



Telehealth for Medicare Advantage

Differentiate your Medicare Advantage plan by offering your members the ability to access care conveniently, while enjoying a high quality of life. Be one of the first health plans to offer telehealth as a benefit to your Medicare Advantage members.

The 65+ population is increasingly familiar with and accustomed to video calls. In American Well's 2019 consumer survey, 55% of respondents with Medicare coverage reported familiarity with video calls, and 58% said they are very or somewhat willing or to have a video visit with a doctor.

A product designed with seniors in mind

- **A phone-only option** for members who prefer not to use video.
- **Multiway video** to include caregivers, care managers and specialists.
- **Access to members' own providers.** Many seniors would prefer to see their own doctor over telehealth. Empower your network providers by providing access to the platform to see their own patients.
- **Clinical data delivered to the physician at the time of the visit.** Show providers clinical data such as gaps in care, formularies, output from remote patient monitoring devices and referral guidelines, when they need to see it – during the visit.
- **Your service, your brand.** Use our software development kit to integrate your fully white-labeled telehealth infrastructure into your existing digital assets and member touchpoints, such as member facing apps, member services, nurse triage lines and care coordinators.

- **Access to specialists through the Exchange.** Offer appointments with hard to reach providers, and meet network adequacy requirements by providing specialists to your members through the American Well exchange.
- **Remote patient monitoring partnerships.** Leverage American Well's partnerships with Medtronic and Philips to better manage your high cost members with chronic conditions.
- **Real-time claims eligibility.** The platform performs a real-time eligibility check to verify coverage and show appropriate services and copays. It even submits the claim.

Medicare Advantage specific engagement package

- **Sales kit:** Tools to train brokers on the value of telehealth
- **Member journey consultation:** Identify where to incorporate telehealth to drive utilization and reduce costs:
 - *Script and navigation menu for member services team & Nurse Line*
 - *On hold messaging line*
 - *Website & app review*
- **Member engagement:** CMS approved materials targeted for the Medicare Advantage population

Clinical services

- Offer both **urgent care** and **behavioral health** services to your members with the Online Care Group, the nation's largest group of telehealth providers.
- **Share visit summaries with members' PCPs** through email, fax, secure message, or CCR/CCD EMR integrations.

Success tracking

- **Own and analyze your data.** Your data is your own. Track enrollments, utilization, prescription rates, diagnoses, cost savings and more. Create dashboards to easily monitor progress.

To learn more, please contact:

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