



WHITE PAPER

# Primary care reimaged







Finally—a modern primary care solution that inspires lasting relationships between people and providers through longitudinal care, continuous support and a unified, whole-person experience.

**Access to a primary care provider is essential for the type of preventive care that can improve patients' health outcomes** and should be the first point of contact in a person's health journey. Primary care can help people develop strong, longitudinal relationships with their provider. And this longitudinal and continuous approach to care allows providers to recognize the signs of chronic conditions earlier, address mental health issues and provide seamless access to specialty care when necessary. Yet primary care visits continue to drop and challenges with access to primary care have been exacerbated.

This white paper examines how a virtual primary care solution designed for longitudinal care can address many of the challenges to primary care adoption and utilization, and offers guidance on what to look for when choosing a virtual primary care partner.

Today's healthcare consumers are disconnecting from traditional primary care.



Internal Teladoc Health data suggests that 4 out of 5 working age adults do not have a strong relationship with a primary care physician

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The patient-provider relationship is the backbone of delivering good primary care, and it's really why primary care is so valuable. The trust and familiarity between those two parties allow the best possible care to be delivered over time.

**Nipun Sharma, MD**, Sr. Director of Clinical Product Strategy, Teladoc Health

**The traditional primary care model doesn't meet modern consumer expectations.** Consumers increasingly want healthcare to mimic the experience of retail, travel and hospitality services—namely, greater convenience and better customer service. Many also have trouble finding a provider in their area they connect with, one that understands their values or culture, or simply one that's accepting new patients. Office visits also require taking time off work and scheduling months in advance—and are hardly meaningful when these visits are also rushed and often only occur once a year.

When consumers disengage from primary care, they're more likely to experience undiagnosed chronic conditions, have unmet and unmanaged mental health needs, and lack follow-through on care recommendations. They are also more likely to have increased ER visits. **Put simply, without a strong primary care physician relationship, people aren't getting the care they need.**



## The solution?

Accessible, longitudinal  
virtual primary care



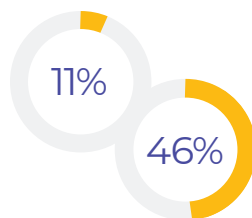
Virtual care has proven its value for episodic care. In fact, **an overwhelming majority of consumers now say they are either very satisfied or satisfied with their experience using virtual care.** Now is the perfect time to build on that momentum and extend this convenient, trustworthy virtual experience to primary care.

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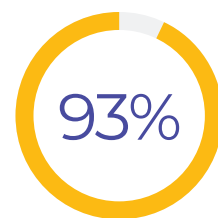
Virtual primary care aims to blend the value of primary care with the convenience of virtual care. Now is an essential time to accelerate primary care, to innovate, to deliver primary care with more flexibility, which must include virtual primary care.

**Paul Sarmiento, MD**, lead physician,  
Teladoc Health

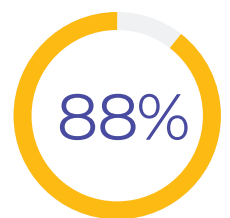
VIRTUAL CARE TRIAL → VIRTUAL CARE EXPECTATION



**VIRTUAL CARE ADOPTION  
SKYROCKETED FROM  
11% TO 43%<sup>1</sup>**



**OF CONSUMERS  
WERE SATISFIED OR  
VERY SATISFIED WITH  
THE EXPERIENCE<sup>2</sup>**



**OF CONSUMERS WANT  
TO CONTINUE USING  
TELEHEALTH SERVICES<sup>3</sup>**





## **Key questions:** What to ask when evaluating virtual primary care solutions

### **COMPLEMENTARY CARE**

- How does it integrate with existing plan benefits and design?
- Does it encourage lasting, multi-year relationships between members and their care team?
- Does it coordinate with existing care clinics and with referrals to in-network, in-person care?

### **MEMBER EXPERIENCE**

- Does the solution have a proven member engagement strategy that can overcome barriers to adoption and reliably entice members to try virtual primary care?
- How does the solution ensure that a member sees the same provider visit after visit?
- Does the solution deliver value beyond traditional brick-and-mortar primary care services?

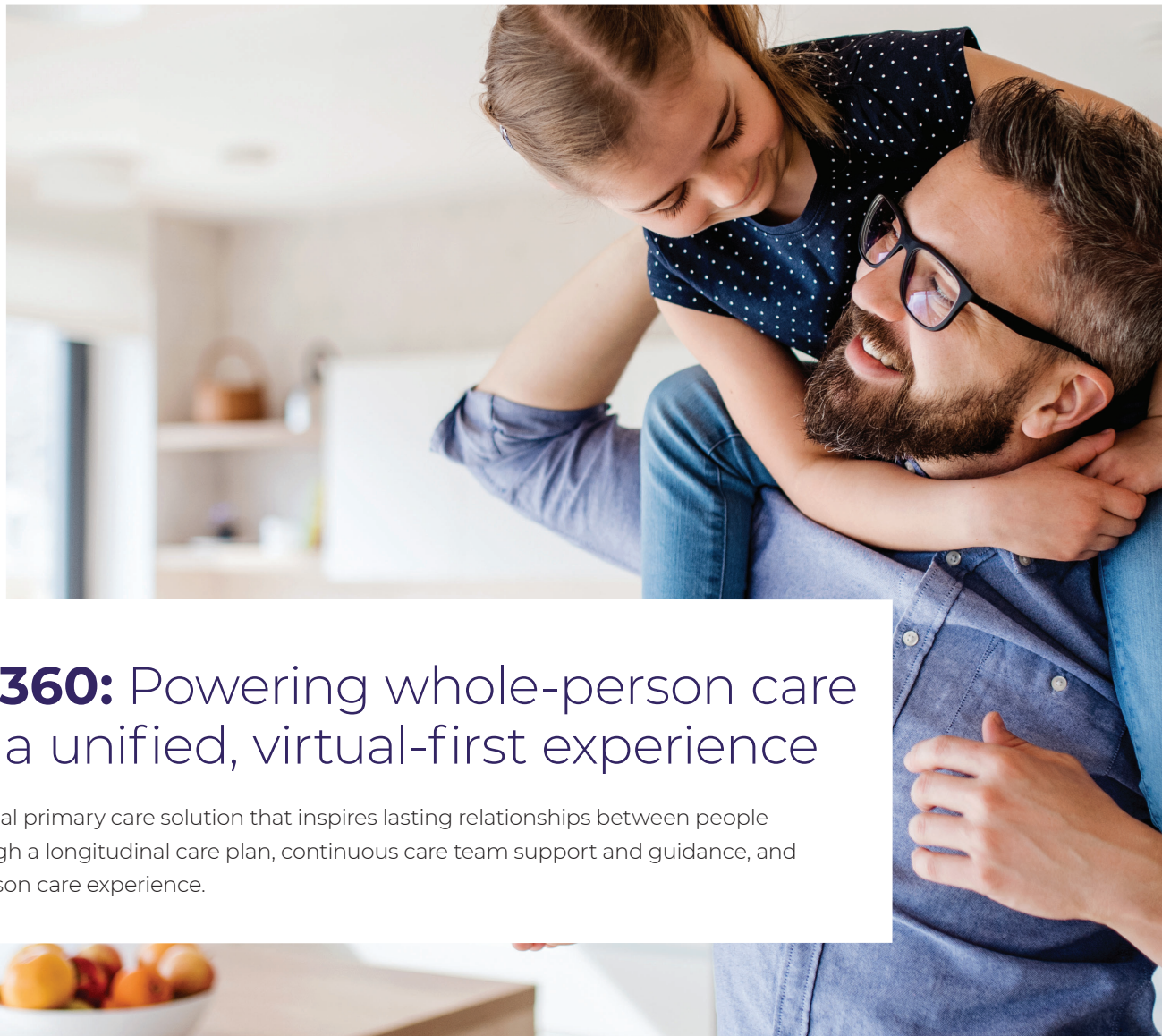
### **CLINICAL QUALITY**

- Does the solution deliver a range of high-quality clinical care, ensuring clinical excellence and consistency, with rigorous training and review policies?
- Are care providers trained to deliver care in a virtual setting?
- Does the solution deliver a range of high-quality clinical care, ensuring clinical excellence and consistency, with rigorous training and review policies?

### **SCALABILITY**

- Does the solution have a proven ability to meet member needs consistently, and across all modalities and geographies served?
- Is it truly secure and HIPAA-compliant across all touch points?





## **Primary360:** Powering whole-person care through a unified, virtual-first experience

Primary360 is a virtual primary care solution that inspires lasting relationships between people and providers through a longitudinal care plan, continuous care team support and guidance, and a unified whole-person care experience.

### **Our solution includes:**

- **Unified, whole-person experience**

A single virtual front door for a full spectrum of needs: wellness, chronic condition management, mental health, specialty care and beyond

- **Dedicated care team**

A core team including a primary care physician, registered nurse and medical assistant ensures care coordination

- **Longitudinal care plans**

Personalized care plans that change over time based on the member's needs and engage the member in longitudinal relationships with their care teams

- **Continuous guidance and support**

24/7 access to care, unlimited messaging, proactive health reminders and monitoring devices for easy sharing of biometric data

- **Navigation to high-quality specialty providers**

Concierge-level service guides members to in-network, high-quality specialty providers and facilities when needed





## Primary360: Engagement that delivers

### Proven value<sup>4</sup>:

- Appointments are available within seven days
- 12-15 care team interactions per year on average
- 54 minutes average length of a new-patient visit
- 28% of members with hypertension or pre-hypertension and 25% of members with diabetes or pre-diabetes received a first-time diagnosis
- 98% member satisfaction rating

### Timeliness of care through improved access:

- Earlier identification and management of chronic conditions
- Improved medication adherence
- Efficient care coordination with in-person providers with seamless data exchange
- Fewer missed appointments





With Primary360, members benefit from early identification of chronic illness, better medication adherence and fewer missed appointments, which lead to improved health outcomes. They also receive ongoing guidance and support from a dedicated care team, as well as a care plan, that keeps them on track to achieve their health goals.

Employers or health plans offering Primary360 experience improvement in member loyalty, maximized employee productivity and population well-being. Plus, gaps in care are addressed, access to care is expanded and better clinical outcomes are achieved.

**From annual exams, wellness and prevention, to sick care and more complex care needs, Primary360 is helping people establish lasting relationships with their care team. That in turn leads to better outcomes for members, employers and the health plans that serve them.**

<sup>1</sup>Bestsenny, O., Gilbert, G., Harris, A., Rost, J., "Telehealth: A quarter-trillion-dollar post-COVID-19 reality?" McKinsey & Company, July 9, 2021. <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality>

<sup>2</sup>PR Newswire. 2020. "New Survey Reveals High Demand for Telemedicine." August 20, 2020. <https://www.prnewswire.com/news-releases/new-survey-reveals-high-demand-for-telemedicine-301115288.html>

<sup>3</sup>Sykes, n.d. "How Americans Feel About Telehealth: One Year Later." Accessed October 2021. <https://www.sykes.com/resources/reports/how-americans-feel-about-telehealth-now/>

<sup>4</sup>Internal Teladoc Health data.

**LEARN MORE:** [TeladocHealth.com](https://TeladocHealth.com) | [engage@teladochealth.com](mailto:engage@teladochealth.com)

**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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