

## Virtual Care: Healthcare at Your Fingertips

### **Church Benefits Association**

December 4, 2019



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Agenda



**Teladoc Health Overview** 



The Evolution of Virtual Care



Mental Health in the Workplace



2020 Predictions for Virtual Care



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## Teladoc Health is the global virtual care leader



## Accelerating adoption

Cumulative Visits (millions) Since 2014



## The Evolution of Virtual Care



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## Virtual care today. A member's current experience.



## Consumers Health Care Preferences Vary by Age

- Millennials (18-29): Most likely to search for providers based on maximum convenience and lowest cost
- Gen-X (30-49): Want care to fit into their busy livesduring nontraditional hours and through virtual options
- **Baby Boomers (50-64):** Prefer in-person care, but over 60% interested in virtual care options
- Silent Generation: (65+): Healthcare traditionalists who strongly prefer in-person care, but 50% interested in virtual care options

#### How Consumers' Health Care Preferences Vary by Age

Millennials, Gen X, Baby Boomers, the Silent Generation—you know they all consume care differently, but what exactly do each of these groups want? And how can you become their provider of choice?

We surveyed thousands of consumers across the United States to better understand their care expectations and found that some of the most significant variations fell across age groups. Here, we've segmented each of our five consumer choice surveys by age to help you tailor your messages and traget your investments to different generations across the care continuum.

	ON-DEMAND PRIMARY CARE	PRIMARY CARE PHYSICIAN (PCP) LOYALTY	SPECIALTY CARE	SURGICAL CARE	VIRTUAL VISITS	THE BOTTOM LINE
	Cost-Conscious A free visit carled #1 out of 56 chris attributes. Access Preference	Dettion Seekers Lakelihood to Sinch PCPs in Nexr Var Scate 0 of or at allelys to 30 percensity theory 1.40 2.60 2.70 2.70 This group is the least logal—fley were the most likely to suith PCPs and the	Referral Rebels + Online Shoppers Likelhood to treak a tridural 33.9% Nor Likely Nor Likely 33.9% Unry Likely 33.9% of self-references in this group and they broke a reference in this group and	Most Likely to Travel for Quality 15.0% of decision decrimently used the decriment wave the Any inportant This age group is the least concerned about traveling for sugary. Percent	Ready for Virtual           67%         world consider a virtual ven if is person care is unavailable to that day           20%         world consider a virtual ven if it is see uess operate than its person care           Reading of Virtual Channels	This digitally fluent group is the most workfly connected generation—they're the most likely to read meimen and compare prices to find providers offering maximum convenience at the lowest cost. They're also the most likely to
18–29	54% protor arbust-hours access over weakend access	most likely to be enticed to leave for a new competitor's offering.	their choosing. They were also the most likely to find a provider online.	surgeon quality, hospital affitiation, and a referral determine more of their surgical decisions than other groups'.	🙀 🔅 🖾	shop for providers and write reviews online.
30-49	Cost-Conscious A free visit topped this group's list of priorities.	Price Beats Quality	Willing to Break a Referral Likelihord to Break a Referral 17.9% Nert Jikely Very Likely	Local Over Top Quality IZ344 of discason doermaned by irawi time important Not important	Prime Virtual Visit Targets 73% would consider a virual visit if in person care is unavailable that day 47% would consider a virual visit if it was been expensive than in person care	These are the <b>builth care</b> decision fulfiaencers—they oftu direct not only their own care, but also that of their partners, children, and aging parents. The
	Access Preference	This group was more likely to leave their PCP because of a \$250/year care cost increase than experiencing a medical error.	17.9% of self-referrors in this ago group received a specialist referral but shopped for care instead of following it.	Travel is not make-or-break for this group-it factored loss in their decisions than costs, but was still nearly 3x more important than perceived surgeon quality.	Ranskeg of Virtual Oxennets	want care to fit into their busy lives—during nontraditional hou and through virtual options.
<b>2</b> 50-64	Access Seekers This group might pay more for access and commedances: thre to first anotable appointment and anoflarios on site outranked a free visit. Access Heterose 57% profor weakent access	Quality Over Price	Unlikely Referral Breakers Likeboro Insuk a Brinnat 7.5% Per Likely 75% of oslf-referrers in this age group dd not follow their doctor's referreral for a specialist to their chocies.	Cost Sensitive Base of decision dominance day tracel time hyperiant Akit important This group is <b>disinterested</b> in traveling for care and was the most cost-sensitive of the aga cohorts when it comes to supplical care.	Receptive to Virtual Visits       62%     would consult or unaid wat if is pronon care it usualitation that day       32%     would consult a virtual wat if it was been operated in its portion care       Number of the Charmeter Number of the Charmeter I     2       3     2     3	Increasingly delaying retrievening this group is straying active and engaged in persistant welfness longer than before. Often managing multiple chronic care conditions, these consumers expect timely access to in-person care.
	Physician-Centric Provider continuity and credentials were more important than a free visit.	Most Loyal Likelihoot to Seltch PCPs in Next Year Scale: O peer at all Nexty in 20 percennely likely?	Affiliation Influences Choice Likelihood to Braska Referral 7.0%	Travel Avoiders 20.3% of doctain documed by travel time insportant Auf important	Most Resistant to Virtual 58% would consider a virtual visit if is person care is unawatable that day 20% would consider a virtual visit if new second consider a virtual visit if new	These are <b>health care's</b> traditionalists: they are the more logial age group, least likely to broak a referral, and demtareste in travelum for care.
65+	Access Profesence	1.43 L1.81 2.69 3.78 The 65+ cohort is the <b>most loyal</b> —they ware the basel fiely to losue their PCPs and also the most likely to recommend their providers.	Only 7% of these self-referrence reported breaking a reformal to see a provider of their choosing. <b>Hospital affiliation</b> was most important in this othert's specialist selection.	This age group doesn't want to travel for care-travel time was more than twice as important as following a roleral or hospital affiliation to this group.	Aniting of Virtual Channels	However, as the Baby Boomer's age into Modicare, they will after the profile of the ES+ consumer group.

Advisory Board Market Innovation Center

Explore more consumer survey results at advisory.com/mic/consumerstrategy

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<sup>1</sup>Advisory Board, How Consumers' Health Care Preferences Vary by Age



## Consumer trends are driving growth in virtual care



As these challenges overlap, it becomes that much harder to be a patient today.



## Virtual care is optimized to serve as **a front door**

to support and streamline the healthcare experience.

Teladoc

HEALTH



## The evolution of virtual care



# Mental Health in the Workplace





## Assessing the impact of mental health on members at work

Findings provide new insights to health plans



#### Tackling a Global Mental Health Crisis in the Workplace

How Employees View Mental Health at Work and What Employers Can Do to Help

Insights from the 2019 Mental Health Workplace Study by Teladoc Health

Results from our new international study on mental health reveal the true scale of challenges in the workplace – from the magnitude of under reporting of mental health conditions to what prevents people from seeking the support they need.



## Members are struggling at work



of diagnosed mental health conditions are **depression and anxiety** 

felt mentally and emotionally healthy in a 2-week period

20%

Only



## Awareness of where to find help is lacking



are not aware of what resources are available to them in the workplace

believe more should be done in their workplace **to promote better mental health** 

53%





## Now is the time to make mental health a priority



#### of members at work welcome remote mental healthcare



## Behavioral Health Care benefits

#### Easy access to therapy

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#### • Service delivery in safe, non-stigmatized environment

- Available wherever members are, over 65% of visits are via video
- Average time for Teladoc Health provider response to initial contact is less than 8 hours. Average time to complete first visit is less than 7 days

#### Helping members access help for a variety of issues



Telodoc

- Anxiety and depression are most common diagnoses
- Other common conditions treated: PTSD, stress, panic disorder, family and marriage issues, grief, trauma resolution, work pressures, ADHD
- Members have an average of 4-5 visits

## Overcoming barriers to usage

"We believe driving engagement is our responsibility." - Jason Gorevic, CEO, Teladoc Health

#### Destigmatizing mental illness and treatment



🖌 I gave Teladoc a try on my lunch break and have to say that I am feeling 100 times better. 🐬 Kathleen Working mother with three kids, 30s



Therapy was intimidating at first. but when you realize it's just talking to someone, it becomes easier. Josh College student, 20s



Teladoc has helped me begin to rebuild my life and happiness while letting go of the fear and anxieties that were holding me back.

Tina Working professional, 40s











The value is clear

## Caring for members with mental health issues pays off



\*According to the World Health Organization, \$4 is returned to the economy for every \$1 spent caring for people with mental health issues.



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## Teladoc.

## Our 2020 Predictions for Virtual Care

## Virtual care is essential to high-quality healthcare

Market dynamics are accelerating adoption





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# In 2020, prepare for virtual care to take center stage.

Its convenience, quality, and value are optimized to serve as the 'front door' to healthcare.



Virtual care becomes a top priority beyond plan sponsors and care providers.

With mounting pressures to improve access while controlling costs, organizations require strategic partnerships and innovation to expand virtual care.



Consumers demand integrated, personalized care on their terms.

As adoption accelerates, savvy consumers expect more from virtual care: technology enables hightouch, high-quality experiences.



## Virtual care closes the access gap for mental healthcare.

With burgeoning needs around the world, virtual care is essential to make convenient, confidential mental healthcare available for all.



As people live longer with chronic diseases, virtual care alleviates the burden of care.

Virtual care extends healthcare to the home, helping caregivers and healthcare professionals serve an aging population.



# Virtual care delivery is an essential skill for all physicians

To practice high-quality modern medicine, doctors must be able to effectively engage with patients remotely.

## Thank you

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