



1



2



3

Today's Objective

With the pandemic changing how many services in health care are delivered to patients, this course explores the area of Virtual Benefits and how significant amounts of health care services are being done in this growing virtual world. Understanding Virtual Benefit trends and identifying the needs of the client is key in delivering a solution to those who have and do not have health insurance and those who may be eligible or not eligible for traditional health insurance. The course will explore service and technology solutions that are available and how these benefits fit within the employer benefit offering.

4

What are Virtual Benefits?

- First "telehealth" images sent in Pennsylvania in the 1940's
- In 1950's at the University of Nebraska first video consultation
- In 1960's NASA begins exploring
- For many years looked at as basically Telemedicine
- Adoption by Behavioral Health
- Rural access focus
- Medical, Behavioral, Pets, Rx, Dental, Vision, remote monitoring, etc.

	Integrated Digital Health Platforms Addressing a Massive and Rapidly Growing Virtual Benefit Market Opportunity
	Pandemic has accelerated the acceptance, use and variety of offerings
	Healthcare Organizations embrace Virtual solutions and invest in systems and apps addressing a wide range of need
	Connections to Traditional & Virtual All areas of health testing on what can be done virtually and how to connect to on site
	Providing Access to Everyone Anywhere, anytime

5

MAHU Polling Question

Polling Question 1:

- What was the original color associated with St Patrick's Day?
- Yellow
 - Purple
 - Sky Blue
 - Green

6

The Problem

For the average American the healthcare system is broken and disjointed, and the statistics are staggeringly sad



Expensive

46%

Of insured adults can't afford their out-of-pocket costs not covered by their insurance?

Inaccessible

1 in 4

ER visits are the result of inaccessibility to regularly scheduled doctor visits?

Inconvenient

24 days

Average time to schedule a first-time appointment with a doctor in the U.S.?

51%

Of U.S. families decided not to seek medical or dental care in the past 12 months due to cost?

77%

Of U.S. rural counties are considered 'primary care health professional shortage areas' and 9% have no physicians at all?

3 of 4

Millennials would rather search for medical advice online vs. seeing doctors in-person?

Source: 1. KFF Health Tracking Poll (Sept. 23-Oct. 4, 2021) 2. National Rural Health Association 3. McKinsey, Healthcare Consumerism 2018 4. Harmony Healthcare IT Survey Reveals Millennials' relationship with Health Care, August 2016 5. Merritt Hawkins, 2017 Survey of Physician Appointment Wait Times and Medicare and Medicaid Acceptance Rates

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7

COVID's Effect on Healthcare

Secular tailwinds are radically accelerating the shift towards digital care



Market Forces

Rise in high deductible health plans (HDHPs) shifting risk to consumers

Consumer adoption of technology driving preference for change in healthcare

Rapidly increasing medical costs driving need for price transparency

COVID-19

50%

Of providers now view telehealth more favorably

50%

Of providers now more comfortable using telehealth

50-175x

More telehealth visits today vs. pre COVID

76%

of consumers now interested in using telehealth vs 11% use of telehealth in 2019

Source: McKinsey, 2020, Telehealth: A quarter trillion-dollar post-COVID reality?

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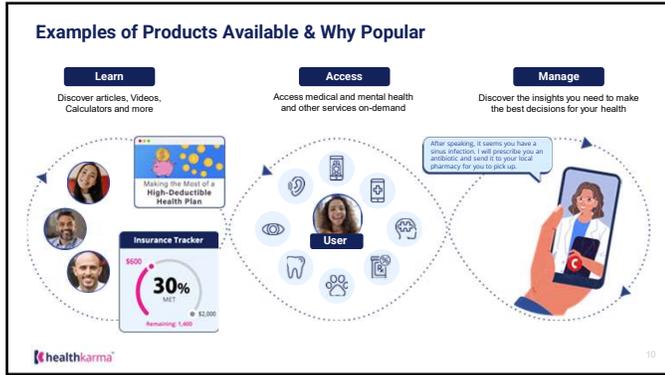
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Insurance or not? Eligibility? What about Omnibus?

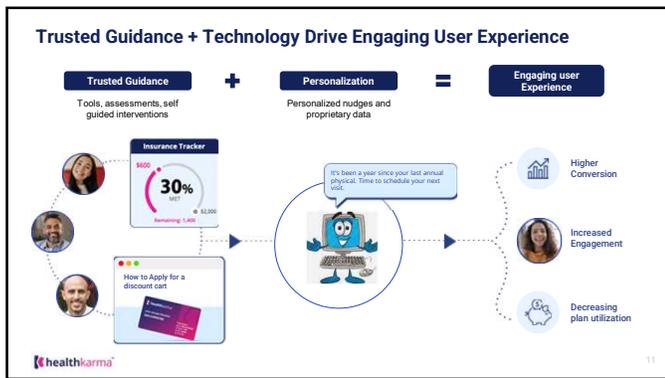
- There is a section in the final bill that relates to telehealth. Section 307 of the omnibus package extends the telemedicine flexibilities put into place during the public health emergency. The CARES Act, passed at the end of 2020, provided temporary relief during the pandemic by allowing HSA-qualified high-deductible health plans to cover telehealth services before reaching the deductible. It also allowed patients to choose and purchase telehealth services outside their HDHP without impacting their eligibility for an HSA.
- Section 307 of this omnibus bill extends these flexibilities for the time period of March 31, 2022, through January 1, 2023. Ultimately, these provisions in the omnibus bill accomplish what the [Telehealth Expansion Act of 2021](#), a bill that NAHU has been a vocal proponent of, would have done.

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9



10



11

MAHU Polling Question

Polling Question 2:

Which of the following are NOT associated with St Patrick's Day?

- Shamrock
- Green Beer
- Parades
- Kermit the Frog

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12

Trends we are experiencing in the market on virtual health

Consumer

- Benefits I can actually use
- I can't afford traditional care
- I'm OK to start with virtual care
- Give me more tools to understand my health
- My plan doesn't cover everything
- Spanish please

Employers

- Reduce employee turnover costs - ie interviewing, hiring, training, etc.
- Attract better employee talent by being more competitive
- Reduce employee time-off for medical reasons
- Part time employee challenges

Providers

- Licensure in multiple states to do more virtual
- Adding technology to connect with patients
- Finding independence after a couple decades of being purchased and become corporate

Brokers

- Offer benefits to everyone at an employer of any size
- Ability to get foot in the door to obtain new business
- Earn recurring commission and build a new revenue stream

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13

What is new and what is upcoming for Virtual? Chances for Growth

01 Current Innovation in the Market

- Example - Workers Comp claims mitigation
- Example - First Responders Trauma
- Example - Student focused solutions

02 Items Coming Soon

- Example - Dental Diagnosis
- Example - Vision
- Example - Behavioral specific apps and programs

03 What's Next

- Expect more, not less
- Do anticipate consolidation
- At home diagnosis, chronic care ongoing treatment

Growth

Multiple areas of growth will be available for brokers that invest time and become educated on virtual benefits.

Like all benefits, different variations and combinations of services will fit different groups and their budgets. Make sure you are the one that is educating your clients.

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14

Miscellaneous Items We Should Address

Why businesses are adding more virtual benefits

- Level Funded Plans
- Self Funded Plans
- Plan design, premium increases
- Full time vs Part Time vs 1099 challenges

What types of businesses are using virtual benefits

- Does size of employer matter?
- Does type of employer matter?
- Does geography matter?
- Does mix of employees matter?

What are some of the big health insurance companies doing?

- Buying virtual products/providers
- Third-party data providers
- Wellness Platforms
- Digital Solutions

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15

Anthem
2019 Annual & Corporate
Responsibility Report

CEO letter Reporting Cultivating
whole health Pioneering
tomorrow's
healthcare

PIONEERING TOMORROW'S HEALTHCARE

Becoming a digital-first platform for health

All too often, healthcare services are fragmented in ways that create inefficiency while reducing access and affordability. Anthem is boldly pursuing a new era of healthcare that works better for everyone. Our goal is simple: develop and share digital tools that can make improved health and well-being more attainable than ever.

16

16

HEALTH TECH

Amwell scoops up 2 digital health companies for \$320M as tech M&A heats up

PAYERS

Cigna's Evernorth completes acquisition of virtual care provider MDLive

17

Questions & Comments?



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18

18



Thank you for your time.

Please contact Travis Jackson with any questions you may have.

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19
