



How Employers can Partner with Local Health Systems to Transform their Telehealth Benefit and Drive Savings

Baptist Health South Florida is a not-for-profit healthcare system in South Florida comprised of 10 hospitals and more than 50 outpatient centers, treating 1.5 million patients annually. Since 1960, Baptist Health has established an outstanding reputation for quality care and service excellence within the community.

In 2016, Baptist Health launched Baptist Health *Care On Demand*, its direct-to-consumer telehealth service, to provide more accessible, affordable and high-quality care for non-emergent issues. Since launch, Baptist Health has seen the impact and value telehealth has on both the patient and the organization, and wanted to expand that impact to local employers and their employees.

Opportunity

In February 2019, Baptist Health partnered with Fontainebleau Hotel in Miami Beach to provide telehealth benefits to a segment of their employed population. The hotel had previously been using a national telehealth provider without local brand awareness.

Success

In 4 months, Baptist Health transformed the hotel's telehealth benefit for employees. Through strong brand recognition, grassroots marketing and superior customer service, Baptist Health:

- Doubled the number of virtual visits in four months as the previous telehealth provider did in nine months
- Saved the employer group \$18,300 on healthcare costs
- Saved its employees more than \$3,050 in healthcare costs

In 4 months:

DOUBLED

the number of telehealth visits the previous telehealth provider did in 9 months

\$18,300

Worth of savings for the employer

\$3,050

Worth of savings for employees

Background

Baptist Health has a strong commitment to the communities it serves, and has become a trusted, recognizable and respected brand in the area over the last 60 years. Baptist Health *Care On Demand* was launched as an extension of Baptist Health's current healthcare services, with a focus on meeting consumer needs for time, cost, access and convenience. Baptist Health recognized that generations of patients and families would prefer connecting with a known health system.

This recognizable and trusted brand is why Fontainebleau Hotel Miami Beach decided to form a partnership with the health system to deliver a convenient healthcare benefit to a group of employees. The hotel had been using another telehealth provider, but was seeing poor utilization.

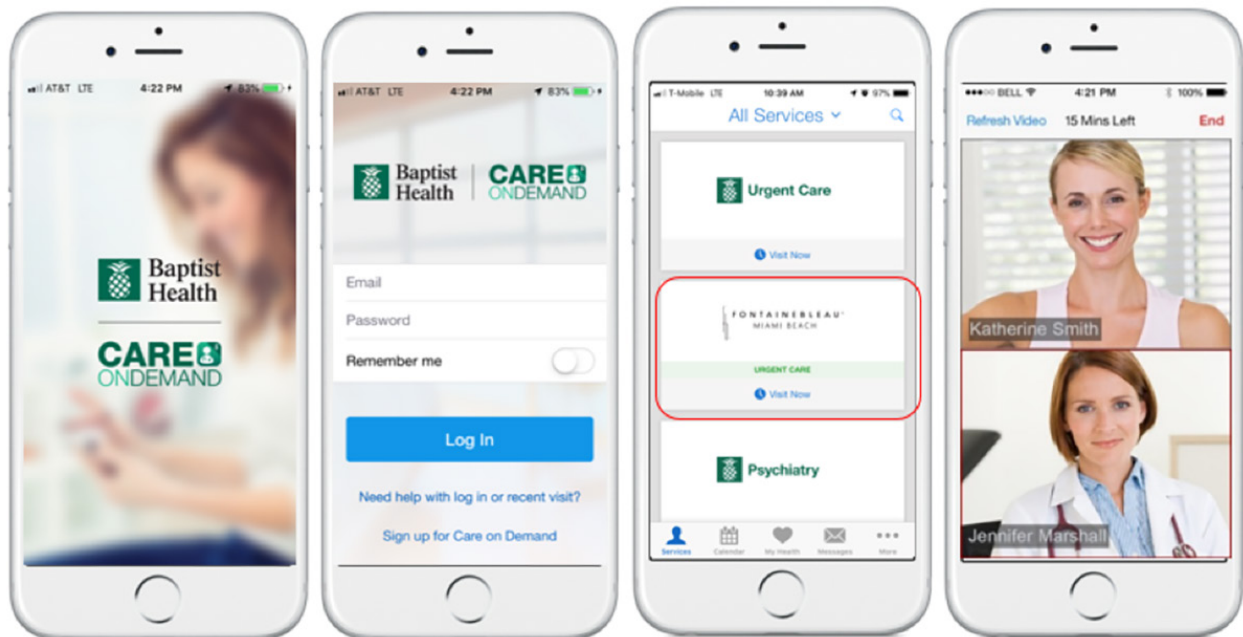
The pilot partnership aimed to identify if partnering with a local, known health system could improve utilization of the telehealth benefit and increase the cost savings for both Fontainebleau Hotel and its employees. The pilot also hoped to reduce employee absenteeism and increase satisfaction through improved health benefits.

Engaging Employees in Baptist Health *Care On Demand*

Fontainebleau Hotel's previous telehealth provider was primarily phone-based, and offered telehealth at a \$50 co-pay. Baptist Health utilizes American Well's video-based telehealth technology for *Care On Demand*, and decided to offer urgent care to employees and dependents at a \$0 co-pay.

Utilizing Baptist Health's white-labeled app for *Care On Demand*, Fontainebleau Hotel employees log in and immediately see a Fontainebleau-branded telehealth practice. "Employees see this and think, 'Okay, I belong here. This is where I go,'" said Erika Alvarez, Business Solutions Specialist, Telehealth at Baptist Health South Florida.

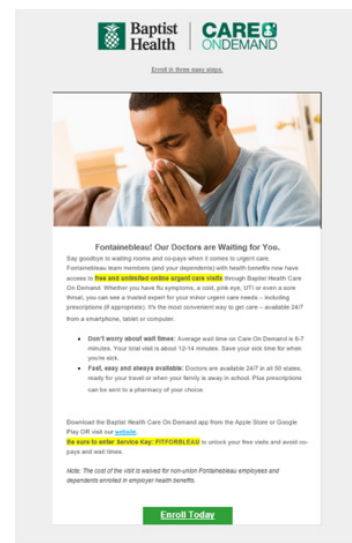
Baptist Health *Care On Demand* mobile app



The health system began its promotion in mid-February 2019 with on-site activation. “We went to the hotel and started enrolling employees in *Care On Demand*,” said Alvarez. “It was meant to be a very engaging experience, where we answered questions and helped employees download the app and sign up.” The Baptist Health team also leveraged promotional items and Miami Heat tickets to incentivize registration.

The on-site activation proved to be very successful for Baptist Health. “Everyone knows the Baptist Health brand, so they’re more comfortable using our service than they would be another service,” said Alvarez.

Due to its success, Baptist Health held another on-site activation a few weeks later, in addition to sending emails, and working with Fontainebleau Hotel’s human resources team on newsletters and marketing materials to post in employee areas. Allowing Fontainebleau Hotel to promote the telehealth service under the Baptist Health brand—a brand employees are familiar with—was instrumental in driving registration and visits.



Example of a marketing email to Fontainebleau employee

Results: A strong launch with immediate cost savings

In the first four months, Baptist Health conducted double the amount of telehealth visits as the previous telehealth provider did in nine months. This is particularly notable, as Baptist Health was only offering it to a segment of employees—who make up roughly 31% of the total number of employees—while the previous telehealth provider was offering it to nearly the entire employee population.

Since *Care On Demand* urgent care was available with no co-pay to employees and dependents, Fontainebleau employees have saved more than \$3,050 collectively in four months on their personal healthcare expenses. Fontainebleau Hotel has seen an initial healthcare cost savings of \$18,300 since partnering with Baptist Health.

The program has also led to high satisfaction, with 98% of employees rating their experience with the doctor and service very highly.



“Not only are our providers staffing the service excellent, our medical director follows up with every Fontainebleau employee that uses the service to make sure they are feeling better,” says Alvarez. “We are known for our excellent customer service and we really want patients to know we care.”

Looking ahead: Creating more partnerships and engaging Baptist employees

Following great results in the first few months of partnering with Fontainebleau, Baptist Health expects the cost savings for the hotel and its employees to increase as utilization grows. They would also like to eventually offer the telehealth benefit to Fontainebleau's remaining employees, proving that a local health system can help employers increase utilization of telehealth.

Baptist Health is looking to partner with other local employers to help them offer a more cost-effective, convenient health benefit for employees.