

## Executive brief

# Advanced primary care strategies

Today's employees want affordability, choice and convenience in their healthcare benefit. Many plan sponsors are answering the call with plan designs that emphasize primary care to keep their employees healthy and at work.

Primary care is the most affordable entry point to healthcare and the only part of our healthcare system that is designed to keep people healthy, help prevent illness and intervene early when health concerns arise. Research reveals that U.S. adults who regularly see a primary care provider (PCP) have 33% lower healthcare costs.<sup>2</sup>

Advanced primary care strategies build on traditional primary care with additional focus on comprehensive, coordinated and patient-centered care. These strategies consider a person's physical, mental and social health needs, and emphasize preventive health, allowing for earlier detection of chronic conditions.

With 6 in 10 Americans living with at least one chronic condition,<sup>3</sup> plan designs that emphasize prevention and early detection can go a long way toward improving health outcomes and decreasing costs, missed time at work and lost productivity.

Key characteristics of an advanced primary care strategy include:

- ✓ Focused on quality and outcomes
- ✓ Patient-centered
- ✓ Value-driven
- ✓ Easily accessible
- ✓ Inclusive of multidisciplinary care teams
- ✓ Empowering and engaging for the patient
- ✓ Integrated with chronic condition management and mental health



## An emerging trend

The Business Group on Health reports that **63% of large employers** will have in place at least one advanced primary care strategy in 2025.<sup>1</sup>

# Virtual-first health plans: A forward-thinking benefit design for a modern workforce



Virtual-first health plans (VFHP) and tiered (high-performance) networks are two benefit plan designs that embody core characteristics of advanced primary care strategies and aim to improve experience, value and outcomes. They operate in a similar fashion, but VFHPs have advantages when it comes to care coordination, quality and cost.

Like traditional plan designs, VFHP designs are made available for employee selection during open enrollment. With a VFHP, enrollees access healthcare through the virtual front door at \$0 out-of-pocket cost, with connections to in-network, in-person care being coordinated by the virtual PCP.



Integrated care experience with mental health, chronic condition support and 24/7 care



Personalized care plans for enrollees



Enhanced care coordination with effective referrals to low-cost and high-value providers



Low, predictable employee copays (\$0 for virtual care) when coordinated by a PCP



Plan sponsor savings of more than 10%

## Healthplan

SAMPLE

### Member Name

Kyle Miller

### Member ID

AZR123456789

### Telephone number

1-800-000-0000

### Virtual care services

\$0

### In-network, in-person care (with referral)

\$XX

### Out of network

\$XXX

Effective Date 00/00/00 | Group No. 023457 | BIN 878943 | Benefit Plan THVHF

## Benefits of a virtual-first plan design powered by Teladoc Health

With our broad portfolio of integrated care services, Teladoc Health is uniquely positioned to support employers and health plans looking to offer virtual-first health plans.

### Seamless care coordination

provided by Teladoc Health PCPs and nurse practitioners.

### 40 minutes average duration

of a new patient primary care visit, compared to the national average of 18 minutes.<sup>4</sup>

### 68%

of eligible members referred to and completed a screening for colorectal, breast or cervical cancer.<sup>5</sup>

### 98%

member satisfaction.<sup>6</sup>

### Up to 10%

projected cost savings for employer-sponsored plans over a traditional plan.<sup>7</sup>

### 50%

of virtual primary care members also use other Teladoc Health services, including mental health, cardiometabolic programs, nutrition, expert medical services and more.<sup>8</sup>

# Case study: National retailer adds an innovative twist to employee benefits with virtual-first design

Teladoc Health powers the virtual-first plan design for a Fortune 500 national retailer with 90,000 eligible lives. The plan sponsor streamlined the copay structure and offers virtual services for physical and mental health.

## The client's primary objectives were:

1. Improving affordability
2. Expanding primary care access
3. Boosting employee participation in preventive care
4. Attracting and retaining the best talent

## Strong enrollment, notable savings

In the 2024 plan year, the plan sponsor saw many employees move from high-deductible health plans (HDHP) or preferred provider organization (PPO) plans to the virtual-first plan offering. Nearly a quarter of the employees who enrolled in the VFHP had waived health coverage in the year prior. **Notably, the VFHP plan costs were 20% lower than the PPO plan costs for this employer in the first year.**

In its second year, the plan sponsor saw 11% year-over-year growth in virtual-first plan enrollment. Among enrollees in the 2025 plan year:

- **30%** came from an HDHP
- **46%** came from a PPO plan
- **22%** previously waived coverage

These data suggest employees may view the VFHP as a more attractive alternative to traditional plans, possibly due to lower out-of-pocket costs, improved access or perceived value.

Importantly, this employer's VFHP with Teladoc Health attracted previously uninsured individuals who may have felt traditional plans didn't meet their access or affordability needs. Now these employees and their dependents have access to covered care, which contributes to a healthier workforce.



## Enrollee demographics

# 94%

of enrollees live in designated primary care shortage areas

## VFHP design attractive to multiple generations

### Gen Z

26% of enrollees

### Millennial

45% of enrollees

### Gen X

23% of enrollees

### Baby boomers

6% of enrollees

# 62%

of participants reported they would have sought more expensive care (ER, urgent care, specialists) or forgone care.

## Enrollee engagement and clinical outcomes

60%

of enrollees participated in Teladoc Health virtual primary care program, Primary360

25%

enrolled in a Teladoc Health cardiometabolic program for conditions such as diabetes, hypertension or weight management

40%

of Primary360 users were diagnosed with a chronic condition. Such proactive detection can lead to earlier interventions and care

86%

of members who started the program with uncontrolled blood pressure saw improvements within 3 months

2

of the top 5 in-person referral categories were mammograms and cervical cancer screenings

-9.6 mmHg

reduction in systolic and 6.1 mmHg reduction in diastolic BP after 6 months

22%

of enrollees utilized virtual mental health services, with the majority (60%) self-reporting that they would have forgone treatment

69%

of members with uncontrolled BMI lost weight within 3 months of starting the program

Results taken from Teladoc Health standard client utilization reports, looking at the first 12 months of engagement following the January 1, 2024, benefit go-live.

## Enrollee experience

A survey of program participants shows that 94% of employees and their covered dependents are satisfied or highly satisfied with their VFHP experience.



“ I absolutely love my primary care provider. She listened to all of my concerns since the beginning and pushed for me to get into [an in-person] doctor, where I was diagnosed with Hashimoto's...a huge deal for me, considering I have been fighting these symptoms for about four years. I can't thank [my Teladoc Health PCP] enough for advocating for me.

“ Recently, I got a referral to mental health services from the doctor during a tough time in my life. His staff responded promptly and with a level of detail and care that I wasn't expecting.

<sup>1</sup>Business Group on Health 2025 Employer Health Care Strategy Survey.

<sup>2</sup>Purchaser Business Group on Health Blueprint for Advanced Primary Care, October 2021. <https://www.pbgh.org/using-primary-cares-potential-to-improve-health-outcomes/>

<sup>3</sup>U.S. Centers for Disease Control and Prevention, October 2024. <https://www.cdc.gov/chronic-disease/about/index.html#:~:text=Chronic%20diseases%20in%20America&text=Six%20in%2010%20Americans%20have,inactivity%2C%20and%20excessive%20alcohol%20use.>

<sup>4</sup>Teladoc Health Primary360 engagement data, 2023 [CLIA-11].

<sup>5</sup>Sample 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.

<sup>6</sup>Teladoc Health Primary360 data, 2022.

<sup>7</sup>Primary360 ROI savings methodology.

<sup>8</sup>Teladoc Health Primary360 LC Scorecard, 2023.

<sup>9</sup>Data provided by the employer: enrollees reported a highly positive experience, achieving a 94% satisfaction rate.

Learn more: [TeladocHealth.com](https://TeladocHealth.com) | [engage@teladochealth.com](mailto: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.

