

Telehealth: An Emerging Benefits Trend and New Frontier for HR

**PRESENTATION FOR:
AMERICAN COLLEGE OF HEALTHCARE ADMINISTRATORS**

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Dr. Kendall Brune, PhD, CHP, MBA, LNHA, FACHCA (Chickasaw and Cherokee Descendent)

Dr. Brune is a Fellow with the ACHCA and serves NAB as a University Accreditation Board Examiner. He has 30+ years of experience in senior healthcare executive capacities in the development, construction and operation of ambulatory, pharmacy, senior housing, and care facilities. His extensive corporate experience has been split between for-profit and not-for-profit organizations.

He currently owns, operates and manages facilities in MO, IL, TN, OK and FL. He currently serves as a Research Fellow for the Chickasaw Nation and Family Medicine Policy Fellow at Meharry Medical College in the Family Medicine Department.

Dr. Brune started his career in hospital administration focusing on post-acute programs, including: sub-acute skilled care unit, senior/adult mental health program, home health and hospice services, rural health clinics, home medical care, adult day care and retail & wholesale pharmacy.

Bill Latz, SVP Product Development



With over 35 years of experience in the insurance industry, Bill brings his experience of working with employers and associations to Call a Doctor Plus. Bill understands multifaceted challenges healthcare facilities face today. His focus is bringing creative solutions to healthcare administrators that will have a positive impact on their employees. Furthermore, Bill is keenly aware of the challenges facing the healthcare industry and how Telemedicine will continue to provide an ever-increasing important solution in the future.

Bill works with consultants throughout the country teaching them the power of Telemedicine and how it can help employers save money, improve employee health, enhance employee morale and increase productivity.

Agenda

- Evolution of Telehealth and industry Trends
- HR considerations for LTC operators
- How Telehealth can help
- Implementing a successful Telehealth strategy
- Case Study #1 Attracting & Retaining Employees
- Employee engagement & utilization
- COVID and mental health
- Case Study #2 Restructuring your benefit plans
- The future of Telehealth and Virtual Care
- Key lessons learned
- Questions

Evolution of Telehealth and Industry Trends



What is Telehealth?



HHS describes it as:

“The use of electronic information and telecommunications technologies to support and promote long-distance clinical healthcare, patient and professional health-related education, public health and health administration.”



HEALTH CARE IS MORE COSTLY AND COMPLICATED THAN EVER!



CONFUSION + FRUSTRATION

Leads to confusion, frustration, and lack of engagement. People are desperate for a simple, easy-to-use platform.



INCREASING COSTS

Health care continues to increase in cost by 4 to 6% annually, more than doubling wage increases since 2010.

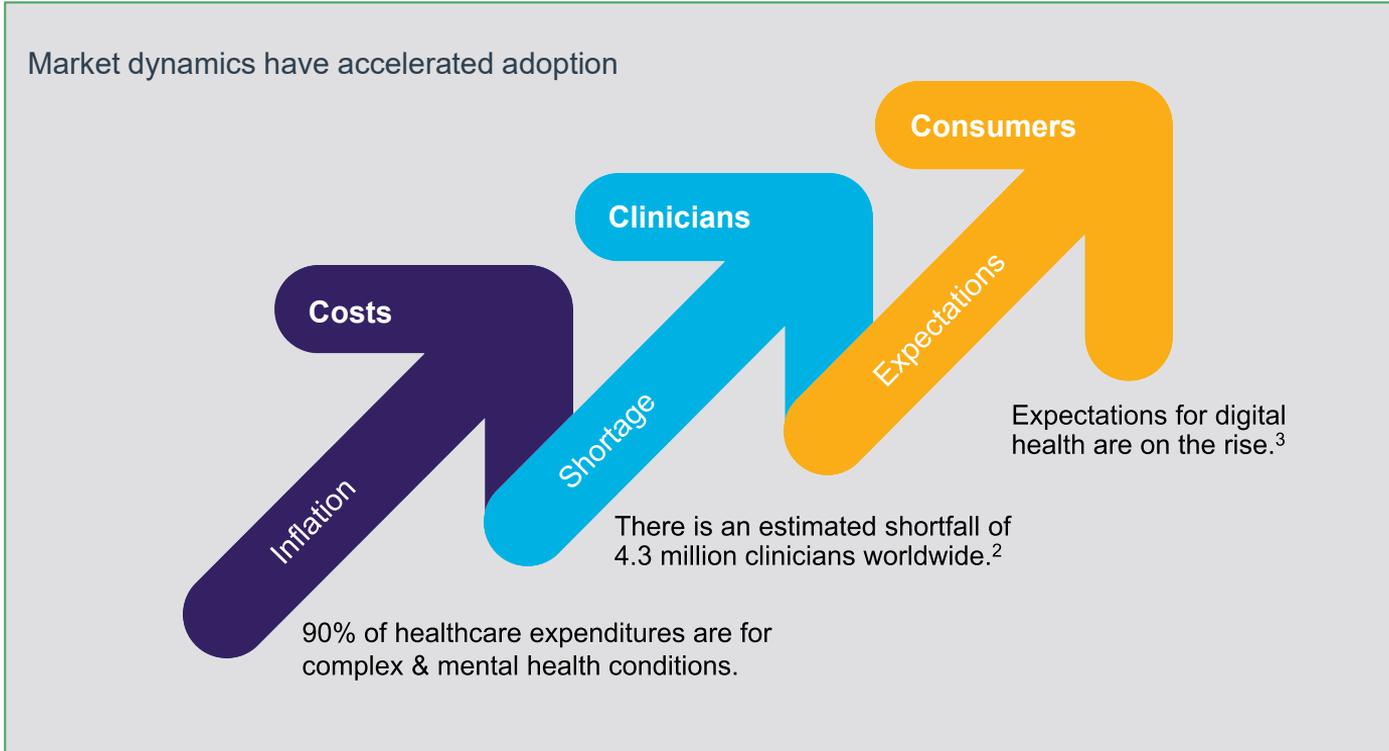


APP FATIGUE

Too many different platforms, apps and logins to manage. And they all change when moving to different providers!



Virtual Care is Essential for High Quality Healthcare



(1) Buttorff C, Ruder T, Bauman M. [Multiple Chronic Conditions in the United States](https://www.cdc.gov/chronicdisease/about/costs/index.htm#ref1). Rand Corp.; 2017. Center for Medicare & Medicaid Services. <https://www.cdc.gov/chronicdisease/about/costs/index.htm#ref1>

(2) [The World Health Report 2006—working together for health](#), World Health Organization

(3) [Accenture 2019 Digital Health Consumer Survey](#)

Consumer Trends Are Driving Growth in Virtual Care



Confusion about services available



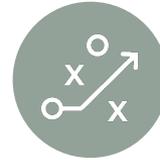
Millennials abandoning traditional options



Increased consumer cost burden



Convenience expectations changing



System complexity

As these challenges overlap, it becomes more difficult to provide a “one size fits all” healthcare benefit

Telemedicine Virtual Care Awareness is Increasing Rapidly

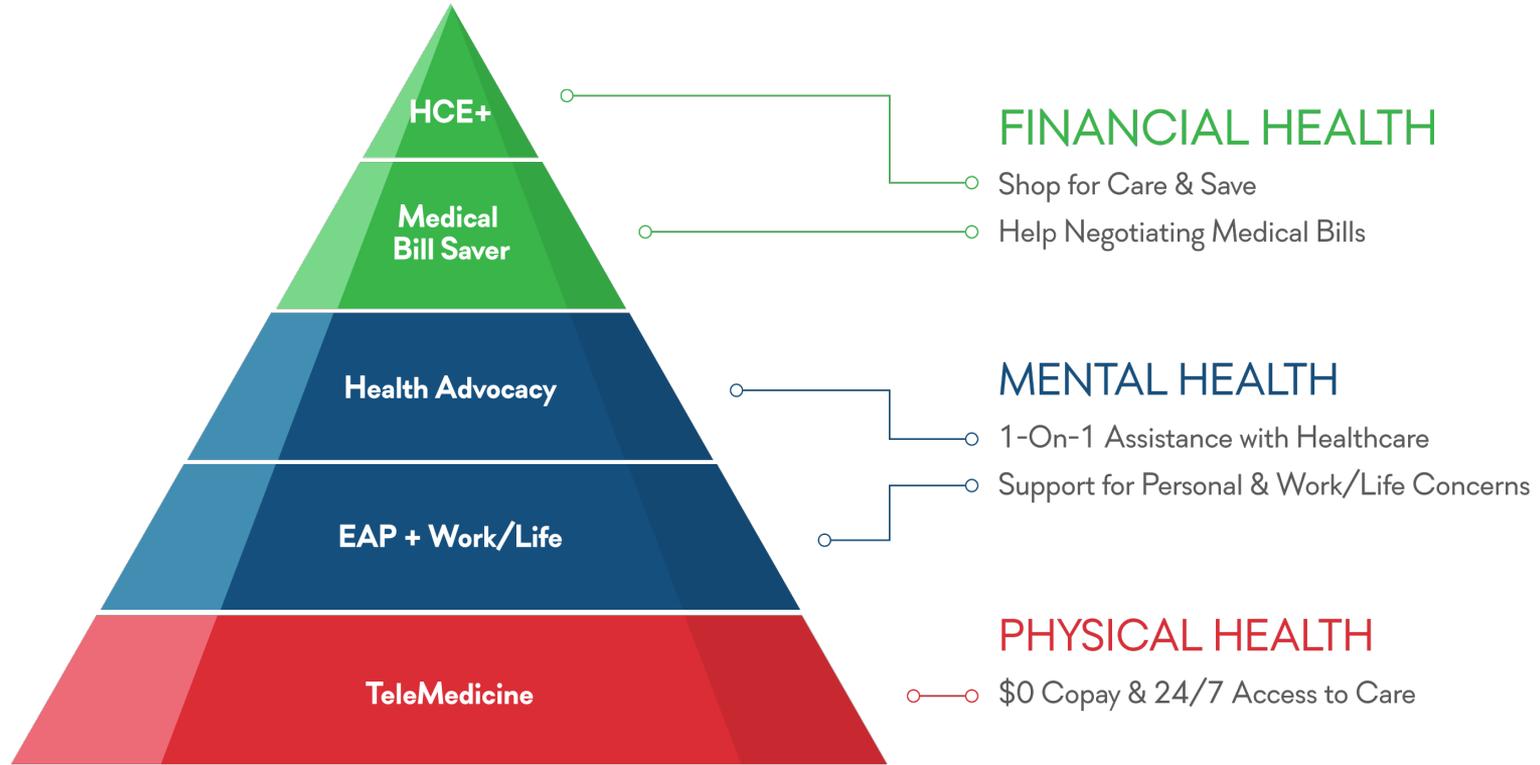


Over 60% of those that are using our services have never used virtual care before



J.D. Power Pulse Survey: Telehealth awareness increased 10% over prior week

The Telehealth Pyramid

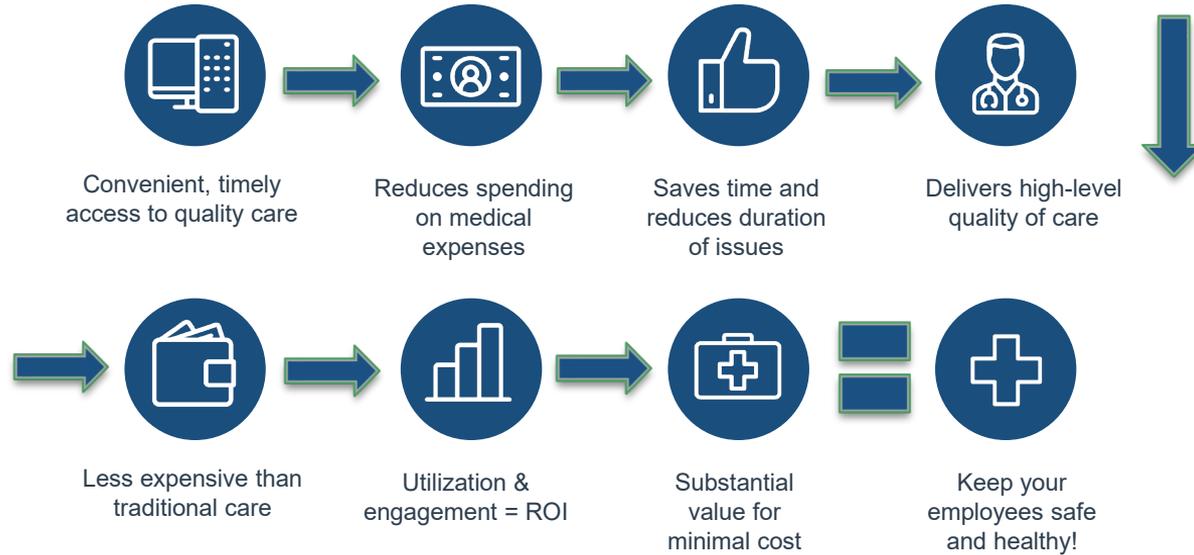


Implementing a Successful Telehealth Strategy in the Workplace

EMPLOYEE
BENEFITS



Virtual Care Delivers Significant Benefits





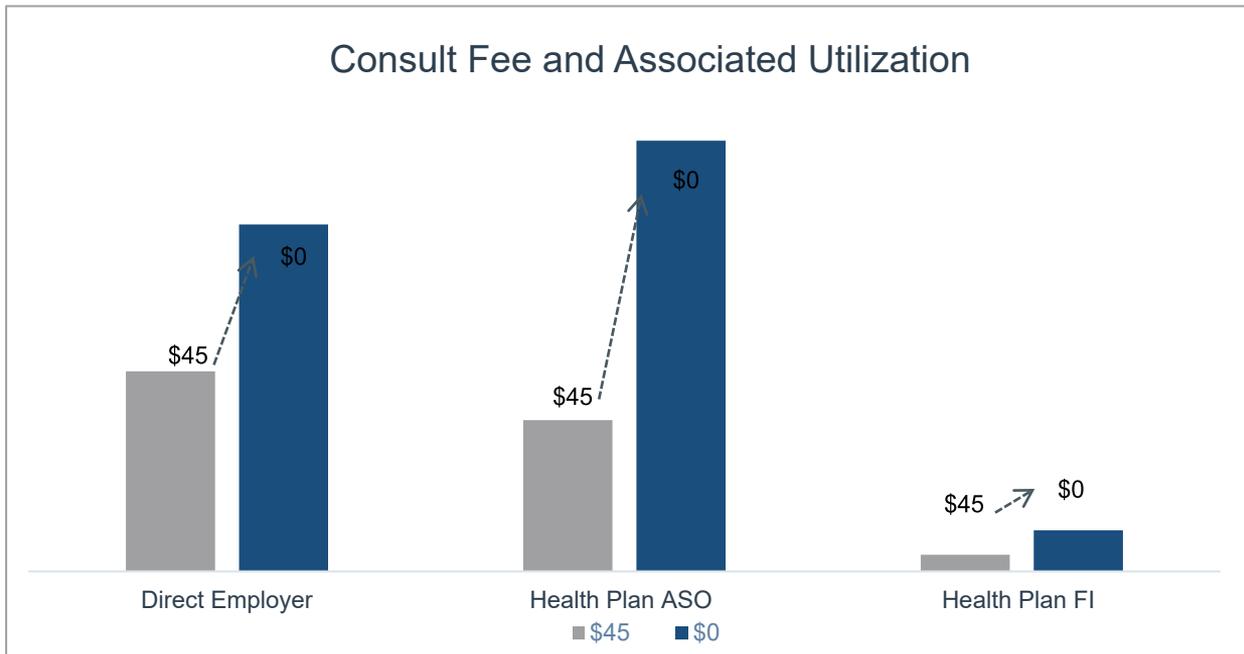
IT'S ALL ABOUT EMPLOYEE **ENGAGEMENT**

The employee experience has become the true differentiator. Solutions must be comprehensive, centralized and easy to use so that they ***drive engagement***. It's that simple.

It's time to put your employees at the center of their health care experience.

Plan Structure Plays an Important Role in Driving Utilization

Lower Copay Translates to Higher Utilization



Case Study # 1

- Long term care facility with 45 employees
- High employee turnover
- Could not afford to provide full medical coverage
- Needed a way to attract and retain quality employees



J.B. Knowles Home

- 100 Bed Medicaid ALF
- 108-Year-Old History
- First African American facility serving the Nashville TN Community



Phase 1, Year 1

- 2017-2018 Launched Physical telemedicine program with \$0 copay
- 103% utilization of program
- Employee turnover reduced by 45%
- Reduced staffing cost by \$62,744 (onboarding = \$2,852 x 22 FTE's)
- Cost of telemedicine program \$4,320
- Net Savings approximately \$58,424



SAVINGS YEAR TO DATE
\$473 Savings Per Episode x Visits YTD

\$17,988

ANNUALIZED UTILIZATION
YTD Visits X 12 / # Months Accrued /
YTD Average Primary Members

102.7%

AVERAGE RESPONSE TIME

9 minutes

MEMBER SATISFACTION YTD

No Data Available

■ Excellent
 ■ Good
 ■ Poor

	VISITS		MEMBERSHIP		REGISTRATIONS		MEDICAL HISTORY COMPLETIONS	
	Report Period	YTD	Report Period	YTD AVG	Report Period	YTD	Report Period	Since Inception
Primaries	7	36	40	37	0	8	0	15
Dependents	0	2	2	1	0	2	0	2
Eligible Lives	7	38	42	38	0	10	0	17

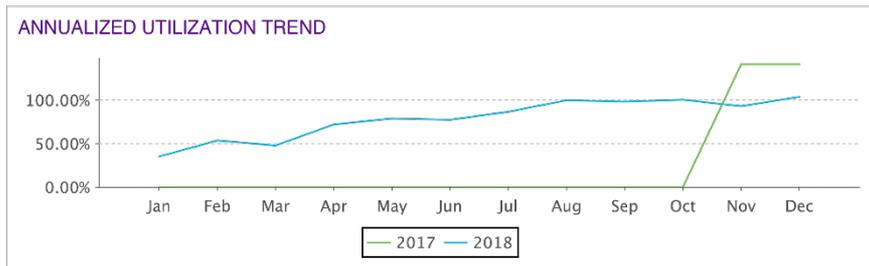
TOP DIAGNOSES YTD*

- Acute upper respiratory infection,
- Acute sinusitis, unspecified
- Acute pharyngitis, unspecified
- Acute maxillary sinusitis,
- Urinary tract infection, site not

TOP PRESCRIPTIONS YTD*

- Augmentin 875 mg-125 mg oral
- Tessalon Perles 100 mg oral
- amoxicillin 875 mg oral tablet
- Tamiflu 75 mg oral capsule
- Macrobid macrocrystals-

Visits w/Rx	34
% Visits w/Rx	89%
Visits w/out Rx	4
Total Rx YTD	54
Avg Rx/Visit	1.4

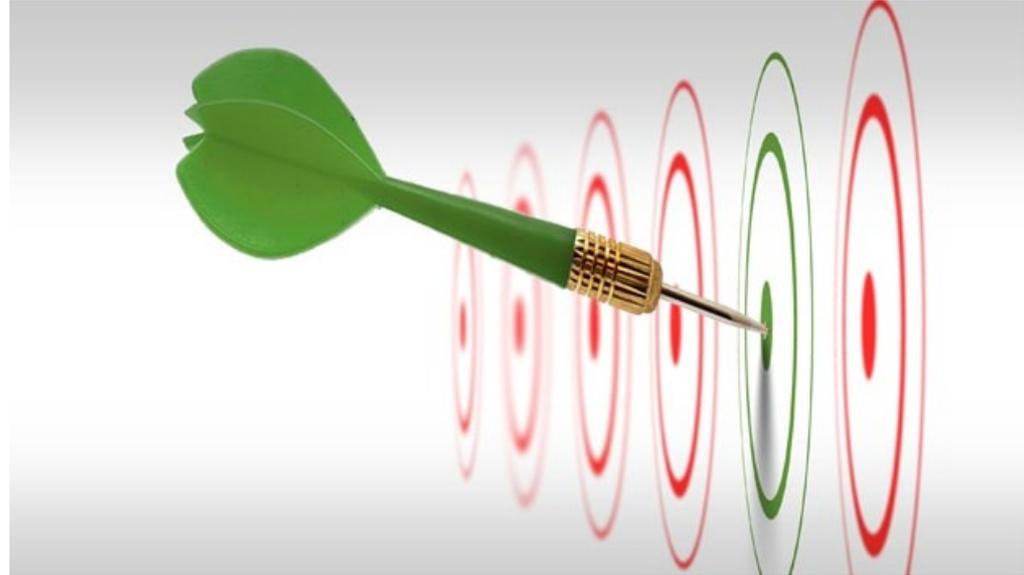


* - Teladoc Book of Business

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Year 2 Results

- 140% utilization of program
- Employee turnover reduced by additional 50%
- Reduced staffing cost by \$71,300 (onboarding = \$2,852 x 25 FTE's)
- Cost of telemedicine program \$4,800
- Net Savings approximately \$66,500



<p>SAVINGS YEAR TO DATE <i>\$14 Savings Per Episode x Visits YTD</i></p> <p>\$25,122</p>	<p>ANNUALIZED UTILIZATION <i>YTD Visits X 12 / 8 Months Accrued / YTD Average Primary Members</i></p> <p>139.5%</p>	<p>AVERAGE RESPONSE TIME</p> <p>10 minutes</p>	<p>MEMBER SATISFACTION</p> <p>0% 100%</p> <p>■ Excellent ■ Good ■ Poor</p>
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	VISITS		MEMBERSHIP		REGISTRATIONS		MEDICAL HISTORY COMPLETIONS	
	Report Period	YTD	Report Period	YTD AVG	Report Period	YTD	Report Period	Since Inception
Primates	4	52	37	38	1	5	1	17
Dependents	0	1	3	3	0	1	0	3
Eligible Lives	4	53	40	41	1	6	1	20

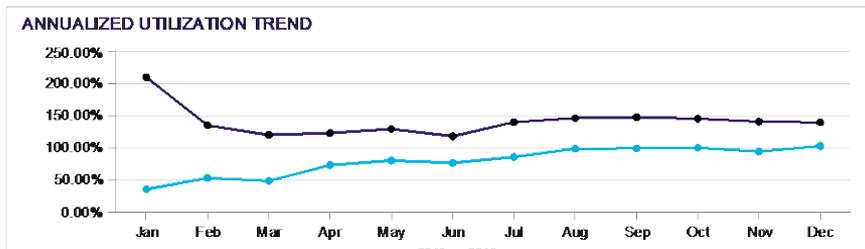
TOP DIAGNOSIS YTD*

Acute upper respiratory infection,
Acute sinusitis, unspecified
Acute pharyngitis, unspecified
Acute maxillary sinusitis, unspecified
Urinary tract infection, site not specified

TOP PRESCRIPTIONS YTD*

Tessalon Perles 100 mg oral capsule
Macrobid macrocrystals-monohydrate benzonatate 200 mg oral capsule
amoxicillin 875 mg oral tablet
amoxicillin-clavulanate 875 mg-125 mg

Visits w/Rx	45
% Visits w/Rx	85%
Visits w/out Rx	8
Total Rx YTD	81
Avg Rx per Visit	1.5



* Teladoc Book of Business

Phase 2

- Launched VirtuMEC program
 - Continued telemedicine program
 - Further reduced turnover
 - Increased employee morale
 - Annual cost of program \$29,808
 - Program value-**PRICELESS**
- MEC Limited medical plan
 - All ACA required preventive and wellness coverage
 - Physical & Mental Telehealth services provided at **No Cost**
 - Most services provided with small copay requirement
 - PCP office visit \$25
 - Specialist office visit \$50 copay
 - Urgent care \$75 copay
 - Generic prescription \$10 copay



The pandemic has had a profound effect on your employee's mental health

- Work environment
- Employment concerns
- Workforce relationships
- Financial matters
- Family dynamics

Health Advocacy

24/7 Assistance for employees

[Watch Demo](#)

- ✓ Support medical issues
- ✓ Answer questions about diagnoses and treatments
- ✓ Research the latest treatment options
- ✓ Find the right in-network doctors and make appointments
- ✓ Coordinate second opinions and transfer medical records
- ✓ Resolve insurance claims and billing issues
- ✓ Assist with financial & legal issues



90%

EMPLOYERS
INVESTING

MENTAL HEALTH

PEOPLE ARE EXPERIENCING TREMENDOUS DISTRESS



11'

Every 11 minutes,
someone in the U.S.
commits suicide.



1 of 5

1 in 5 Americans
are living with a mental
health condition



93% | 62%

93% more people were
tested for anxiety in 2020 and
62% more for depression



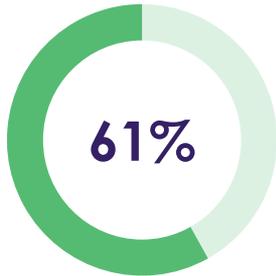
38%

Over 38% of Americans
do not have access to
adequate care

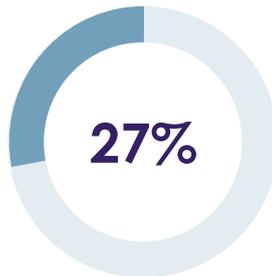
Call A Doctor *Plus*

Mental Health Challenges Among Employees Are More Common Than Ever, Affecting Their Work More Profoundly

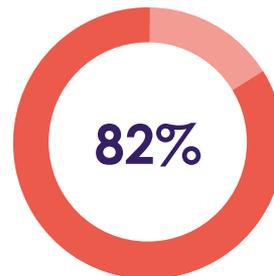
A study (conducted by Ipsos MORI) of 3,894 employees across four major international markets including the U.S., Canada, Australia, and the UK, reported:



Of respondents said that mental health symptoms have affected their job performance



Of respondents have been diagnosed with a mental health problem



Of respondents experiencing a mental health issue did not confide in a manager at work



Of respondents feel their employers don't take mental health seriously

Employers Need to Act and Provide Meaningful Support for Their Employees Dealing with Mental Health Issues



50% of respondents feel that executives and leaders in the workplace **talking openly about their mental health encourages them** to feel more comfortable about their own mental health.



Depression is so common and debilitating that it's one of the leading causes of disability worldwide and, coupled with anxiety, **costs the global economy about \$1 trillion a year in lost productivity**, according to the World Health Organization.



55% said the most common reason for not telling someone at work about their mental health problem is **fear of the information having a negative impact on their job**.



56% of respondents believe they would be **more productive at work if there was better mental health support** and 45% say they would be **more likely to seek mental health support when they need it if there were to be more open conversations** in their workplace.

Mental Health

Convenient, confidential access to quality mental health professionals by phone or video.

[Watch Demo](#)

Common Conditions Treated:

- ✓ Anxiety
- ✓ Depression
- ✓ PTSD
- ✓ Stress
- ✓ Substance abuse
- ✓ Trauma resolution
- ✓ Panic Disorder
- ✓ Family issues
- ✓ Grief
- ✓ Eating disorders
- ✓ Work pressures
- ✓ ADHD



The pandemic has had a profound effect on businesses

- Increased employee turnover
- Lost productivity
- Increased operating costs



Employers also benefit when their employees have improved access to care

For patients with depression, early access to care will:

- Reduce ER visits by 26%
- Reduce hospitalizations by 30%
- Reduce absenteeism by 25%

Case Study # 2

- LTC facility with 120 FT employees
- Providing “traditional” medical program to employees
- ER funding 70% of single cost
- Employees pay 30% plus the added cost for dependents
- Employees unhappy with the medical plan design and their cost
- Low (39%) employee enrollment
- Insurance cost increasing by 23%
- Neither the employer nor the employees can afford increase



The Goal

Find a program that would:

- Reduce employer expenses
- Lower cost to employees
- Enhance benefit offering
- Increase enrollment
- Improve employee morale



SOLUTIONS



- Employer gives employees the choice of two plans
 - Option 1 (Base plan) - Lower cost HDHP/HSA
 - Option 2 Enhanced VirtuMEC program
- Employer funds both plans equally
 - Option 1 lowers cost to both Employer & Employees
 - Option 2 lowers cost to employer even further with NO cost to the employees

Cost breakdown current plan

(before rate increase)

- Monthly premium single coverage = \$768
- Employer cost @ 70% = \$538
- Employee cost @ 30% = \$230
- 47 employees enrolled
- Employer monthly cost = \$25,286

Cost breakdown current plan

(after rate increase)

- Monthly premium single coverage = \$945
- Employer cost @ 70% = \$661
- Employee cost @ 30% = \$284
- Estimated employer monthly cost if no changes were made = \$31,067
- **Estimated annual cost increase to ER \$69,372**

New dual benefit plan offering benefit highlights

HDHP / HSA

“Bronze” major medical plan

- 100% for preventive routine physical
- \$3,000 / \$4,000 annual deductible
- 100% coinsurance after deductible
- Copays on prescriptions
- Max OOP \$4,000 / \$8,000

Enhanced VirtuMEC

Limited medical plan

- All ACA required preventive and wellness coverage
- Physical & Mental Telehealth services provided at **No Cost**
- Most services provided with small copay requirement
 - PCP office visit \$25
 - Specialist office visit \$50 copay
 - Urgent care \$75 copay
 - Generic prescription \$10 copay

New dual benefit plan offering financial benefits

HDHP / HSA

With HSA Funding

- Monthly premium \$534
- Employer cost @ 70% = \$374
- Employer saves \$287 per enrolled employee
- ER contributes \$100/month to HSA account
- Employee cost = \$160
- Employee monthly savings = \$124

Enhanced VirtuMEC

With Indemnity Benefits

- Monthly premium \$227
- Employer funds 100%
- Employer cost = \$227
- Employer saves \$147 per enrolled employee
- Employee monthly cost \$0
- Employee savings

Cost Comparison

	Current Plan Before rate Increase	Current Plan After Rate Increase	New offerings HDHP with HSA <i>or</i>	Enhanced VirtuMEC with indemnity
Monthly Premium	\$768	\$945	\$534	\$227
Employer Contribution	70%	70%	70%	100%
Employer Cost	\$538	\$661	\$374	\$227
HSA Contribution	NA	NA	\$150	NA
Total Monthly Employer Cost	\$538	\$661	\$524	\$227
Employee Contribution	30%	30%	30%	0%
Employee Cost	\$230	\$284	\$160	\$0

Enrollment and Cost Results

Increased enrollment by 41%

- 66 Total employee enrollment
- 44 Employees enrolled into HDHP program
- 22 Employees enrolled in VirtuMEC program

Monthly rate/cost Before Increase	Monthly rate/cost After Increase	Monthly rate/cost New plan Offering	Monthly rate/cost Enhanced VirtuMEC	Combined Enrollment & Cost
\$538	\$661	\$447	\$227	
47 enrolled	47 enrolled	44 enrolled	22 Enrolled	66 enrolled
\$25,286	\$31,067	\$20,856	\$4,994	\$25,850

RESULTS



- Employer was able to offer two more affordable plan options to their employees
- Employer contributes toward the employee's HSA account helping with early expenses
- Enrollment increased by 41%
- Total monthly cost increased by 3%
- Employee satisfaction increase-Unmeasurably

The future has arrived!

Introducing Virtual Care



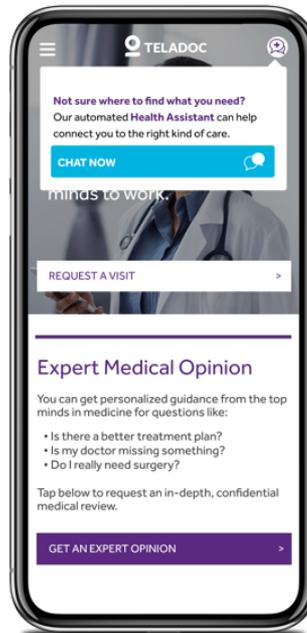
Virtual care is optimized
to serve as
the front door
and streamline the
healthcare experience

Anytime,
anywhere care

Diagnosis and
treatment

Medical
experts

Treatment
guidance



Mental
healthcare

Caregiving
support

Health
coaching

Find a
doctor

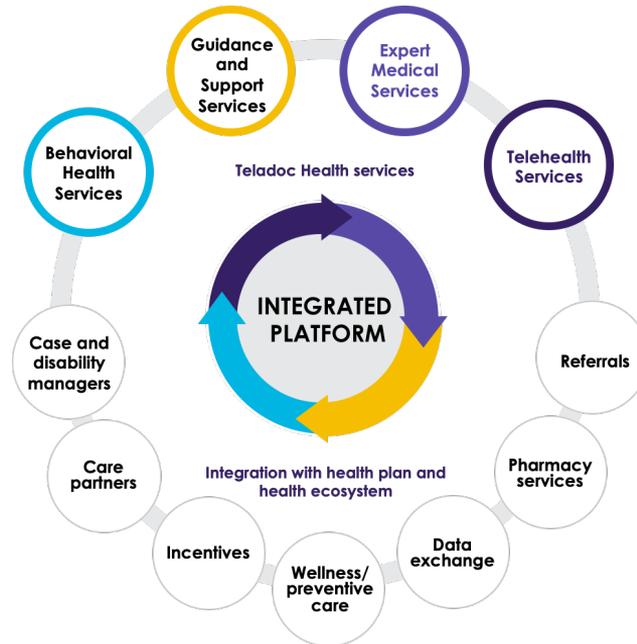
The Virtual Care Experience

Components

- ✓ Virtual front door member experience
- ✓ Innovative physical & mental health services
- ✓ Integrated delivery platform

HR & Employer Benefits

- ✓ Superior utilization & member satisfaction
- ✓ Greater impact on healthcare costs
- ✓ Healthier Workforce
- ✓ Reduced employee expenses
- ✓ Reduced claims cost



Data Analytics that provides Personalized Medicine Remotely

Medical devices | Medical claims analysis
Prescriptions and labs | Home health kits

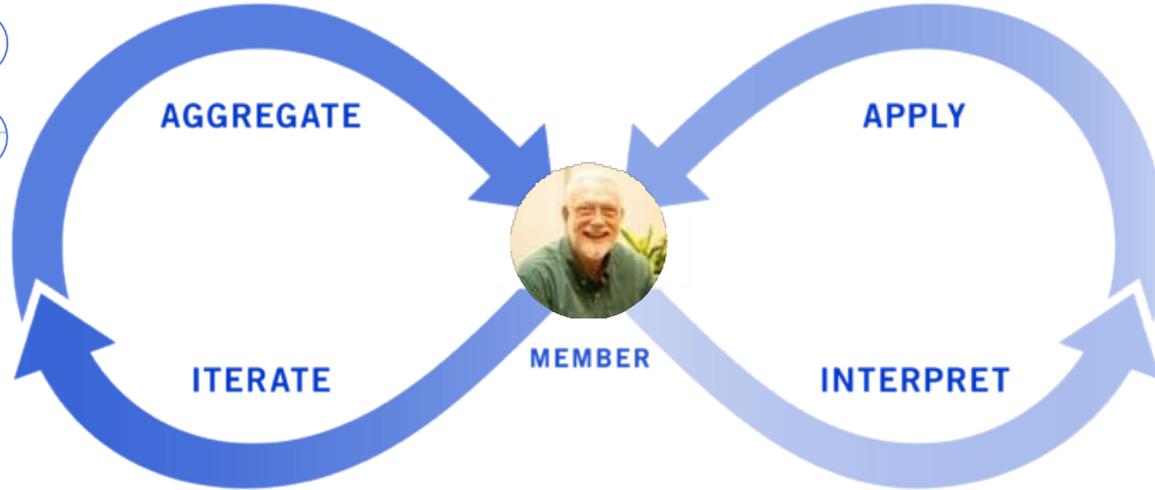
Health Nudges | 5 Day Challenges | Med optimization
AWS | CVS | Apple | Cerner



Dexcom
CGM

Anxiety
program

5-Day
Challenge



Intervention frequency | Goal setting
Communication channel | Care plan priorities



Health progress | Motivation
Areas to improve | Outcomes

The Whole Person Approach

Target population
(anchor condition)

Diabetes solution

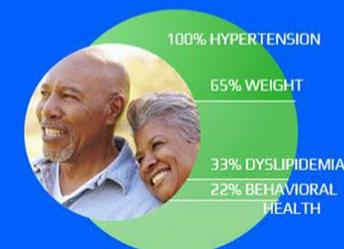
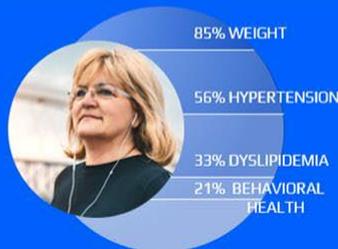
Prediabetes solution

Cardiovascular solution

People with diabetes

People with prediabetes

People with hypertension



Additional conditions covered
(based on individual member need)

- Hypertension
- Dyslipidemia
- Weight Management
- Behavioral Health*

- Hypertension
- Dyslipidemia
- Weight Management
- Behavioral Health*

- Dyslipidemia
- Weight Management
- Behavioral Health*

Standard platform features
(available across all solutions)



Effortless Data Collection
Apps and cellular devices per conditions covered



Personalized Health Signals
Lifestyle change, medication adherence, emotional support



Human Centered Approach
Digital and expert coaching adapts to Member needs

The whole-body solution

● Diabetes Prevention and Weight Management

Behavioral Health ●

Diabetes ●

Dyslipidemia ●

● Hypertension



Everyone Benefits

Employers

- Reduce their medical costs
- Enhance their benefit offering while keeping expenses in line
- Create a healthier, more efficient workforce
- Improve morale and productivity
- Take some of the burden off HR

Employees

- 24/7/365 access to quality care
- No copays or deductibles
- Save money on healthcare services
- Reduce stress at work and home
- Allow for better use of PTO
- Coverage for their entire family

Key lessons learned.

- ✓ Virtual care has advanced years overnight
- ✓ Awareness has exploded
- ✓ Telehealth can lower costs for employers and their employees
- ✓ Behavioral health now a key component
- ✓ Telehealth continues to evolve with improvements in technology

Thank you for joining us today!

For questions or to obtain a copy of today's presentation please contact
Bill Latz at blatz@cdrplus.com