



MDLIVE®

Three “must haves” for enlisting a telehealth vendor

Providing Telehealth Solutions Connecting
Consumers and Healthcare Providers



Cone Health is an integrated not-for-profit network of healthcare providers serving customers in multiple counties in North Carolina and Virginia. As one of the region’s largest and most comprehensive health networks, Cone Health has more than 100 locations, including six hospitals, three ambulatory care centers, three outpatient surgery centers, four urgent care centers, a retirement community, more than 100 physician practice sites, and multiple centers of excellence. The organization’s tagline – “The Network for Exceptional Care” – highlights Cone Health’s commitment to excellence, which is shared by more than 14,000 employees, 1,300 physicians, and 1,200 volunteers.

Background

In an evolving healthcare environment of patient-centered accountable care, and with competitors touting new low-acuity telehealth offerings, Cone Health recognized it was time to develop its own virtual-care program.

After meeting with several prospective telehealth vendors, Cone Health decided MDLIVE could best meet their requirements, and chose MDLIVE as their virtual-care partner in March 2016. Since then, Cone Health has become one of MDLIVE’s most trusted healthcare allies, with several lines of business currently operational and multiple pilot projects underway, with more being planned.

“We’re an organization that fosters a culture of innovation to help transform healthcare delivery. The MDLIVE team is a willing partner throughout that journey.”

John Jenkins, MD, SVP
Chief Clinical Officer of Connected Care
Cone Health

Cone Health had three “must-haves” for enlisting a telehealth vendor:

1. The ability to deliver a branded telehealth practice.
2. The ability to help Cone Health expand its service offerings.
3. The resources and know-how to help Cone Health achieve Tier 1 provider status for local telehealth services.

Providing Affordable Health Care to Cone Employees – and to the Larger Community

At the initial rollout, Cone Health launched an employee-focused telehealth offering that allowed Cone Health employees to access quality medical care 24/7. The program helped employees save money and time by heading off more expensive urgent care, emergency room (ER), and in-person doctor visits for conditions like the flu, sore throats, and other non-emergency health issues. This translated into savings for Cone Health by reducing employees' claim costs to the self-insured healthcare plan.

Cone Health implemented a direct-to-consumer program in December 2016, integrating the MDLIVE platform into the community. Soon after, Cone Health expanded into reselling opportunities with local businesses that packaged Cone Health's branded telehealth service as a health and wellness benefit to employees. Companies could offer their workers access to affordable, convenient care, reducing absenteeism and mitigating longer-term health expenses and lost production from missed work days.

Cone Health and MDLIVE also reached out to the community in other ways. When Rockingham County Healthcare Alliance (RCHA), a rural health clinic serving indigent, under-insured and uninsured patients, lost its only healthcare provider, patients were left with no care options other than traveling to the nearest ER. MDLIVE rapidly deployed a telehealth platform and fully trained all staff at the facility, enabling RCHA to provide comprehensive low-acuity care to their patients in need.

96%

of large employers are expected to offer telemedicine as a benefit in 2018.

Source: National Business Group on Health

By utilizing telehealth consults instead of ER or urgent care center visits, Cone Health expects to save over **\$500,000** in the telehealth program's first full year of implementation in the employee health plan. This represents an expected **ROI of 2.5:1**.

“About a year into the collaboration, MDLIVE asked, ‘How can we make this even better? What else can we do to take this platform to the next level?’ At that point, it was clear MDLIVE was a collaborative partner committed to a long-term, durable relationship.”

Charisse Hutcherson,
Director of Connected Care, Cone Health



Enhancing Chronic Care Management

Recently, MDLIVE integrated with Cone Health's Epic EHR platform for health records, patient scheduling, and documentation, enabling Cone Health to extend its telehealth offering into chronic disease management. The MDLIVE platform is highly flexible, synchronizing Cone Health's infrastructure and assets with customers' existing physician workflows and documentation tools – creating a seamless experience on both sides of the virtual visit.

Two new pilot programs are underway to address the growing need for connected care in an aging population. For one pilot, cancer patients undergoing chemotherapy can schedule follow-up visits to see a healthcare provider via video conference at a Cone Health Symptom Management Clinic. In another pilot, Cone Health is incorporating telehealth into a primary care site for managing annual Medicare wellness visits and ongoing chronic care management.

The need for connected healthcare is essential as the population ages and chronic medical conditions are on the rise. Connectivity enables patients and healthcare professionals to seamlessly access data and information, improving the quality of health outcomes while reducing costs. With MDLIVE's platform, Cone Health integrates patient information from a variety of access points.

“There is a lot of change happening in how we're delivering telehealth through ACOs and chronic care models. This has opened new pathways for access to care that previously didn't exist. We're initiating multiple pilots with MDLIVE that will broaden our offerings to the community, making healthcare more accessible and convenient for all our constituents. MDLIVE's spirit of innovation and co-creation is very important for a system like Cone Health that wants to lead, not follow, in healthcare.”

— Dr. Jenkins

Cone Health is currently assessing the feasibility of several additional pilots, which include the following:

- A project to focus on patient education that they have a telehealth option available
- A telehealth platform to augment school health services by linking students with their pediatricians
- A partnership with a 340B specialty pharmacy that gives Cone Health employees access to lower-cost specialty medications, which may improve patients' adherence to treatment



Future Directions

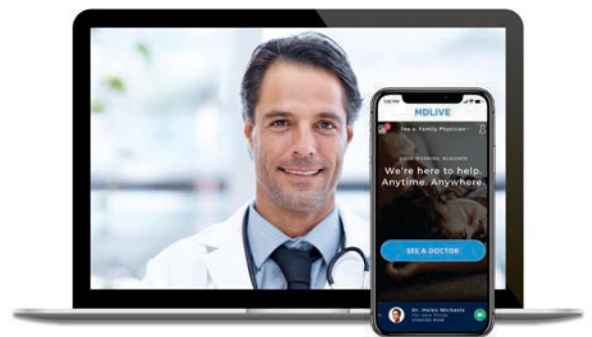
Cone Health will continue to expand its reseller program to support a wider range of constituents. Cone Health is excited about the future challenges in telehealth and believes it has the right partner in MDLIVE to help navigate the rapid change of pace in virtual care.

Why MDLIVE? Our Solution:

- Executes your brand consistently with full white labeling capabilities
- Creates a health systems virtual care program and extends the relationship of your healthcare system in your community
- Offers customized engagement tools to help you drive patient registration
- Provides proven strategies and programs to educate patients on health and wellness management to drive usage
- Includes marketing strategies and support to maximize awareness and utilization

“MDLIVE helps us deliver convenient, patient-centered care for the new generation of health consumers, making them loyal Cone Health customers who will continually choose us for their care.”

— Dr. Jenkins



Download the app.
Activate your account. Visit a doctor.

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call +1 (800) 400 MDLIVE
or visit MDLIVE.com**