Reducing ER Visits and Spend

THE CHALLENGE

Reduce ED visits with better telehealth

A top-tier national healthcare insurer sought a telehealth solution that would allow it to minimize unnecessary ED visits caused by insufficient primary care access. Limiting ED visits would reduce spend and streamline patient care.

This payer's prior experiences with telehealth were unsatisfactory, and the lack of data-driven diagnostic capabilities often drove members to urgent care centers or clinics, which telehealth had set out to avoid.

AIMS

A superior telehealth plan with increased adoption would allow the payer to:

- ⏱ Enable faster episode resolution
- ⏱ Navigate patients to the right care for their condition
- ⏱ Minimize avoidable ED utilization

THE SOLUTION

Offer remote physical exams for better remote diagnoses

The healthplan assessed the potential impact of TytoCare and worked to identify which segments of their population would be most likely to be impacted by this technology. The payer determined that the highest impact segments would be those members starting families and with school-age children, as these had the highest need for convenient appointments and after-hours care.

> Healthplan distributed devices to **940 members**, and enrolled **1700+ patients** into the **new virtual care program**

Healthplan incentivized the program to encourage members to make the shift to virtual-first care through activation benefits and education visits. They promoted TytoCare among providers to spread awareness. Healthplan tracked KPIs to enhance the experience and yield quantifiable results.

How it works

Patients log into TytoCare to initiate an on-demand or routine visit. A clinician connects with patients to consult on exams. The clinician diagnoses patients' conditions or triages patients to the next stage of care if necessary. Patients receive convenient, optimal care, increasing security and building trust.
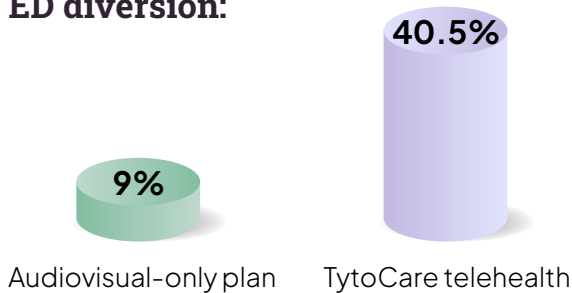
1

Patients log into
TytoCare

2

A clinician connects with patients
to consult on exams

3

The clinician diagnoses patients'
conditions or triages patients
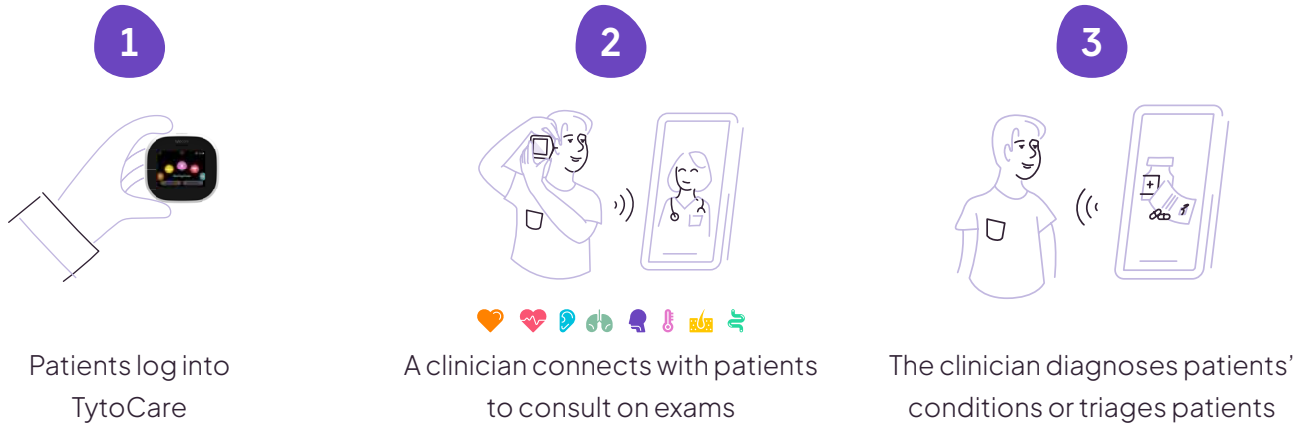
Outcomes

Healthplan's study indicated satisfaction with TytoCare:
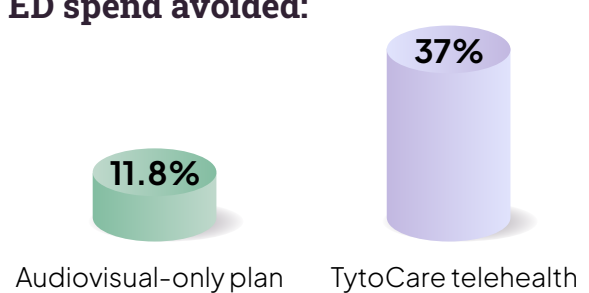
98%
of visits were resolved fully
remotely with Tytocare
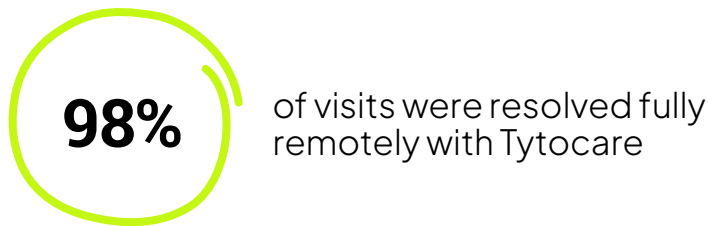
✓ ED diversion rose **40.5%**

✓ Healthplan had an **18–30x**
return on investment

ED diversion:

40.5%

9%

Audiovisual-only plan   TytoCare telehealth

ED spend avoided:

37%

11.8%

Audiovisual-only plan   TytoCare telehealth

Next steps

Utilizing TytoCare, Healthplan can deliver targeted remote care to meet the needs of all members. Healthplan plans to reach additional market segments and continue implementing virtual solutions.

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Highest impact segments based on usage & value

Age	Usage & value	Plan type	Virtual care strategy
18–24 Young adults with no kids	• Inconsistent / occasional PCP usage	• Individual • Employer Group	
Late 20s–30s Starting families	• High OBGYN & pediatrics usage • Convenient appointments	• Individual • Employer Group	Virtual Primary Care
40s–50s School age children	• Working, caring for kids, aging parents • Convenient/after hours • care critical	• Individual • Employer Group	Virtual Urgent Care & Virtual First Innovation
50s–60s Transitioning to retirement	• Prevention & wellness • Established PCP & continuity • 1+ major conditions	• Individual • Employer Group	
65+ Medicare	• Multiple health & coordination needs • Cost sensitive	Medicare	Chronic Care & Hospital at Home

Near term highest impact ▢ Future targets

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