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Always there.

**How Optima Health
incorporated new
services and saved
with MDLIVE**



OptimaHealth 

White Paper



Reshaping health plans with telehealth services

Over the years, telehealth services have had to prove their worth to health plans, health systems and patients. This new technology has the opportunity to change how we receive care, and as connected healthcare options have become more popular and more reliable, medical legislation has been used to open the door for insurers.

When it came to telehealth services, one of the most significant hurdles for insurers were the legal implications. There were no rules regarding coverage and no data, so insurance companies were understandably cautious. As time went by and telehealth proved itself as a reliable and competitive form of healthcare, new laws were passed that helped establish a protocol for insurers. Now that the barriers are being removed, health plans can take advantage of the benefits of telehealth and provide new options to their members.

As more and more health plans are implementing telehealth services, it has become clear that people want to use this technology. In fact, a recent survey found that **77 percent of people are willing to conduct a virtual visit.**¹ These services can stop unnecessary visits to the emergency room or urgent care, which can be expensive for both consumers and health insurance companies alike. Telehealth has also become invaluable to people living in remote areas where provider shortages can make access to care more burdensome. In short, telehealth services have helped insurers offer a different kind of healthcare experience that gives their members access to the care they need, when and where they need it.

For health plans, the advantages of incorporating telehealth into their benefits were not always clear. Now that legislation and technology have caught up to consumer demand, insurers can include these services with the confidence that they will reap financial benefits and provide the next level of care to their members, their employees and their communities.

Sources:

1. Virtual Visits Consumer Choice Survey



Providing quality healthcare coverage in Virginia and Ohio

As one of the largest health plans in the state of Virginia, Optima Health covers approximately 300,000 members in Virginia and Ohio. It offers a wide variety of products, including employee-owned and employer-sponsored plans, individual and family health plans, employee assistance plans and plans created for Medicare and Medicaid enrollees. It is dedicated to improving health every day and wants to be the health plan of choice for the communities it serves.

“ Using telehealth services was the next logical step for us. Now our members can see a doctor when they need to, and avoid expensive visits to the emergency room. ”

— Dr. Thomas Lundquist,
SVP & Chief Medical Officer

How Optima Health used telehealth to lower costs and drive savings

As telehealth became more reliable, Optima Health decided to find a virtual-care partner to provide these services to its more than 18,000 Optima Health members. After researching its options, Optima Health determined that MDLIVE was the perfect choice based on their shared values. On January 1, 2013, Optima Health launched its telehealth benefits. The investment has paid off, and in just the first five months of 2018, Optima Health has had a total savings of \$1 million.

3,411
visits in 2018

\$707,100
in productivity
savings

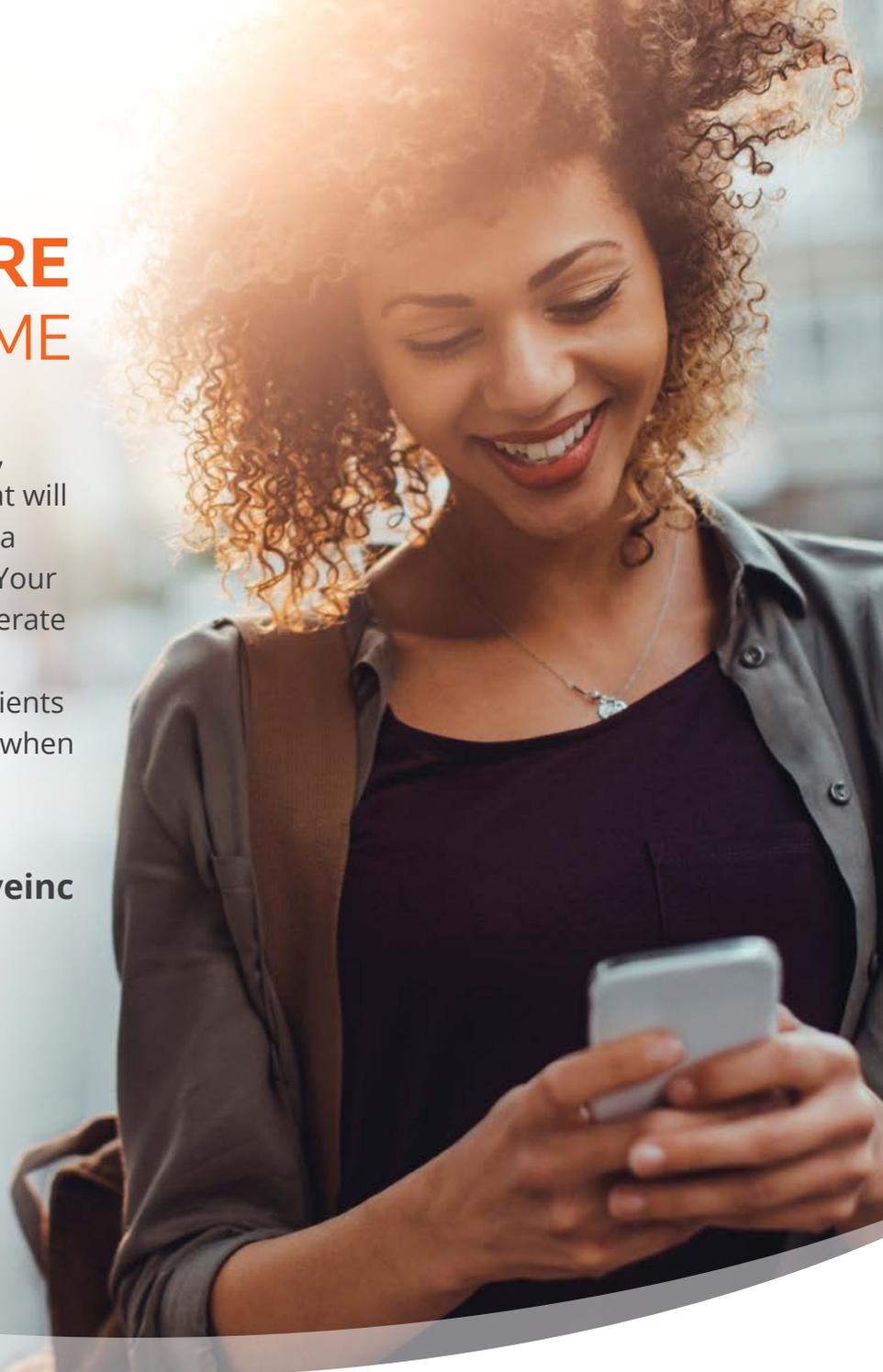
\$964,400
total savings
in 2018



THE RIGHT CARE AT THE RIGHT TIME

MDLIVE's technology and online strategies deliver a comprehensive, end-to-end virtual care solution that will enable your organization to create a holistic digital front-door strategy. Your health plan can reduce costs, accelerate revenue and increase access while removing the barriers between patients and the ongoing care you deliver – when and where you need it.

Schedule your demo now.
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