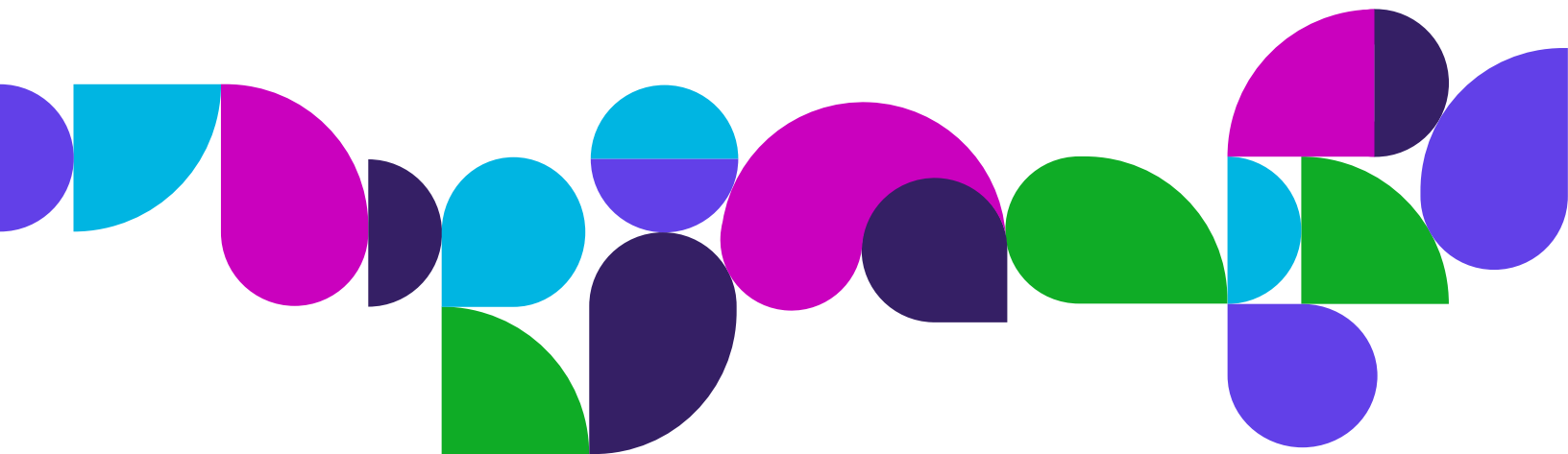


# Virtual care drives substantial value for Medicaid

Strengthen support for frequently underserved populations with best-in-class solutions that fuel engagement and access, boost quality scores and deliver healthier outcomes.

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# Executive summary

**The COVID-19 pandemic proved to be a watershed moment for telehealth, remote patient monitoring and other virtual care technologies. With rapid adoption in 2020 and 2021, providers, health plans and patients embraced the technology as transformative. Significant expansion is forecast to continue, with the compound annual growth rate projected to be 23.4% between 2024 and 2030.<sup>1</sup>**

Medicaid agencies and contracted managed care organizations (MCOs) have quickly shifted focus from simply providing access and convenience to delivering measurable value to members. With a unique perspective and unrivaled experience, Teladoc Health has demonstrated how virtual care can produce notable cost savings for the often-underserved Medicaid population. Virtual care can help reduce emergency department (ED)<sup>2</sup> visits and hospitalizations, for example, and help improve chronic disease management.<sup>3</sup>

To achieve these enviable results, however, virtual care partners must demonstrate a clear understanding of the unique social and demographic circumstances that often challenge Medicaid beneficiaries. In addition, they must be capable of navigating disparate regulations, delivering products and networks that are responsive to state-specific requirements.

The Teladoc Health team, comprised of clinical leaders, policy advisors, patient advocates and health plan veterans, has guided the development of a suite of solutions that excel in delivering comprehensive, tailored care and support to diverse Medicaid populations.



Teladoc Health partners with  
**50+ Medicaid  
MCOs**  
across more than  
**30 states,**  
offering at least one virtual  
care service to  
**18 million**  
Medicaid members.<sup>4</sup>

Source: Internal Teladoc Health data

**At Teladoc Health, our mission is to “empower all people everywhere to live their healthiest lives.” We are deeply committed to providing the convenience and affordability of virtual care services to the Medicaid population and to strengthening efforts to reduce disparities across the healthcare system.**





# Uniquely qualified to serve Medicaid

**Telehealth and virtual care can help address barriers related to location, access and health literacy.**

Medicaid populations are diverse in many ways, including demographic, geographic and social factors. They often have complex needs that go beyond just medical care. Challenges they face may include:

Limited financial resources

Lack of access to various care services

Low health literacy

Poor transportation options, especially in remote areas

Limited access to high-speed internet or smartphones

**Medicaid MCOs face challenges beyond those of other health plans**, such as state-specific policies that vary widely and outdated Medicaid regulations that lag behind regulations for other lines of business. These factors make it difficult for many organizations to implement a virtual care strategy across multiple states. With over 20 years of experience, Teladoc Health understands the complexities of state regulations and has a proven track record of improving patient engagement, compliance and access. This leads to:



Lower costs



Better performance



Improved health and quality of life for patients



# Driving integrated care and greater value

**Teladoc Health leverages its breadth, depth and scale to support stakeholders across the healthcare ecosystem with integrated care solutions that deliver effective whole-person care.**

Patients enrolled in Medicaid have access to a complete spectrum of virtual care services from a single app, website and call center. This unified approach reaches individuals where and how they want to engage. Carefully curated responses and exchanges engage individuals when they are ready to act—and facilitate virtual support with Medicaid-enrolled providers in the moments that matter most. This seamless experience is amplified by easy-to-use chronic condition management devices with their own cellular connection to help members conveniently track their status and progress as needed (without needing home internet connection or familiarity with Bluetooth devices).

Cross-platform data integration provides a foundation that, when coupled with our machine learning and data science models, guides member interactions for optimal performance, efficacy and outcomes.



**Single partner** delivering a broad spectrum of healthcare services



**Personalized and timely support** for physical and mental health



**Proven clinical outcomes** and member satisfaction



**Fully integrated** member experience



# Solutions to support Medicaid members

## 24/7 Care

**Lauri had recently moved when she became ill and didn't have a local primary care provider:**

“ I got on the phone and the doctor says, 'Yes, it looks like a sinus infection.' I got off the phone, drove to the pharmacy, picked up my prescription and started that night. In a couple days, I was feeling better. That was my introduction to Teladoc Health.

## Mental Health

Our Mental Health program provides a continuous mental health experience that delivers long-lasting results. Services are available to adults as well as to adolescents whose need is growing rapidly.

### Services include:

- Access to live telepsychiatry/teletherapy sessions
- Clinical assessment of symptoms and impactful events that results in rapid improvement over four sessions or fewer
- Evidence-based digital tools for both immediate relief of episodic distress and ongoing support
- Live coaching with certified mental health experts, paired with digital activities

**Michelle, mother of three from Columbus, Ohio, had been using Teladoc Health 24/7 Care and noticed Mental Health services were also available within the app:**

“ Anxiety is something that I have struggled with for a really, really long time, and I've never been comfortable taking medicine or anything like that for it. So, I thought that I would give it a try. Now that I am talking to a therapist, I feel like I can breathe a little bit. Now I just feel a little bit more free.



## Chronic Condition Management

Teladoc Health Chronic Condition Management programs have among the highest engagement rates in the industry, which directly correlate with better care plan compliance and improved results. Our signature approach to outreach meets the unique needs and diversity of the Medicaid population. In addition, members have access to smart devices connected via cellular networks to keep them on course with their health goals.

### Diabetes Management

Diabetes Management provides personalized tools and coaching to help members living with diabetes track blood sugar, develop healthy lifestyle habits and improve glycemic control. Key to the program's effectiveness is the use of a smart blood glucose meter and unlimited test strips, as well as the Teladoc Health coaching team that rapidly responds to dangerously high or low blood glucose readings, with 99.9% of members being contacted by a highly trained diabetes specialist within three minutes.<sup>5</sup> Our Diabetes Management program improves clinical results, leading to cost savings and better performance on quality measures like HbA1c control.<sup>6</sup>

### Prediabetes Management

Equally important to effective management of diabetes is helping members prevent the condition in the first place. Teladoc Health Diabetes Prevention Program has full recognition from the Centers for Disease Control and Prevention (CDC) and is one of only seven organizations to have achieved this distinction for our online offering. Our program combines an evidence-based curriculum, activity tracking, food logging/feedback and active 1:1 coaching.

**The success of this approach is demonstrated by Medicaid member testimonials:**

“

I had a sudden, dangerously low glucose event when my glucose went from 285 to 48. I was in a panic because I was afraid of blackouts. A coach immediately called me. It was appreciated, and they offered to stay on the phone with me until the event subsided. I needed them, and they were there.

**Teladoc Health member**



## Hypertension Management

Hypertension Management is an engaging and clinically powerful program proven to help reduce blood pressure with continuous motivation, daily tracking and effective adjustments. It includes a connected blood pressure cuff and monitor as well as expert coaching. The program improves clinical results, leading to cost savings and improved performance on quality measures like blood pressure control.

**Medicaid members with uncontrolled blood pressure participating in the Teladoc Health Hypertension Management program for at least six months showed an average reduction in systolic blood pressure of at least 5.8 mmHg.<sup>7</sup>**

## Weight Management

Weight Management is an evidence-based program that helps members manage their weight by focusing on lifestyle and behavior change. The program includes a connected scale, expert coaching, nutritionist guidance and provider support for members taking GLP-1s, which are now available to Medicaid enrollees in a growing number of states.

“

I was given a wonderful coach who is helping through my weight loss journey. He has helped so much in exercising, changing my meals and how I eat. He was supportive in my stopping smoking.

**Teladoc Health member**





# 5 ways Teladoc Health drives value for Medicaid MCOs and their members

1

Advance health equity and streamline access to quality care

2

Drive deeper member engagement

3

Improve adherence and help close gaps in care for better quality performance

4

Lower total cost of care by reducing avoidable spend and managing health risk

5

Align with and shape dynamic policy environment





# Advance health equity and streamline access to optimal care

## Teladoc Health on-demand virtual care services can significantly mitigate access-related health disparities.

Health equity and access to care are closely linked. Medicaid members, whether urban or rural, are more likely to be economically disadvantaged, live in provider-shortage areas, have limited transportation and face inflexible schedules. These factors hinder their ability to seek care, fill prescriptions, receive chronic care and manage mental health, leading to health disparities.

“It was hard to find therapy services in Florida. I actually had a therapy office that was nearby where I used to live, but it shut down once COVID hit, so that left me with no therapy services at all—especially in Florida, where you have to drive everywhere. I booked my appointment [through Teladoc Health], and my therapist is just so amazing. It’s something I look forward to every week.

Deja, Medicaid member who moved from New York to Florida with a newborn

## A commitment to adolescent mental health

Teladoc Health is actively working with each state to understand the nuanced compliance requirements related specifically to adolescent mental health. Teladoc Health has also undertaken efforts to expand content to address issues that uniquely impact the mental health of teens.

“I’ve seen firsthand the benefits of therapy in my own life, and an even more transformational impact for my daughter, who has used Teladoc Health services for years at this point. I’ve seen how therapy has helped her deal with the unique challenges of moving from an adolescent into an adult. I’m so thankful that Teladoc Health services were there for me and my daughter.

Lori, Teladoc Health member

### VALUE SPOTLIGHT

**58%**

of members who use our Mental Health program report that they would not have received treatment without access to our services<sup>8</sup>

**45.5%**

of psychiatrists accept new Medicaid patients<sup>9</sup>

**7 day**

wait time for new mental health patients<sup>10</sup>





# Drive deeper member engagement

**Teladoc Health deploys multifaceted marketing and engagement programs to support outreach to diverse Medicaid populations.** The best telehealth solution in the world adds little value if members are unaware of its availability, find it hard to use, don't understand the role it plays in improving health or remain unmotivated to use it. Our strategies are developed to accommodate multiple languages, varying comprehension levels, limitations in access to digital devices and individual communication preferences. Optimized engagement strategies help MCOs understand motivation factors and when members are most receptive to achieving higher utilization rates.

**Teladoc Health recognizes the importance of community partnerships and incorporating a grassroots approach to member outreach and engagement.** Our team supports MCO efforts to implement a "no wrong door" approach to critical health services. This is especially important, according to the CDC, in rural areas where in-person care might be limited.

**We have partnered with Medicaid MCOs to launch pilot programs.** In Texas, for example, we partnered with an MCO on a pilot program to train paramedics in educating Medicaid members about how to use Teladoc Health to access our 24/7 Care and Mental Health resources. In California, our team helped guide community-based organizations to better reach those members who were homeless.

## VALUE SPOTLIGHT

**Outcomes data clearly show that deeper engagement produces better results**

**50%**  
increase in engagement<sup>11</sup>

**74%**  
higher enrollment rates in Chronic Condition Management Plus programs<sup>12</sup>

**5.2%**  
average weight loss after only nine months for one national Medicaid MCO partner that leveraged the Teladoc Health Diabetes Prevention Program<sup>13</sup>

## A personalized, timely and relevant approach



**Advanced data science** helps us identify the outreach and communications most likely to drive the best health outcomes



**Powerful, predictive machine learning models** help determine who to contact, what to say and how to break through noise



**Primary research + clinical insights** create highly effective nudges and interventions



**Omnichannel messaging** helps us reach members while they're making their healthcare decisions, however they prefer to engage



# Improve adherence and help close care gaps for better quality performance

**Teladoc Health delivers high-impact and, more importantly, quantifiable results.** Increasingly, states are holding MCOs accountable for better quality outcomes and enforcing compliance through financial incentives, sanctions or other contractual requirements. In response, Medicaid agencies have turned to chronic care management solutions to reduce costs and improve support for beneficiaries. Teladoc Health programs and services help MCOs meet or surpass state expectations tied to quality performance measures, such as managing high blood pressure and helping ensure HbA1c control.



## Member satisfaction

The Net Promoter Score (NPS) for all programs is exceptional, with even higher scores attributed to our Medicaid programs.



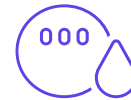
## Access to care

Teladoc Health services are available in every ZIP code and delivered faster than bricks-and-mortar averages. MCO partners document performance improvements ranging from overall access to care and through timely access to mental health (e.g., after ED visit).



## Care plan adherence

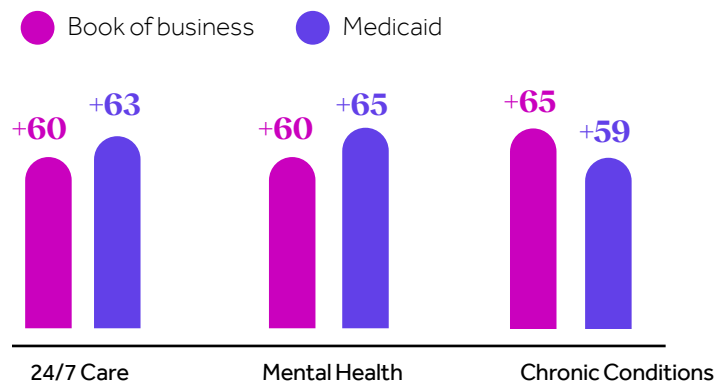
Our chronic condition management programs drive lifestyle behavior change by pairing timely insights with 1:1 coaching. This combination helps us drive members toward recommended regular primary care visits, annual eye exams, regular kidney health screening and HbA1c testing.



## Condition management outcomes

Two of the most highly weighted quality measures are blood glucose and blood pressure control, which are the top priorities for our Diabetes Management and Hypertension Management programs. Teladoc Health delivers outstanding results.

## Strong Net Promoter Score performance



NPS scores across all products demonstrate the strong performance of Teladoc Health and our Medicaid solutions.<sup>16</sup>

### VALUE SPOTLIGHT

**98%**

higher diabetes medication adherence after 12-month enrollment in Diabetes Management<sup>14</sup>

**2.9%**

average reduction in uncontrolled A1c levels after 6+ months of enrollment in Diabetes Management for members starting with A1c levels  $\geq 9\%$ <sup>15</sup>



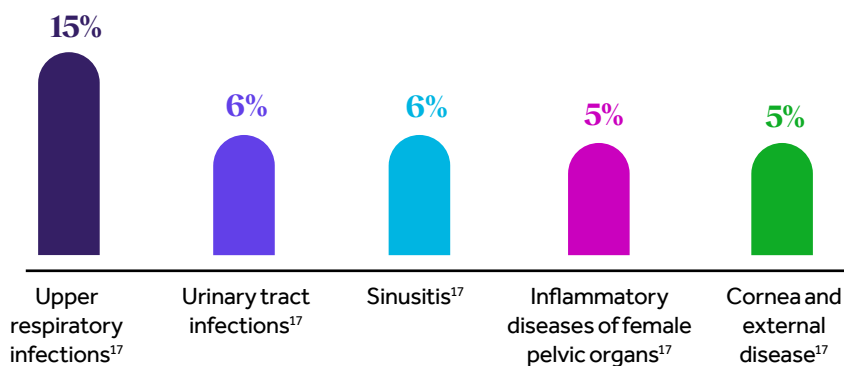


# Lower total cost of care by reducing avoidable spend and managing health risk

**Teladoc Health programs deliver consistent and scalable return on investment.** The healthcare industry long ago accepted that improving access to services and closing gaps in care reduce patient risk and lower costs. The ability to achieve this has taken a giant leap forward with virtual care for 24/7 care, chronic condition management and mental health.

Without access to Teladoc Health 24/7 care, members sought care in the ED or at urgent care clinics, both of which drive up costs, for common conditions such as sinusitis or upper respiratory infections. Others would have waited to see their primary care or specialist provider, causing symptoms to worsen and necessitating a more expensive course of treatment. Those forgoing care altogether increase the risk that their condition progresses or results in hospitalization, avoidable readmission or costly intervention.

## Top diagnoses for 24/7 Care



**To estimate the return on investment (ROI) and value on investment (VOI) of our chronic condition management programs, Teladoc Health has developed a Cardiometabolic Health Value Model**, which was rigorously reviewed and validated by Milliman, the global leader in actuarial services. [Read full report here.](#) Based on peer-reviewed literature, our clinical impact for a Medicaid population is projected to result in \$120-\$159 per participant, per month (PPPM) savings for Diabetes Management, \$85-\$95 PPPM for our Diabetes Prevention Program and \$76-\$97 PPPM for Hypertension Management.<sup>20</sup>

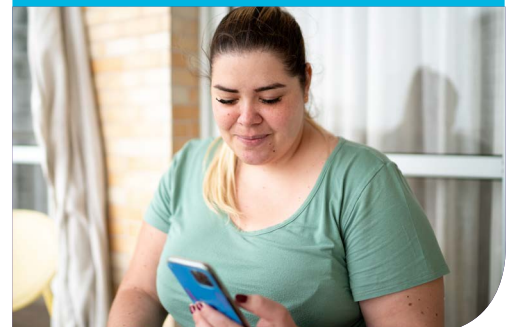
### VALUE SPOTLIGHT

**66%**

of Medicaid beneficiaries needing medical attention would have otherwise gone to the ED or urgent care<sup>18</sup>

**\$149**

estimated net savings for every Medicaid 24/7 Care visit (based on retrospective Medicaid cost savings analysis)<sup>19</sup>





# Align with and shape dynamic policy environment

**With broad expertise in virtual care and a deep reservoir of data, Teladoc Health often acts as a resource to leaders across state capitals.** Our dedicated Government Affairs team collaborates with cross-disciplinary experts and stakeholders, championing efforts to expand access to Medicaid populations in dozens of states. While telehealth has rapidly gone from a non-covered service for many Medicaid plans to one with broad coverage comparable to other lines of business, there is still much work left to do.

“ While stakeholders have invested a great deal of time and energy in removing barriers to care for individuals with Medicare or employer-sponsored coverage, the same has not always been done for Medicaid. Through collaboration and focused advocacy, Teladoc Health has partnered with policymakers to modernize Medicaid programs and advance virtual care for the benefit of patients, providers and taxpayers. Virtual care is a powerful tool that can bend the cost curve and increase access for patients who desperately need it.

**Kevin Harper, VP, Government Affairs, Teladoc Health**

## Examples of Teladoc Health’s role in helping to shape policy include:

1. Successfully advocated to remove requirements that provider groups must have an in-state physical location to enroll in Medicaid programs in multiple states. This restricted the adoption of telehealth and represented a significant administrative burden. Now that an in-state address is not necessary, more Medicaid patients have access to care.
2. In multiple states, Teladoc Health drove efforts to extend COVID-era flexibilities and ultimately make them permanent. Our coalitions (including patient groups, national and local trade associations, local provider associations and statewide insurers) were able to ensure that telehealth providers could use and be reimbursed for audio-only telemedicine—a key flexibility to ensure access for members without access to high-speed internet or smartphones.



### Audio-only

The number of state Medicaid programs reimbursing audio-only has more than doubled since the spring 2021. Seven states have added reimbursement for audio-only telehealth since the Center for Connected Health Policy’s last update in spring 2023. While audio-only reimbursement is becoming more common, it’s also often associated with restrictions on the circumstances that qualify for reimbursement, such as limiting reimbursement to certain conditions or services.<sup>21</sup>



## CASE STUDY

# Engaging high-risk Medicaid members living with diabetes

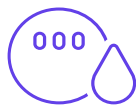
Teladoc Health Diabetes Management helped Wellpoint increase access to chronic condition management support, decrease hospitalization, improve outcomes and reduce costs



Wellpoint is a managed care subsidiary of Elevance Health



Elevance Health serves **9.3 million** Medicaid members across multiple states



Product spotlight:  
Teladoc Health  
**Diabetes Management**



Wellpoint sought to increase compliance with ongoing care plans by **expanding access to high-risk Medicaid members**



### DIABETES MANAGEMENT DRIVES RESULTS<sup>22</sup>

**25%**

enrollment rate through multichannel outreach

**+69**

Net Promoter Score

**2.1%**

reduction in A1c for members starting at levels >10%

**80%**

regularly engage in self-guided activities

“

Teladoc Health partners with multiple Medicaid MCOs like Wellpoint, for which our diabetes management program was rolled out to high-risk members in Texas who were driving up ED visits and inpatient stays. Teladoc Health Diabetes Management solution has helped us enhance the level of support we're able to offer to Medicaid members living with diabetes and keep them out of the hospital. It's a win-win.

Adrian Sovik, Director of Healthcare Management of Wellpoint

### Improvements in A1c after 6 months using Diabetes Management

**+45%**



Increase for members with controlled A1c (<7%)<sup>23</sup>

**+37%**



Increase for members with an A1c between 7% and 8%<sup>23</sup>

**+20%**



Increase for members with A1c <8%<sup>23</sup>



# Key takeaways

Teladoc Health delivers powerful, data-driven solutions that help Medicaid agencies and MCOs meet the diverse and complex needs of their members and comply with diverse state Medicaid regulations.



**Increase member engagement and adherence**



**Drive better clinical outcomes and improve quality performance**



**Lower total cost of care**

**The continued expansion of telehealth, remote patient monitoring and virtual care technologies empowers organizations to deliver optimal value and measurable results to those they serve.**

Medicaid MCOs partnering with Teladoc Health have achieved measurable gains in clinical outcomes, particularly for chronic conditions, while delivering greater access to care at a lower cost.

## A true virtual care partner



Deep experience and a compelling record of results



Innovation and leadership in the ever-evolving virtual care ecosystem



Commitment to meeting the highest clinical standards



Capacity to navigate state Medicaid policies, with extensive networks of Medicaid-enrolled providers



Breadth and depth of solutions to ensure scalability and agility and to advance organizational priorities



Multitouch, multichannel strategies to engage Medicaid members



More than 50 Medicaid MCOs across more than 30 states have chosen to partner with Teladoc Health to make quality care more accessible, improve clinical outcomes, reduce the cost of care and help address gaps in care. Teladoc Health has the largest network of providers among all virtual care organizations and boasts a robust network of Medicaid-enrolled providers in every state. With more than one million active chronic condition management members, we understand how to drive enrollment and engagement to effectuate behavior change and drive clinical outcomes at scale.

## How Teladoc Health can help

Teladoc Health has been, and will continue to be, at the forefront of healthcare innovation, actively working to positively impact legislation and regulations affecting virtual care for Medicaid programs in every state. With industry-leading scale and expertise, we can ramp up quickly and handle the needs of both the largest, most complex organizations and the smallest, localized health plans.

**We welcome the opportunity to connect and learn how we can help you reach your strategic goals and deliver outstanding care for your members.**

**ENGAGE@TELADOCHEALTH.COM**

<sup>1</sup> Grand View Research, 2023. "Telehealth Market Size, Share & Trends Analysis Report by Product Type (Hardware, Software, Services), By Delivery Mode (On-Premise, Web-based), By End-use, By Disease Area, By Region, And Segment Forecasts, 2024 – 2030". <https://www.grandviewresearch.com/industry-analysis/telehealth-market-report>

<sup>2</sup> James R, Lu W, Schneider J, Shah B. "Reduced Medical Spending Overtime with Use of a Home Blood Pressure Monitoring Program." In: American Heart Association Scientific Session. Virtual; 2020

<sup>3</sup> DS\_8467

<sup>4</sup> Internal Teladoc Health data.

<sup>5</sup> Ibid

<sup>6</sup> Ibid

<sup>7</sup> Ibid

<sup>8</sup> Ibid

<sup>9</sup> MACPAC. "Physician Acceptance of New Medicaid Patients: Findings from the National Electronic Health Records Survey." June 2021. <https://www.macpac.gov/wp-content/uploads/2021/06/Physician-Acceptance-of-New-Medicaid-Patients-Findings-from-the-National-Electronic-Health-Records-Survey.pdf>

<sup>10</sup> Internal Teladoc Health data.

<sup>11</sup> Teladoc Health 2023 Marketing Data. HTN Cohort analysis of engagement Nov - December 2023.

<sup>12</sup> Teladoc Health 2023 Marketing Data. DTE cohort analysis of YoY Enrollment 2021–2023

<sup>13</sup> Internal Teladoc Health data.

<sup>14</sup> Munshi KD, Amelung K, Carter CS, James R, Shah BR, Henderson RR. "Impact of a Diabetes Remote Monitoring Program on Medication Adherence." J Manag Care Spec Pharm. 2021 Jun;27(6): 724-731. doi: 10.18553/jmcp.2021.27.6.724. PMID: 3405739

<sup>15</sup> Internal Teladoc Health data.

<sup>16</sup> Ibid

<sup>17</sup> Ibid

<sup>18</sup> Ibid

<sup>19</sup> Independent review of Teladoc Health's return on investment (ROI) estimation methodology for its Chronic Care programs; Commissioned by Teladoc Health | Milliman | Austin Barrington, Deana Bell, and Erin Birkeland; January 2024.

<sup>20</sup> Ibid

<sup>21</sup> Center for Connected Health Policy. "State Telehealth Laws and Reimbursement Policies AT-A-GLANCE Fall 2023." [https://www.cchpca.org/2023/10/Fall2023\\_infographicfinal.pdf](https://www.cchpca.org/2023/10/Fall2023_infographicfinal.pdf)

<sup>22</sup> Wellpoint (Amerigroup Texas and HealthyBlue Nebraska) through July 31, 2023.

<sup>23</sup> Ibid

The testimonials, statements and opinions presented are applicable to the member. Each members' exact results and experience will be unique and individual to each member.

**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.