



CLIENT SUCCESS STORY

How thoughtful communication and benefit integration significantly increased and improved outcomes

The benefits philosophy of this Fortune 1000 company is a simple one: limit the complexity of its benefit design by providing a broad range of specialized services through a single integrated vendor.

The Challenge

With offices and tens of thousands of employees spread across the country, introducing new benefits while promoting existing ones can be a challenge. Because communicating multiple services from multiple vendors can quickly inundate employees with information, this large employer strived to simplify its offering. Through a partnership with Teladoc Health, it focused its engagement strategy to encourage utilization of programs that conveniently expanded access and delivered results—such as reduced absenteeism and presenteeism—while providing a positive member experience.

An integrated experience helped drive utilization and deliver more than \$6.1M in cost savings in 2019.

Our Approach

Enhance member experience

- Deliver a spectrum of services through a simplified experience
- Include virtual care prominently on internal benefits site
- Create a customized, easy-to-navigate benefits page

Strengthen vendor partnerships

- Promote collaboration at annual in-person strategy summits
- Turn health trend insights into actionable virtual care programs
- Increase inbound referrals through personalized advocacy resources

Engage members

- Target outreach to the right member with the right message at the right time
- Utilize Teladoc Health's multi-touch surround sound marketing strategy
- Promote services on-site during health and wellness fairs through personalized advocacy resources



Vendor integration drives inbound referrals

With a focus on vendor integration workflows and the addition of Accolade, a personalized advocacy resource, in 2019, this employer saw an **increase in inbound referrals of nearly 3,000% over four years.**

Results

By partnering with Teladoc Health to employ a robust engagement strategy inclusive of customized online integration, targeted analytics, email and direct mail campaigns, and on-site campus promotion, this large company drove an overall increase in utilization of 51% over four years.

Key Statistics

In 2019:

120%

increase in Expert Medical Services cases

8.8%

total General Medical utilization

51%

mobile app usage

+\$6.1M

total cost savings

Summary

Delivering a comprehensive suite of services on one easy-to-use platform allowed this large company to simplify its benefits design and developed a communication strategy that drove utilization and delivered results. And by maintaining an open dialogue with employees about their benefits, the company's management discovered a demand for behavioral health resources, which was quickly incorporated into the offering.

LEARN MORE

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About Teladoc Health

Teladoc Health is the global virtual care leader, helping millions of people resolve their healthcare needs with confidence. Together with our clients and partners, we are continually modernizing the healthcare experience and making high-quality healthcare a reality for more people and organizations around the world.



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