating the impact of community connection and engagement.

Virtual care is not an add-in; it is a foundational component of health care access. A virtual care partner with a national reach, like Teladoc Health, has the infrastructure to capture and analyze data at



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**Christopher Mahdik, vice president, engagement marketing,
Teladoc Health**

scale. This gives plans deep insights into how members use services and benefits, outcomes in members' care, and where plans can make advancements.

The findings from the Teladoc Health study reaffirm that an omnichannel approach to engagement works. Meanwhile, the pilot programs further demonstrate how novel outreach strategies help improve equity and engagement. The combination of these approaches will allow plans to effectively reach members while encouraging them to stick with programs that improve their health.

References

1. Teladoc Health health plan data from 24 health plans from 2013-2023 (DS-13089)

2. Analysis of more than 3,000 eligible Primary360 members from Jan. 1-Oct. 30, 2022, using MIPS-based measure standards and augmented with text analysis across provider notes

3. Teladoc Health health plan pilot program, June 2022 - November 2022

4. Teladoc Health health plan pilot program, Phase 1 results, as of July 2023

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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.

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