

How MVP Health Care® Used Telehealth to Deliver More Personal Care to Members

Opportunity

MVP Health Care® is a nationally recognized, regional not-for-profit health plan serving more than 700,000 members across New York and Vermont. As part of the health plan's company-wide initiative to deliver more personal care, MVP was in search of a service that could bring care to members when and where they needed it most.

Solution

MVP partnered with American Well to deliver a variety of telehealth programs to its entire membership, including 24/7 urgent care, behavioral health, psychiatry, lactation and nutrition. The health plan engaged local provider groups in telehealth to better serve its members and measured value associated with the benefit.

Success

Since launching its telehealth service, myVisitNow®, MVP has created a more member-centric experience.

- 30 percent of members who registered for myVisitNow have gone on to have a visit
- Engaged local provider groups in telehealth
- 93% of members have rated their myVisitNow experience as "excellent"

93%

Of members rated their telehealth experience "excellent"

**Engaged local
provider groups
in telehealth**

30%

Of members who signed up for the benefit had a visit

Background

MVP, headquartered in Schenectady, New York, is a not-for-profit health plan serving more than 700,000 members in New York and Vermont. MVP had a company-wide goal of creating more personalized care within the communities it served and believed a well-aligned telehealth offering could provide its members with more convenient, supportive healthcare when and where they needed it.



Getting Started: Personalized Care Through Telehealth

MVP was already familiar with telehealth through its large ASO accounts. “We were receiving interest from different large accounts and brokers, and it was obviously something that was growing in the industry,” says Bob Hartman, program director of product strategy and planning at MVP.

Originally, MVP offered American Well’s direct-to-consumer telehealth offering, Amwell, to large ASO groups who requested the benefit. However, as more requests came in, MVP executives began to identify telehealth as a benefit they could use to help achieve its company-wide goal.

- Chief Executive Officer Denise Gonick believed telehealth fit nicely into the company’s overall strategy of more personal healthcare
- Carl Cameron, MD, Vice President of Medical Affairs, viewed it as an opportunity to increase access and help further MVP’s mission of creating the healthiest communities
- Ted Herman, Senior Leader of Marketing and Communications, saw telehealth as a way for the marketing team to message more personal care to members

“We consider telehealth part of our effort to facilitate the delivery of care when and where the member needs it,” says Herman. “It’s about being able to promptly schedule or deliver care with physicians and specialists that might otherwise require weeks of wait time.”

Expanding Telehealth to All Members

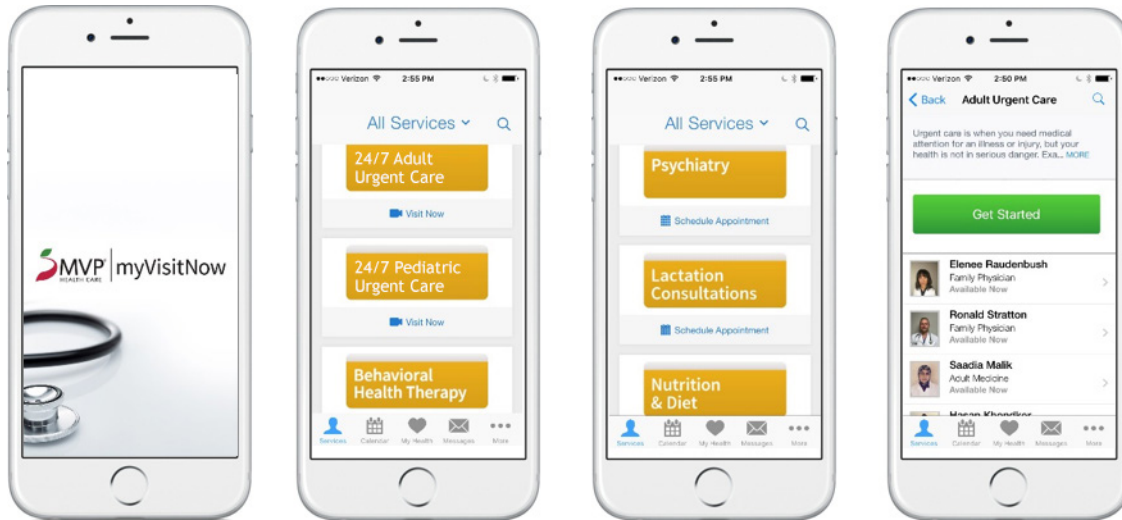
When MVP decided to expand telehealth to other members, it needed to determine how to offer the benefit and to whom. “We needed to decide if we were going to do the same thing we did with ASO groups and offer Amwell, or if we were going to white-label it and offer telehealth as our own,” says Hartman. MVP ultimately decided to move forward with American Well’s enterprise platform, which allowed them to fully brand the service, expand to unique service lines, and partner with local providers to staff the system.

As for who would receive the benefit, MVP decided to launch telehealth to its commercial fully insured plans, Medicare, Medicaid, any ASO group who opted into the benefit, its Essential Plan and Vermont large group plans. Since launch, MVP expanded the benefit to cover Vermont small group plans and individual plans. MVP is particularly passionate about expanding telehealth access to its Managed Medicaid population and will begin doing so in the near future.

1. Branding the Telehealth Service

One of the benefits of American Well’s enterprise solution was that MVP was able to fully white-label the telehealth app and platform with the MVP brand, allowing them to reemphasize its commitment to personal healthcare delivery. “Telehealth is a new modality of care for most members,” says Herman. “We believe branding the experience offers assurances to our members that this has met our own corporate standards of excellence—it’s a trust thing that’s very important to our members.” MVP branded its telehealth offering myVisitNow and displayed this branding on the white-labeled telehealth mobile app, as well as on the web platform.

MVP Health Care's telehealth app



2. Telehealth Service Lines: Urgent Care to Care Management

When MVP launched myVisitNow in January 2017, it launched with many use cases—including 24/7 urgent care, behavioral health, lactation and nutrition—and has since expanded to psychiatry and care management.

- **Urgent Care:** To date, 24/7 access to urgent care has been the most popular use case among members, followed by behavioral health services. “It’s no surprise that urgent care is the most heavily utilized,” says Hartman. “All our commercials talk about urgent care and we’ve received great reception on the urgent care side.”
- **Care Management:** MVP has also begun to expand to more innovative use cases, including care management. The health plan is currently working with members post-hospitalization to ensure that they understand their discharge orders and that all their needs are met. The care managers have begun piloting the use of the telehealth platform for members when a home visit is not feasible. Instead, they’re now using the **myVisitNow** platform.
- **Future Use Cases:** MVP also sees potential within medication management, women’s health and using behavioral telehealth to fill in gaps in care.

3. Engaging Local Providers in Telehealth

To help deliver personal care to its members and improve continuity of care, MVP looked to engage local provider groups and partners in telehealth. Forming a partnership via telehealth helps local providers increase the visibility of their own offerings, as well as more conveniently meet their patients’ needs.

“One of the reasons we chose American Well is because of the versatility that the platform offers in terms of the different partnerships,” says Hartman. Providers have three different options when practicing telehealth with MVP:

- **Join Online Care Group (OCG),** an online medical group exclusive to American Well. This is a great way for the provider to test telehealth.
- **Explore partnership** opportunities with MVP to see MVP members.
- **Join American Well’s Exchange** to see MVP members, as well as their own patients.

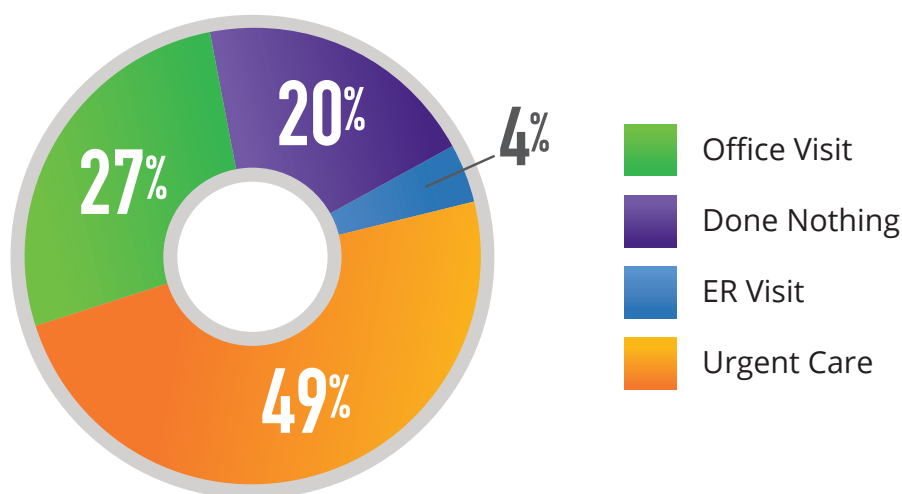
"In my mind it's like a continuum. There are a lot of different possibilities depending on their appetite and resources," says Hartman. "There has been a lot of interest from local providers who want to learn more and experience telehealth."

MVP Heath Care Sees Value with myVisitNow

After every telehealth visit, patients provided feedback on where they would have sought care if they were not able to use myVisitNow.

- 49% of patients said they would have gone to an urgent care center
- 27% would have gone to a doctor's office
- 20% of patients said they would have "done nothing" and would not have seen a doctor
- 4% would have gone to the emergency room

Where patients would have gone if not for myVisitNow



Because a large portion of MVP members live in the rural areas of Upstate New York and Vermont, the 20% of members who reported they would have "done nothing" if not for telehealth could point to a healthcare access issue. By providing these members with convenient care when and where they needed it, MVP is meeting its goal of more personal healthcare.

"When we first started thinking about telehealth, the 'done nothing' part of the question was a negative. We saw it as additional cost," tells Hartman. However, 'done nothing' is actually the most important number to look at. If certain conditions go untreated they could turn into something more serious and eventually require treatment at a more expensive site of care. "The culmination of every single 'done nothing' is helping us shift our organization's focus from care treatment to care prevention," says Hartman.

MVP also sees the value of telehealth through member satisfaction. In fact, 93% of members rated their myVisitNow experience as "excellent," while 97% of members rated their telehealth provider "excellent."



Looking Ahead: Expanding Personal Healthcare

With increased interest from local providers, innovative use cases being piloted, and its proposal to have telehealth recognized as part of the Medicaid benefits plan being reviewed by the state, MVP has set its telehealth strategy up for long-term success. myVisitNow is helping MVP Health Care achieve its mission of creating the healthiest communities for its members by giving them access to low-cost, high-quality care in a newly convenient way.