

CLIENT SUCCESS STORY

Labor union expands care offerings and improves accessibility to better meet the needs of members



Local 338 RWDSU/UFCW

Retail, Wholesale,
Department Store
Union/United Food and
Commercial Workers

Background

- 13,000 members in New York State and Northern New Jersey
- Provides benefits to union members from several industries including agriculture, grocery, pharmacy, healthcare, cannabis and transportation

Virtual care offerings

- Primary360
- Chronic Condition Management
- General Medical
- Behavioral Health
- Expert Medical Services
- Dermatology
- Nutrition

Simplifying healthcare to better support a healthcare-hesitant population

As a local chapter of the Retail, Wholesale, & Department Store Union/United Food and Commercial Workers International Union (RWDSU/UFCW), Local 338 serves 13,000 members across New York State and northern New Jersey. Representing workers from a variety of industries including grocery, pharmacy, healthcare, transportation and more, Local 338 is committed to providing high-quality benefits to their diverse member population, most of whom were front-line workers during the COVID-19 pandemic.

When the Fund evaluated member data during the pandemic, they discovered that nearly 80% of their Funds-eligible members did not have a primary care physician (PCP). Finding an accessible PCP and scheduling an appointment can often be a time-intensive process with long wait times. Due to scheduling concerns, many members were reluctant to take time off work to travel and attend in-person appointments. Furthermore, Local 338 identified that the diabetes prevalence rate among their members was nearly double the national average of 11.3%.^{1,2} To address these challenges, they sought a comprehensive solution that would enable them to remove barriers to care, improve accessibility and simplify the healthcare process for their Funds-eligible members.

RESULTS

30%

of Primary360 members would have gone without treatment if Primary360 was not available

50%

of General Medical members would have gone to Urgent Care if General Medical was not available

Expanding care offerings while controlling costs

After attending an industry event that featured Teladoc Health as a speaker, Earl Mathurin, the Funds Administrator of Local 338, was surprised to learn that over 90% of the services typically provided in a traditional doctor's office could now actually be conducted virtually. This realization led to an exciting partnership between Local 338 and Teladoc Health, with the shared goal of revolutionizing the Fund's healthcare benefits by leveraging the power of virtual care.

Recognizing the potential virtual care had to positively impact their membership (in particular those who had previously been hesitant to seek in-person care), Local 338 started with Teladoc Health's General Medical solution, aiming to first provide a more convenient and personalized healthcare experience for acute care.

At this time, Local 338 was already offering virtual Diabetes Management through Livongo. So, when Teladoc Health acquired Livongo, it presented an opportunity for the Fund to further expand their virtual offerings. Local 338 elected to offer Chronic Condition Management, a comprehensive chronic care program that provides Hypertension Management, Weight Management and Prediabetes Management, in addition to Diabetes Management.

Local 338's virtual care transformation didn't stop at chronic care. Committed to improving access to high-quality healthcare for their members, Local 338 also added Teladoc Health's Primary360, Behavioral Health, Dermatology, Nutrition and Expert Medical Services to their portfolio — delivering a comprehensive and integrated whole-person approach to care.

Affordability of care was an important consideration for the Fund as they were evaluating their virtual care options. Partnering with Teladoc Health allowed Local 338 to deliver high quality care that fit the Fund's goals and their members' needs. Given the high prevalence rate of diabetes among their Fund's eligible member population, the Fund determined that the total cost of their partnership with Teladoc Health would be less than what they had previously been spending on diabetes testing supplies alone. The Fund seized the opportunity to provide more efficient, flexible, accessible and comprehensive whole-person care for less.



“

Partnering with Teladoc Health was a no brainer from an affordability standpoint. Our members now have access to more efficient care at no cost to them, which is more financially efficient for the fund as well.”

Earl Mathurin, Funds Administrator, Local 338
RWDSU/UFCW

After seeing the success of their General Medical and Diabetes Management programs, the Fund was ready to invest in a broader spectrum of virtual capabilities — Primary360 in particular, which would allow them to drive PCP engagement among their population. PCPs are a powerful first touchpoint for many members, helping diagnose and direct them to the care, support and specialists they need to achieve better health.

Teladoc Health's full-spectrum suite of virtual solutions is available to Local 338's members at no cost to them, which is a considerable benefit given that Fund's membership includes workers earning a wide range of salaries. Funds-eligible members living with diabetes also receive test strips and lancets at no additional charge to the member. Members seeking a primary care or behavioral health provider can easily make an appointment without needing to take time off work. For Local 338, more convenient care means more efficient care, which leads to significant savings for both members and the Fund itself. "It's a win-win," said Earl Mathurin, Local 338 Funds Administrator.

Driving engagement into the future

To drive engagement and help their Funds-eligible members understand the benefits of utilizing virtual care, Local 338 developed an expansive communications strategy that included email communications, newsletter articles and website advertisements. Guardian Nurses, another benefit offered through the Union's Funds, have access to Teladoc Health's clinical portal, which allows them to target high-risk members, such as those living with diabetes, hypertension or other chronic conditions. Additionally, Local 338 call center representatives regularly educate members about Teladoc Health when they call in with questions.

Local 338's dedicated communications strategy has led to high engagement, particularly with Behavioral Health and Chronic Condition Management.⁴ Members who have utilized Teladoc Health solutions report positive



feedback and high levels of satisfaction. "Having access to information with daily readings helps me make better choices with what I am eating," said one happy member. In 2024, the Fund plans to increase engagement by encouraging preventative care and improving utilization across all the solutions it offers.

By dismantling barriers to care, improving accessibility and streamlining offerings into a convenient, unified care experience with the help of Teladoc Health, Local 338 is improving quality of life and helping their members build healthier futures.

CHRONIC CONDITION MANAGEMENT⁴

2.1%

average reduction in A1c

12.9mmHg

reduction in systolic blood pressure

7.9%

average weight loss for members enrolled in Weight Management*

+71

Net Promoter Score

84%

of members enrolled in Hypertension Management maintained or improved blood pressure control

41.2%

of Hypertension Management enrolled members are enrolled in 3 chronic condition management programs

51.6%

of Diabetes Management enrolled members are enrolled in 4 chronic condition management programs

"Managing chronic pain"

was a top focus area for members enrolled in Teladoc Health Mental Health program

1. Client-reported data. 2. NIH. "Diabetes". <https://www.niddk.nih.gov/health-information/diabetes#:~:text=You%20can%20take%20steps%20to,of%20the%20population%2C%20have%20diabetes>. 3. Teladoc Health Utilization for Local 338 RWDSU/UFCW with Member outcome data through September 2023. 4. Teladoc Health Business Review for Local 338 RWDSU/UFCW with Member outcome data through October 30, 2023.

* For >=13 months

The testimonials and opinions presented are applicable to the client. Each client's exact results and experience will be unique and individual. The testimonials are voluntarily provided and are not paid.

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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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