

# ease

## Get Ahead of the Crowd with Telemedicine



# TABLE OF CONTENTS

1. Telemedicine: Why Now?	03
2. Telemedicine Defined	04
3. The Advantages for Brokers	06
4. How to be Successful with Telemedicine	08
5. Telemedicine Services through the Ease Marketplace	11
6. Conclusion	13





## PART 1

# Telemedicine: Why Now?

Health insurance brokers have their hands full. From helping employers navigate rising healthcare costs, to competing with direct-to-employer HR software companies, it's understandable that your job can seem very overwhelming at times. Fortunately, Ease is here to guide you with resources like our Broker Tool Belt Blog, Marketing Center, ongoing webinars, and slide decks, that can help innovate and grow your business.

That is why we want to provide you with a deep dive about telemedicine, an innovative healthcare service that is undoubtedly a part of our future. All that signs indicate that it is here to stay, so we want to help you get ahead of the curve, gain the knowledge necessary to offer it to your groups, and establish it as a part of your standard benefits offerings.

When implemented properly, telemedicine provides great benefits for you, your groups, and your groups' employees. Telemedicine adoption is a great tool to ensure group retention for years to come, and can even help you gain new business.



## PART 2

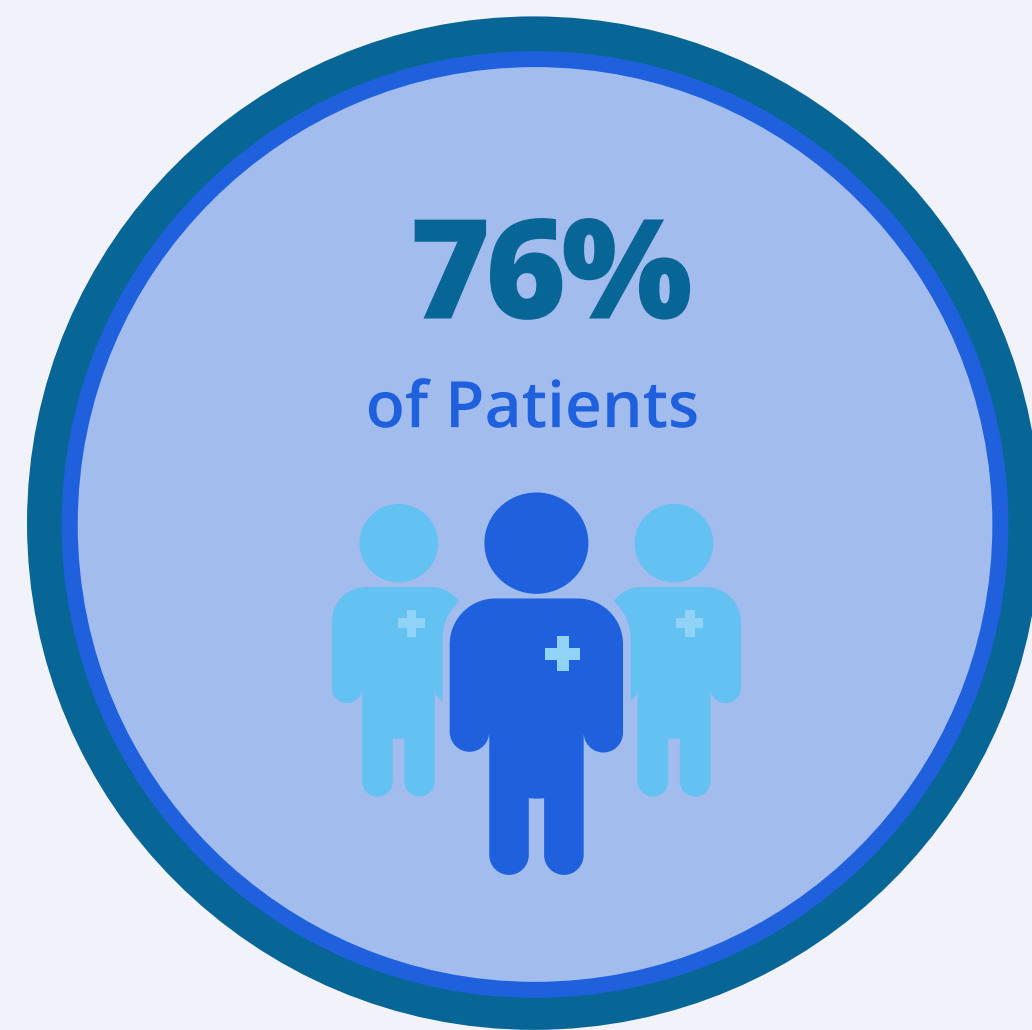
# Telemedicine Defined

Telemedicine is a service that allows healthcare professionals to evaluate, diagnose, and treat patients in remote locations using telecommunications technology.<sup>1</sup> In other words, telemedicine allows individuals to see a doctor within minutes of making an appointment from your phone, laptop, or tablet. Telemedicine is technically not insurance, so a lot of the regulations that make insurance complicated, like pre-existing conditions and network restrictions, don't apply.

As you probably already noticed, telemedicine has really taken off in the past few years. It's a service that was approached with questions about legality and capability just five years ago. But that's a statement of the past. Now legal in 48 states and the District of Columbia, telemedicine is no longer a concept of the future--it's a major player in today's health system, from all views, including employers.



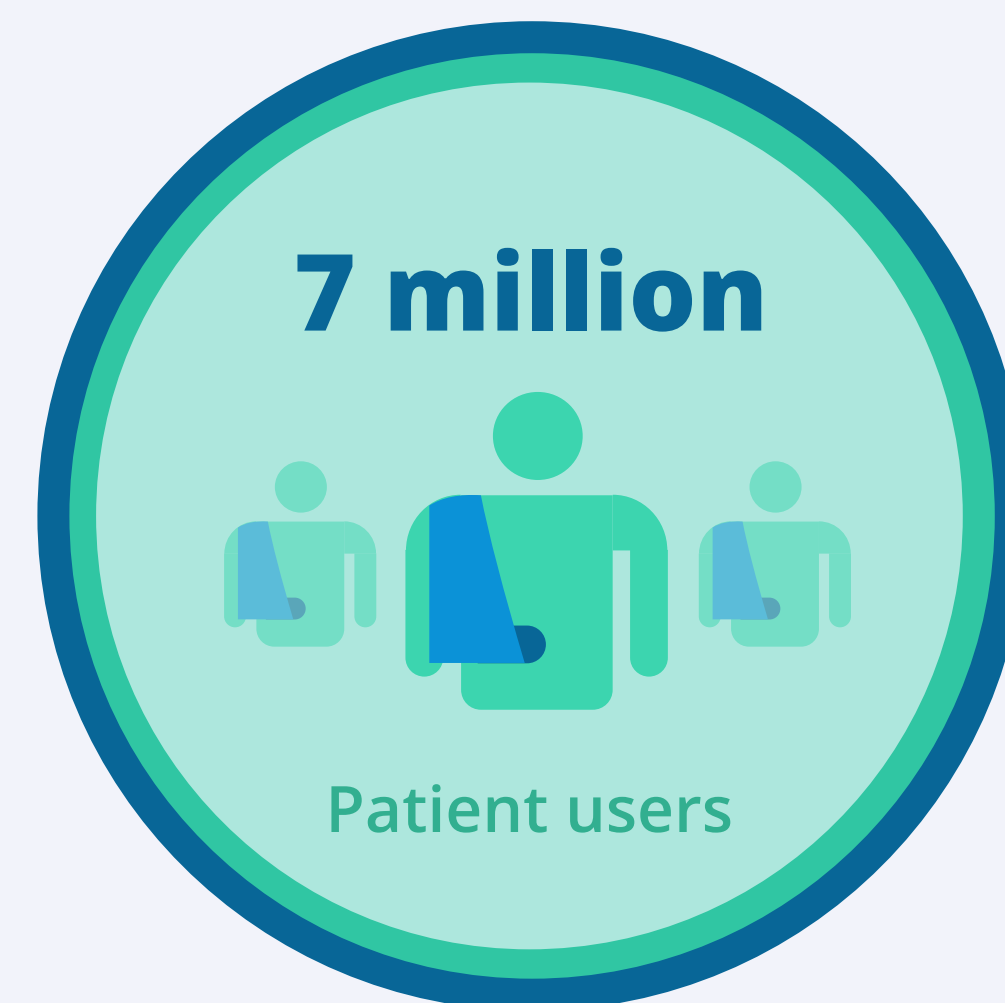




76% of patients care more about access to healthcare than the need for human interactions. <sup>2</sup>



U.S. employers could save up to \$6 billion per year by providing telemedicine technologies to their employees. <sup>3</sup>



Telemedicine is expected to grow to more than 7 million patient users in 2018. <sup>4</sup>

After talking to some of our trusted partners, we learned that employers are increasingly looking to their brokers for more information about the benefit and increased access. This includes how to get started, how to keep their employees happy, and how the service can help them cut costs in an industry of high deductibles. It's really something that you can no longer afford not to offer your groups. It is something that they are looking for, (and if they aren't they will be soon) and it has great benefits and advantages for you too.





## PART 3

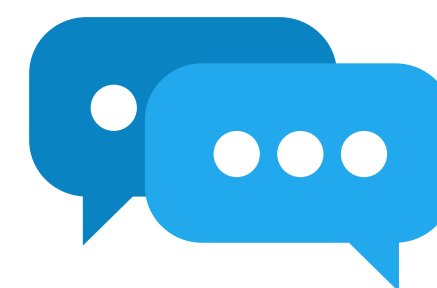
# The Advantages for Brokers

Later on we'll explain why your groups will want to work with you to adopt telemedicine. But first, we want to explain the value of telemedicine for brokers like you.



### New Revenue

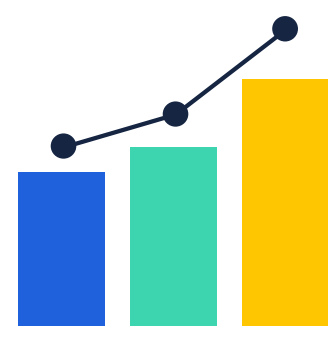
Perhaps the most obvious is that telemedicine adds a new revenue stream. When your groups sign up with telemedicine through you and Ease, you receive commission for every employer that signs up.



### Forward-thinking

Including telemedicine as a part of your benefits offering establishes you as innovative, forward-thinking, and the best in the business. A lot of people are already going this route, and we don't want you to be the last one there. Get ahead, and offer it to your groups while it's still a "cool and innovative" factor.





## Growth

With 67% of employers offering telemedicine today, and 90% expected to by 2017, telemedicine will become ubiquitous.

Employers are looking for benefits that complement an increasing millennial and remote workforce. And, with research telling us that over 28% of millennials don't have a primary doctor and 40% don't have a relationship with their primary care physician, it's likely that telemedicine is a health care service they prefer and will demand from their employers.<sup>5</sup>

Furthermore, in 2015, millennials officially surpassed Generation X as the largest generation in the U.S. labor force.<sup>6</sup> With this shift, it's only a matter of time before telemedicine increases in value. Soon enough, everyone is going to want it, and we you don't want to be playing catch-up, scrambling to find a service to offer your groups. If you adopt telemedicine, you have a better chance to generate new business and keep your current groups happy.



## Happiness

Offering telemedicine as a benefit can make your groups happy and show new appreciation for you. For example, imagine an employee went on vacation and had an experience with telemedicine and was able to get a prescription and talk to a doctor, outside of their network. They return from their trip, and talk to their employer about how this benefit made them feel secure, protected, and healthy. The employer then tells you how grateful they are for offering telemedicine.

It's situations like these that will build loyalty between you and your groups. Your groups will know they can trust you and that keeping them and their employees is top of mind for you.



## PART 4

# How to be Successful with Telemedicine

Now that we have established that telemedicine is a big part of the future, and has many benefits for you, let's move on to how you can be successful with offering it to your groups.



### **It's all about communication.**

We recommend effectively communicating the benefits of telemedicine to employers for both them and their employees so that they are more inclined to adopt the service. With purposeful messaging, you can ensure that they understand the benefits to adding telemedicine and are successful with utilization so they keep it in years to come. (An added bonus? You keep the added revenue.)



We recommend effectively communicating the benefits of telemedicine to employers for both them and their employees so that they are more inclined to adopt the service. With purposeful messaging, you can ensure that they understand the benefits to adding telemedicine and are successful with utilization so they keep it in years to come. (An added bonus? You keep the added revenue.)

Many telehealth service providers have tools and resources you can use when talking to your groups about the benefits of telemedicine. And, because we are here to help you succeed with telemedicine, we have resources for you too:



A guide for your groups about the benefits of telemedicine and how to add the service with you and Ease.



Regular updates about our telemedicine partners through the Ease Marketplace Newsletter.



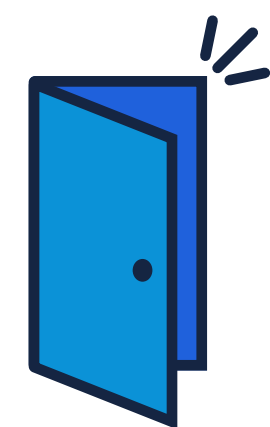
This series of emails you can use to send to your groups about telemedicine.





## Reduce absenteeism and improve productivity.

With employees no longer having to travel and wait in doctor's offices for routine visits, they can spend more time at work.



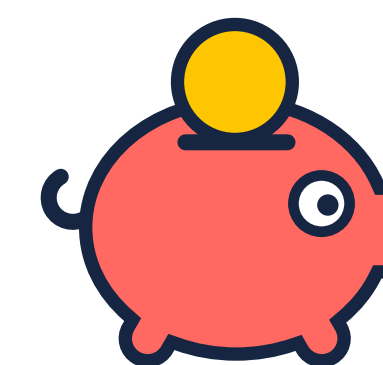
## Improve access to care.

Your employees don't need access to a car or even be in a specific network to use telemedicine. Receive quality time with a doctor no matter the location.



## Attract new talent.

With an increasingly remote workforce, people are looking for healthcare that's as flexible as their job. Attract new talent with flexible benefit options like telemedicine.



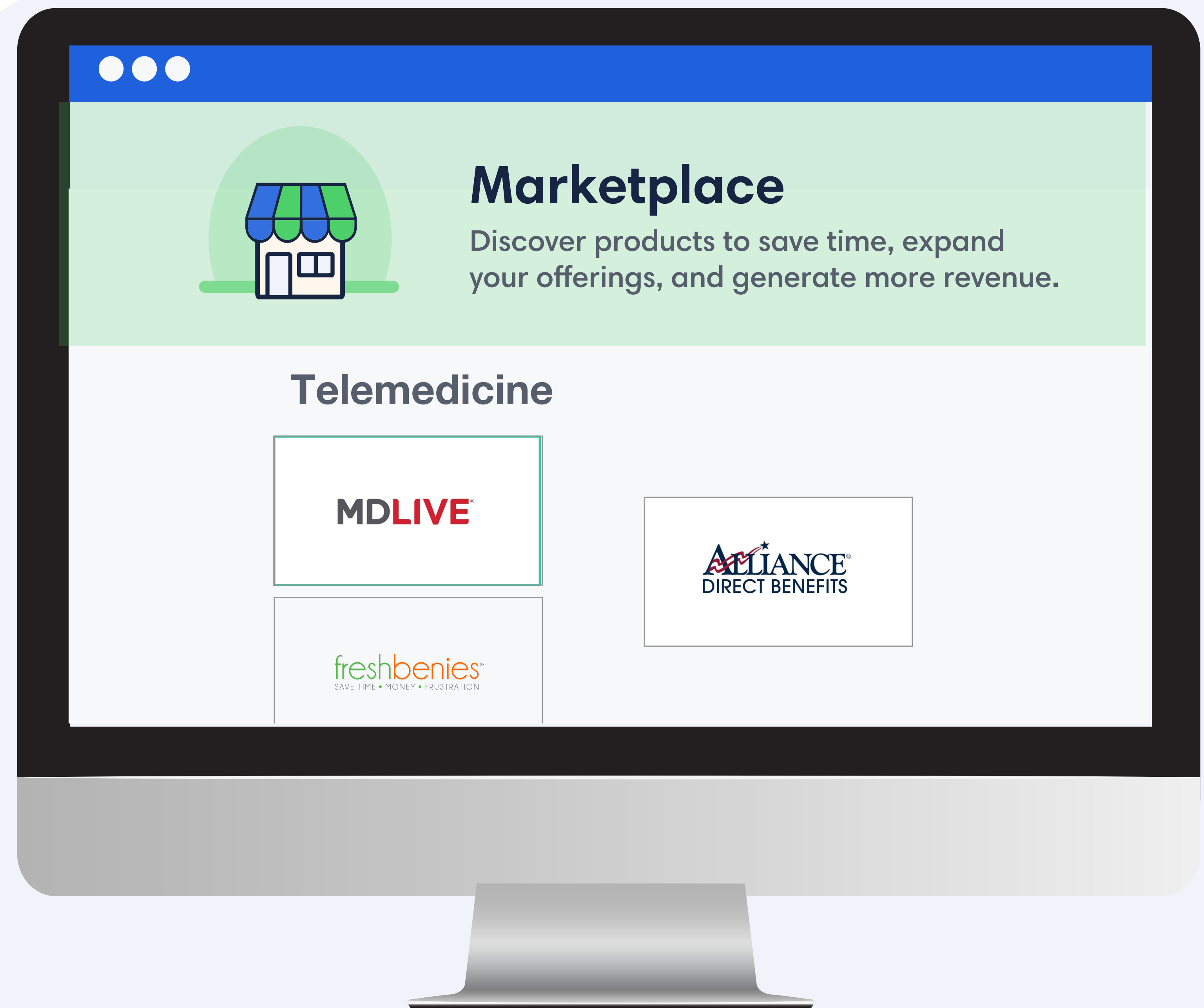
## Provides relief for your employees.

Remember when we told you that telemedicine technically isn't insurance? That means it provides a part-time escape from those ever-increasing high copays.



## PART 5

# Telemedicine Services through the Ease Marketplace





Ease wants to help you get ahead of the curve by offering telemedicine to your groups. We currently have four options for you to choose from: Alliance Direct Benefits, freshbenies, Plushcare, and MDLive. Each are great options to fit your and your groups' needs, and provide high quality access to health care no matter your location.

- ✓ **24/7 Access to healthcare via phone, tablet, or computer**
- ✓ **100% HIPAA compliant**
- ✓ **Resources to help you talk to employer groups about telemedicine**
- ✓ **Highly trained, board certified doctors**
- ✓ **Providers with a proven record of high utilization**

Visit the Ease Marketplace for more information on each of our Telemedicine partners and how to get your groups set up. We have other services you may be interested in too, like voluntary benefit and payroll integrations.



## PART 6

# Conclusion

Like telemedicine, we want you to be a part of the future of healthcare. Adding telemedicine to your offerings will help you stay relevant and keep your existing groups. It may even create a new revenue stream for your business.

We wish you the best with open enrollment season. Stay tuned for more resources about telemedicine, and remember to visit your Marketplace in Ease to stay up-to-date on new partners and resources to help you get the most out of your Ease subscription.





# References

<sup>1</sup> <http://www.amdtelemedicine.com/telemedicine-resources/telemedicine-defined.html>

<sup>2</sup> [http://isalushealthcare.com/blog-all/postid/371/20-telemedicine-statistics-private-practices-should-know\\_](http://isalushealthcare.com/blog-all/postid/371/20-telemedicine-statistics-private-practices-should-know_)

<sup>3</sup> [http://isalushealthcare.com/blog-all/postid/371/20-telemedicine-statistics-private-practices-should-know\\_](http://isalushealthcare.com/blog-all/postid/371/20-telemedicine-statistics-private-practices-should-know_)

<sup>4</sup> <http://blog.evisit.com/36-telemedicine-statistics-know>

<sup>5</sup> <http://www.medialogic.com/health-care-marketing/blog/telemedicine-millennials-key-others-health/>

<sup>6</sup> <http://www.pewresearch.org/fact-tank/2015/05/11/millennials-surpass-gen-xers-as-the-largest-generation-in-u-s-labor-force/>



# Thank you!

**ease**

**Call:** 1-800-466-ease

**Email:** [requestinfo@Ease.com](mailto:requestinfo@Ease.com)