

The power of engagement in virtual care



Brian Serfass, Senior Vice President of Consumer Marketing at Teladoc Health, shares insights on the role of consumer marketing in healthcare—and how clients can drive meaningful impact.

Q How has consumer marketing in healthcare evolved, especially with the rise of virtual care?

Brian: Healthcare marketing has traditionally lagged behind industries like financial services, relying heavily on analog tactics—telemarketing and direct mail—often disconnected from how consumers engage today. But that's changed. Consumers now expect hyper-personalized content, delivered through their preferred channels—like mobile. With the rise of AI, these expectations are growing even faster.

Q Why is consumer marketing particularly important for virtual care?

Brian: Two reasons. First, consumers are used to the traditional care model—waiting weeks for appointments and sitting in waiting rooms. But many clinical needs are better served through virtual care, offering faster access and more convenience. Second, let's be honest: most of us aren't great at proactively managing our health. That's where marketing steps in—meeting people where they are and nudging them to take action.

Q What challenges are clients facing when it comes to engaging members—and how is Teladoc Health helping?

Brian: Marketing is often seen as an art, but it's a science. We approach it through testing, hypothesis validation and optimization. At Teladoc Health, we bring this discipline to healthcare—through a full-funnel strategy that's built around data. That starts with solid data ingestion and ends with tailored, omnichannel journeys designed around how people behave when managing specific conditions. A diabetes journey, for example, will look very different from one focused on general health.

Q Can you share examples of how Teladoc's approach is working?

Brian: Absolutely. Our marketing best practices drive top-tier results for clients. One client saw more than a 5x increase in member enrollments in the first 90 days when partnering with us on Teladoc Health-led marketing. And we're reaching over 5 million consumers weekly through paid media alone—all while being highly conservative with privacy and data protection. But what really moves the needle is combining those upper-funnel tactics with deeper personalization further down the funnel.

Q What can clients do today to help improve engagement with their population?

Brian: It's all about partnership. The more complete and clean the data we get, the more effective our marketing can be. And clients who partner with us to test, optimize and improve over time—those are the ones who see the biggest gains in engagement.

“

We've seen more than a 5x lift in enrollment in just 90 days when we apply our journey-based marketing approach. That's the power of meeting people where they are.”

Brian Serfass

Senior Vice President, Consumer Marketing
Teladoc Health

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

About Teladoc Health: Teladoc Health is on a mission to empower all people everywhere to live their healthiest lives. As the world leader in whole-person virtual care, the company leverages its 20+ years of expertise and data-driven insights to meet the growing needs of consumers and healthcare professionals across the full care continuum, at every stage in a person's health journey.

