



Convenient, lower-cost access to care for your members - wherever, whenever they need it.

Health plans are increasingly recognizing the huge potential of telemedicine – assisted by portals and smartphone apps – to revolutionize the way care is delivered in both rural and urban areas across the country. For example, an estimated 70% of doctor’s office visits could be handled remotely by phone – or via portal or mobile app. At least half of emergency room visits are non-emergencies, and many of these expenses could be replaced with telehealth services.

Telemedicine’s impact on bottom lines is expected to be significant. The American Medical Association estimated the savings at between \$300 and \$1,000 in claim costs for each telehealth visit. With Hx Telemedicine by HealthiestYou, zero co-payments and claims processing result in major cost savings for both health plans and their members. At the same time, patients get the quality care they need sooner – while improving member satisfaction and health outcomes.

Benefits include: *For Health Plans and Third-Party Administrators*



Meet market demands

Offering a digital telemedicine solution is becoming a competitive necessity for payers.



Improved outcomes

By speeding up the delivery of care, you can resolve many medical issues before they become more serious or catastrophic conditions requiring hospital admissions.



Lower costs

With Hx Telemedicine by HealthiestYou, you can deliver care more cost-effectively, while reducing high-cost visits to primary care physicians, urgent care facilities and emergency departments.



Operational savings

No costly claim processing or provider reimbursements with this subscription service.



New revenue streams

Health plans can generate additional net revenue by charging patients a marked-up monthly fee for the telemedicine subscription service.

Consumers are receptive to telemedicine: 64% of Americans reported they would attend a healthcare appointment via video on their smartphone app or member portal.



Convenient, affordable access to quality care



Benefits include: *For Members*



Higher satisfaction

Members gain 24x7 access to licensed, board-certified healthcare providers with Hx Telemedicine – accessible via their telephone, member portal or smartphone app.



Engagement

Achieve high telemedicine adoption rates, while increasing utilization of member portals.



Empowerment

Members can utilize the price comparison tool to check the costs of procedures such as MRIs and ultrasound, equipping them with the information they need to anticipate and plan for their healthcare expenses.



Convenience

Hx Telemedicine reduces the need to schedule inconvenient, time-consuming in-person visits or lengthy emergency department wait times.



Cost Savings

Avoid co-payments, deductibles and transportation expenses associated with primary care, urgent care or emergency department visits. When they are in an emergency department or a local pharmacy, members can receive alerts on the Hx Telemedicine app, recommending the telemedicine service to avoid emergency department co-pays and reminding them to take advantage of the pharmacy discount benefit.



Better Health

By receiving immediate care – wait times typically average less than 10 minutes -- members can expedite the treatment and resolution of their medical issues to improve health outcomes.

By 2018, the number of patients using telehealth services is expected to reach 7 million, up from less than 350,000 in 2013.

Boost bottom lines and create new revenue streams

Additional Benefits:

- Enables payers to gain a competitive edge by offering telemedicine services as a health plan benefit.
- Empowers members to select a physician for consultation, view wait times and compare costs for medical procedures.
- Alerts subscribing members of the availability of telemedicine services when they are in the emergency department.
- Reminds subscribing members of telemedicine pharmacy discount benefits when they are shopping at local drugstores.
- Lowers overall healthcare costs for health plans and members by avoiding costly claims processing, co-payments, deductibles and other expenses associated with primary care, urgent care and emergency department visits.

70% of employers are expected to offer telemedicine services as an employee benefit.

With Hx Telemedicine by HealthiestYou, health plans can provide members with an affordable and convenient alternative to costly primary care, urgent care and emergency department visits. This subscription-based service expedites care, boosts health outcomes and improves bottom lines. Contact us today at **877-492-3633** or **info@healthx.com** to learn more about how Healthx delivers engaging solutions to help guide the healthcare journey.