

Digital Health

Transforming the Delivery of Healthcare

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Why Digital Health

The COVID-19 pandemic profoundly impacted people, industries, and businesses across the world. The healthcare industry especially was significantly affected, which impacted patient access in several ways, from private primary care practices closing their doors, to people delaying care, to an increased adoption of virtual care solutions.



Premise Health saw a **555% increase in virtual visits** from April 2020 to April 2021.

Over the course of the pandemic, people embraced virtual care, and every generation is now a digital generation. Recent Harris Poll data¹ suggests:

48%

of seniors (65+) say they will likely continue to use telehealth post-pandemic

65%

of participants plan to continue to use telehealth in the future

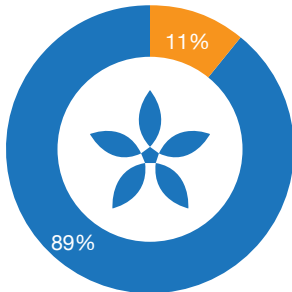
35%

of the general public have said they would consider replacing primary care doctors for qualified doctors on-demand via telehealth

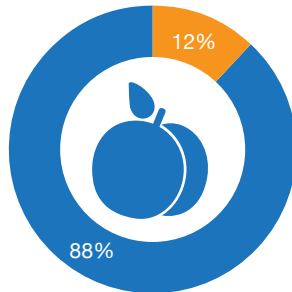
As patients' needs have changed, so too have employers' strategies. Premise Health polled 270 of its employer clients to learn how they are rethinking their approach to employee healthcare. When asked to identify top priorities for their organization in 2021 and 2022, almost all answers could be attributed to the impact of the COVID-19 pandemic. Nearly three-quarters of employer clients said providing on-demand, virtual healthcare options would be critical.

These insights from Premise clients confirm what has been seen throughout the broader healthcare landscape – in-person care continues to be the foundation of our care delivery system, but digital care will play an increasingly important role and, for some, an exclusive role. Our prediction at Premise Health is that certain types of care, like primary care and behavioral health, are better suited for digital delivery and will have higher long-term utilization than others, like obstetrics or orthopedics. That means that in some areas, virtual utilization may be as high as 50% of all care delivered, while in others it may be 20 or 30%.

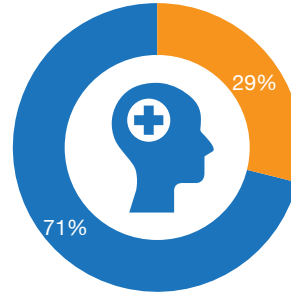
Premise data from 2021 shows that **there is a lot of variability in how patients choose to access care** **digitally** and **in-person**.



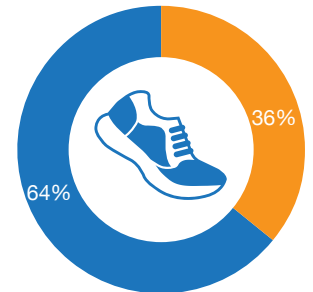
Wellness Coaching



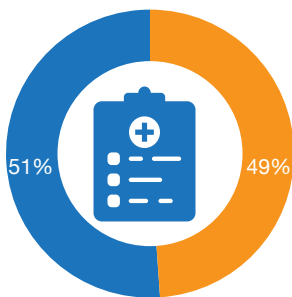
Nutrition



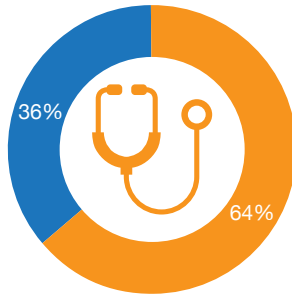
Behavioral Health



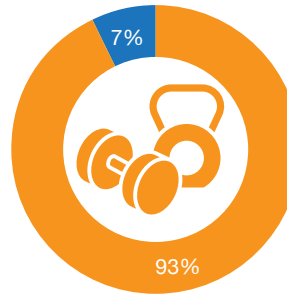
Fitness



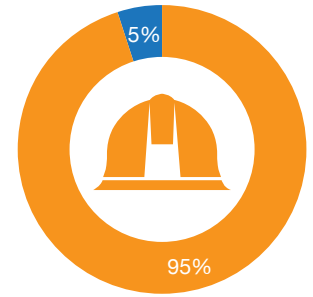
Condition Management



Primary Care



Physical Therapy



Occupational Health



The Evolution of Traditional Telehealth

Telehealth, a term used interchangeably with virtual health, telemedicine, and telecare, is a solution many companies are integrating into their standard healthcare benefits offering. But what is telehealth exactly? Defined broadly, it is a virtual interaction with a medical provider via phone, video, or secure message instead of a face-to-face office visit. What started as a simple approach to putting important health information at patients' fingertips has evolved into a multi-faceted care delivery system.

It offers unparalleled convenience for people everywhere while playing a vitally important role when in-person care is not preferred. Over the years, virtual care delivery has continued to evolve as new technologies and advancements come to market and healthcare consumers find their preferences are changing. There are three channels that telehealth providers can use to engage patients: asynchronous, synchronous, and a hybrid approach. Each channel has its unique benefits and use cases.



ASYNCHRONOUS

With asynchronous care, patients and providers can interact on their own time. Providers can send secure messages to check in on a patient's health status, share lab results, or respond to a medication refill request. Asynchronous interactions can also involve the secure transfer of health information from one provider to another for independent medical review or assessment. This often involves a specialist or other healthcare provider for things like second opinions and e-consults.

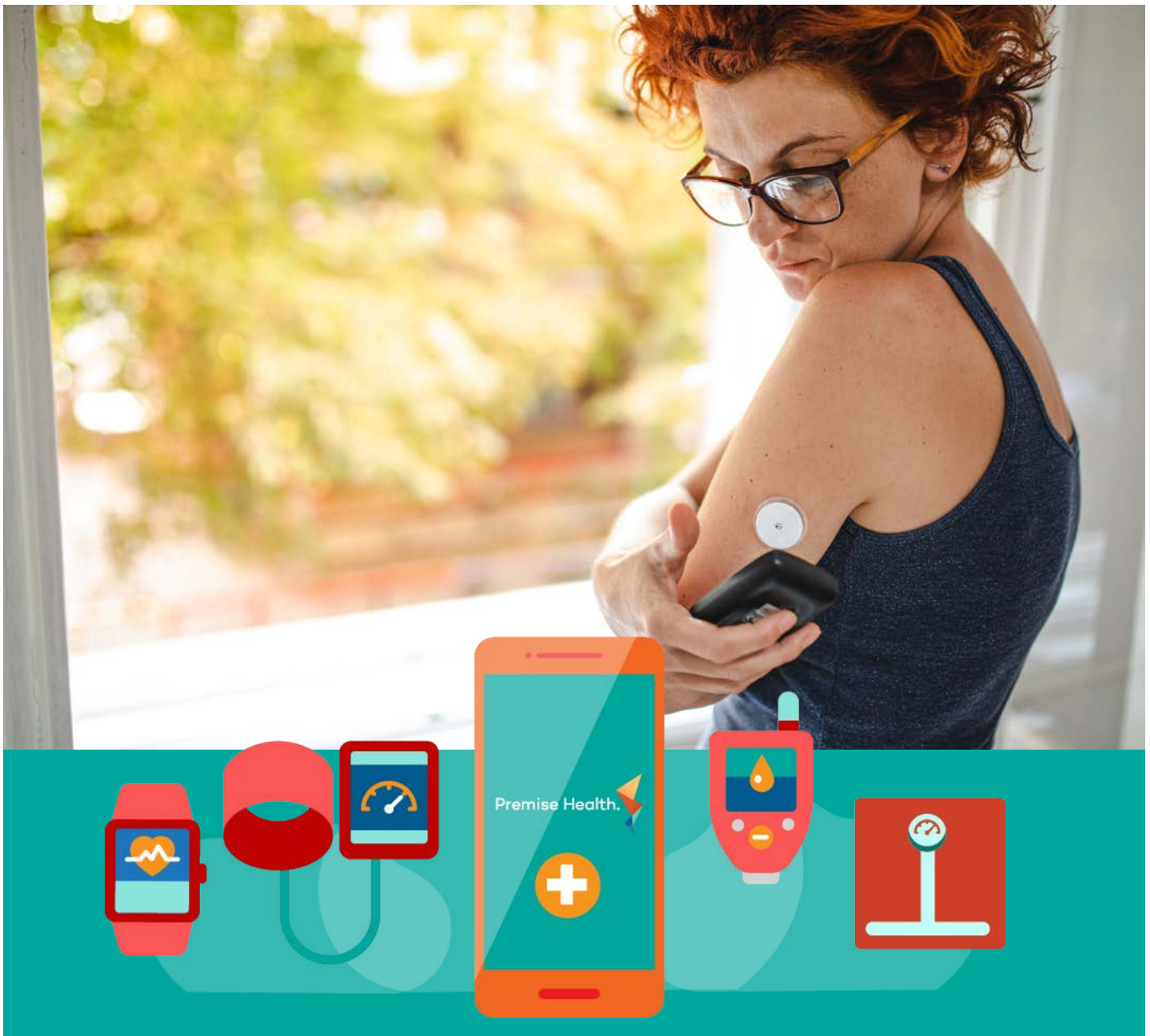
Asynchronous telehealth is extremely convenient for patients, allowing them to schedule and check-in for appointments, receive preventive care reminders, access after-visit summaries, and review lab results on their own time from a secure portal. Whether accessed from a phone or computer, asynchronous interactions help individuals stay on top of their health and seamlessly communicate with a provider when it's most convenient for them.



SYNCHRONOUS

Synchronous virtual visits are real-time interactions with a provider that are either telephonic or face-to-face secure video chats. Care can range from preventive visits and simple check-ups to on-the-spot guidance or middle-of-the-night "what now's?". Throughout the COVID-19 pandemic, this modality was essential to reinforcing the country's healthcare infrastructure by ensuring individuals can meet their everyday needs while allowing hospitals to focus on treating emergent cases.

Synchronous telehealth delivers value to patients through increased access and convenience. As what was once a boutique solution for tech enthusiasts becomes mainstream, organizations need to ensure it integrates into healthcare delivery in the right way.



HYBRID

Combining asynchronous and synchronous telehealth modalities offers distinct capabilities to both providers and patients. In the age of intelligent technology and advanced telecommunications, hybrid capabilities and care types continue to expand across the tech and healthcare industries. From remote monitoring and virtual reality simulations to teleICUs and robotics, the telehealth innovation roadmap has only just begun.

Medical devices like blood pressure cuffs and heart rate monitors transmit data directly to a patient's medical record, allowing members to track their health in real-time and gathering accurate data so providers have greater visibility into their health status and can take specific action if needed. This smart technology allows providers to intervene as appropriate, or in critical moments, and track health improvement (or regression) over time. This shows promise for patients with chronic health conditions like diabetes, hypertension, or asthma. It also helps individuals stay informed and encourages them to play a more active role in their health.

Common **Telehealth Products**

Virtual care has an expansive reach and makes connecting to a variety of providers and care types seamless. However, not all platforms are created equal. Quality can vary widely from provider to provider and many point solutions lack continuity, aren't connected to the broader healthcare ecosystem, and don't provide comprehensive services.

As a result of the COVID-19 pandemic, there has been an increase in the number of telehealth services entering the market that range from virtual primary care and behavioral health to population health management and virtual second opinions. Products typically seen in the space include:

ACUTE AND EPISODIC CARE

Traditional telehealth products have primarily focused on acute and episodic care for urgent or after-hours needs as an alternative to pricey emergency room visits. Up until recently, the “sick care” model has been the main application of telehealth, but now patients and organizations have become more comfortable with expanding the types of care available virtually. Centralized digital solutions that go beyond short-term illness and injury care help patients better manage their health and facilitate seamless transitions between in-person and virtual visits. This typically takes shape as a primary care home which allows patients to establish a long-term relationship with a consistent primary care provider while benefitting from the convenience of virtual care. Increasing access to holistic digital healthcare that addresses long- and short-term needs of patients is an essential component to any self-insured organization's benefit plan.



BEHAVIORAL HEALTH

With nearly one in five adults in the U.S. living with a mental illness², the need for behavioral health support has become essential to maintaining overall health. Virtual behavioral health increases access to a licensed behavioral health provider by connecting people to counseling from the comfort of their home or on the go. With top-notch digital care services, individuals can schedule an appointment through a secure healthcare portal where they can receive counseling for a variety of needs, including two of the most common diagnoses since the beginning of the pandemic: anxiety and depression. After an initial consult, a treatment plan is developed to address their unique goals and help them work towards optimal mental and emotional wellbeing.



POPULATION HEALTH MANAGEMENT

Chronic conditions represent a large portion of healthcare spend for self-insured employers and commercial populations, and many people with these conditions can benefit from virtual support. In a Premise Health analysis of claims data, 5% of patients typically drove up more than 60% of total costs. However, only 1 out of 5 of these individuals will be high-cost year-over-year. More and more organizations are implementing this proactive and data-driven solution to identify and develop personalized care plans for individuals to improve their health. Reducing the amount of complicated medical needs can be the difference between rising healthcare costs and healthier, happier workforces.

OCCUPATIONAL HEALTH

Occupational health in a virtual setting typically focuses on injury triage for non-serious injuries that occur in the workplace. Injuries like strains, sprains, first-degree burns, abrasions, rashes, and more can be evaluated virtually to help workers avoid costly emergency room visits that may not be appropriate. A cutting-edge partner with an expanded virtual occupational health offering goes beyond injury triage to support organizations and members with safe return-to-work strategies, ergonomics support, case management, OSHA compliance, and more. As a distinct branch of medicine requiring specialized expertise, having a knowledgeable occupational health provider available anytime, anywhere is an invaluable resource for an organization and its workforce.



PHARMACY

Virtual pharmacy platforms provide easier access to medications through convenient prescription delivery. However, a comprehensive solution should go beyond simply dispensing medications. It should focus on proactive support across a broader population from prescription delivery and refills (ideally at a lower cost than retail settings) to treatment monitoring and follow-up, behavior change coaching, and more. Pharmacists should proactively build relationships with patients and ensure they have everything they need to realize optimal outcomes.

MUSCULOSKELETAL

Low back strain has become one of the most common and expensive injuries for both employers and employees, especially in an industrial workplace. And with more and more employees working from home, virtual ergonomic assessments that educate on proper set-up and use of workstations are in high demand. Virtual musculoskeletal (MSK) providers help prevent, identify, and treat injuries while improving function by guiding patients through stretching and strengthening exercises over video. These services can be delivered by a range of providers in various disciplines, including physical therapists, chiropractors, and injury prevention specialists. A quality virtual MSK partner will have a focus on prevention, in addition to treatment of injuries and discomfort. Preventing injuries before they happen coupled with convenient access to one-on-one care facilitates improved compliance, faster recovery, and lower costs.



WELLNESS

Making healthier choices and changing behaviors is foundational to medical care and disease prevention, and it doesn't have to be in-person. Virtual wellness programs help people build healthier habits by emphasizing the importance of nutrition, emotional wellbeing, sleep, hydration, staying substance free, getting outdoors, and movement. Digital wellness programs help create a culture of engagement and wellness through a combination of traditional health-measurement tools and a digital platform. From biometric screenings and health assessments to social engagement and introducing healthy habits, employers have the tools to create healthier, happier workforces.

CARE NAVIGATION

A significant portion of healthcare spend comes from outside the primary care setting, making virtual care navigation essential. Most solutions utilize analytics tools and a team of healthcare experts to guide people to in-network specialty care in their communities. Virtual care navigation provides concierge referral coordination and a hands-on approach that ensures employees and their families never have to navigate their healthcare needs alone.





SECOND OPINIONS

Right now, the U.S. healthcare system wastes between \$760 and \$935 billion annually on medical spending³. Objective insights at critical moments ensure patients receive the right diagnoses and treatment plans while avoiding unnecessary or duplicative care. If someone receives an abnormal test result, undergoes ineffective treatment, or is told by a provider they need major surgery, they may benefit from a second opinion. Second opinions may require in-person care, but they are increasingly conducted virtually.

CENTERS OF EXCELLENCE

Medical error is the third leading cause of death in America⁴, but this doesn't have to be the reality. Connecting providers with Centers of Excellence virtually gives patients with complex, serious, or rare conditions expedited access to best-in-class specialty care. Leading providers utilize one shared electronic health record for streamlined interoperability so patients receive expedited access to these facilities. This seamless connection aids rapid evaluation, accurate diagnosis, appropriate treatment, and a seamless transition back to local care post-treatment.



Next-Generation Digital Health

The next generation of telehealth is digital healthcare that's more personal, intelligent, and connected.

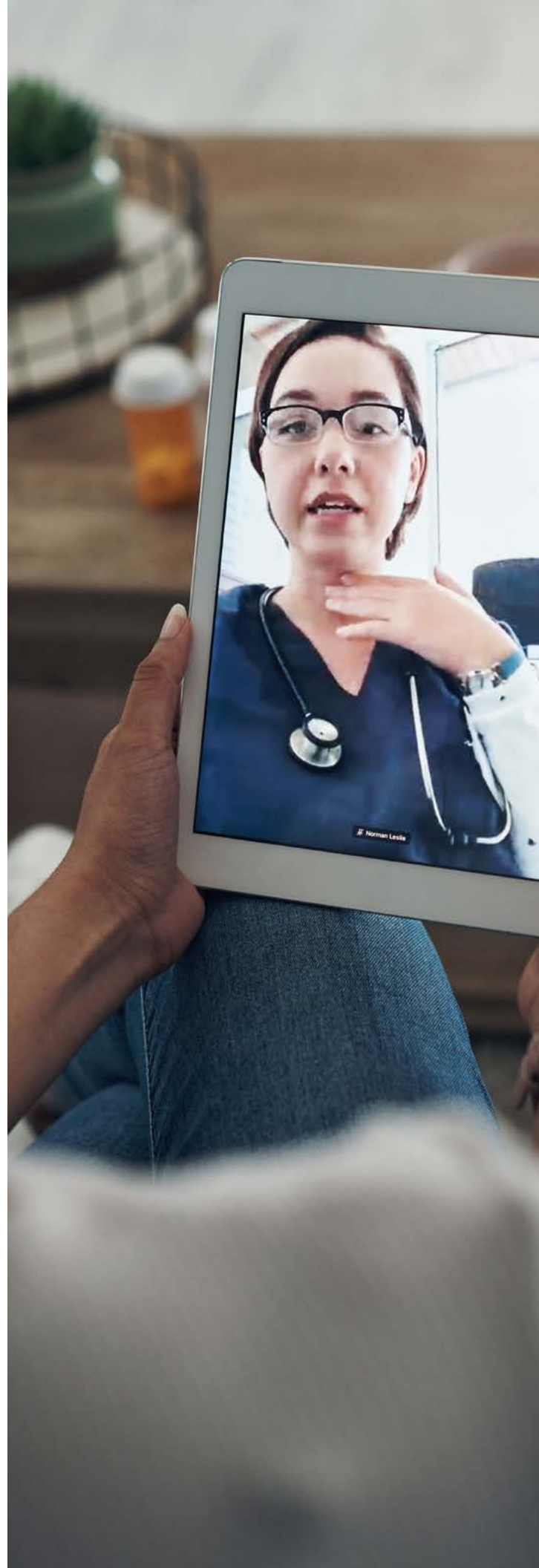
It knows no barriers and allows organizations to reach their total population, whether that's in rural Montana or the urban sprawl of Miami. It engages people with their health, offering hands on guidance and support for needs big or small, young, or old.

The key attributes that distinguish next-generation digital healthcare from traditional telehealth are:

FULLY INTEGRATED CARE

The pandemic presented an unexpected challenge for companies of all industries and sizes, and many employers responded to the crisis by reimagining how their workplaces will look in the future. At Premise, we believe that future will not be exclusively in-person or digital; it will be both. With the combination of multiple access points and more than 30 healthcare products, employers can meet the needs of their employees, dependents, and families.

People want the ability to access high-quality care when, where, and how it's most convenient for them. Offering the same level of care for your total eligible population means you need to offer a wider range of options to meet all their care needs. Instead of investing in multiple point solutions that add cost and complexity, partner with a healthcare organization that can provide all of these services through one entry point and deliver long-term value.



DIGITAL AND IN-PERSON ACCESS

How can employers solve for total population care? By offering a combination of digital and in-person healthcare options. This approach ensures employers can meet their people where they are (either locally or in all 50 states) by providing access to care when they need it (appointment-based or on demand, 24/7). This combination offers a meaningful way to capture all healthcare needs, no matter where they are and no matter where they go.



For example, if an employee or dependent can't go to a wellness center located on campus, they can still connect with their local provider virtually during regular office hours. Member portals, like the My Premise Health app, give patients the ability to manage their health records, schedule and conduct virtual or in-person visits, request medication refills, view test results, and much more. If this same employee is traveling for work and needs on-demand or after-hours care, they can connect with a provider 24/7 through the app.

The combination of digital and in-person care ensures everyone has access to medical experts regardless of campus shutdowns, time of day, or geographic location. Multiple access points are more convenient for users, and their integration leads to higher utilization and better health outcomes. The front door of a health center shouldn't look the same for every person, as everyone is unique, and an organization's solutions should account for that.

DATA-DRIVEN INSIGHTS

While embracing a total population approach is central to making a difference, proactively finding people who need help and connecting them to the best care possible is healthcare at its best. By leveraging predictive analytics, advanced technologies, and innovative partnerships, data-driven population health solutions that are integrated into telehealth ensure patients receive the support and guidance they need throughout their care journeys.

The gold standard of digital health takes a data-driven approach to comprehensive primary care and connects individuals with high-quality solutions across the healthcare ecosystem. This leads to better outcomes, lower costs, and exceptional patient experiences.

VALUE-BASED CLINICAL CARE

The traditional healthcare system is a volume-based, fee-for-service model that directly correlates with wasteful medical spending. This service model is built around people being charged on a per-service basis and providers are incentivized to see as many patients as possible, as fast as possible. This approach detracts from overall quality of care delivered, results in a poor patient experience, and ultimately only addresses symptoms and not underlying issues or problems.

In contrast, a value-based care model focuses on outcomes, clinical quality, convenience, and patient experience. Measured by the Healthcare Effectiveness Data and Information Set (HEDIS), a tool used by more than 90% of America's health plans to measure care and service performance, clinical quality can be quantified to ensure employees and their families receive value-based care. Additionally, providers are fully accountable to patients and are incentivized to produce better health outcomes and deliver an exceptional patient experience.



SOCIAL DETERMINANTS OF HEALTH

Our personal health and wellness are driven by how we live inside and outside of work. The differences in cultural norms, socioeconomic factors, and geographic factors are vast and explain why some Americans live healthier lifestyles than others. These factors are referred to as social determinants of health, and addressing them is critical to a next-generation approach to primary care.

[Find Help with Premise](#) is a free online platform that makes it easy for anyone in the U.S. to find and apply for social services just by typing in their ZIP code, such as transit assistance, food resources, and housing help.

Searches are always completely anonymous, and the platform pulls results from applicable national, state, county, city, and even neighborhood programs. Because good health starts in our homes, schools, workplaces, neighborhoods, and communities, providing resources to address these determinants will help create social and physical environments that promote good health for all. In the first three months after the platform was launched, Premise saw over 5,300 searches for a wide variety of resources in communities of all sizes. Through Find Help with Premise, members can also search for providers by ethnicity or LGBTQ+ status, ensuring they are comfortable seeking care.



Collaborating with a direct healthcare partner who makes sure your workforce is central to their mission is essential to ensuring they never feel shame in telling a provider they're struggling.

Resources like Find Help with Premise aren't about referring a patient out to a resource and being done – this social service platform should welcome difficult conversations and work with patients to deliver high-quality care and experiences that lead to healthier lives.



Bigger Challenges Require **Better** **Solutions**

For the world's organizations, the healthcare industry today represents a source of frustrating risk with increasing costs. There is a lack of care coordination and continuity.

Systems are fragmented and virtual capabilities are limited. When evaluating solutions, it's important to remember that when it comes to healthcare, we're all patients – leaders should choose a provider that offers the patient experience they would want to receive. So, where should you begin when evaluating digital health solutions? An essential component of high-quality virtual primary care is a collaborative approach. When virtual and onsite solutions are powered by a team of dedicated providers, it is easier to coordinate care for patients, regardless of the avenue they pursue to choose healthcare. Additionally, when this collaborative care team is all working together on the same integrated medical record (EMR), providers have access to the same robust data set, and sharing information is seamless. This simplifies the experience and helps providers track a patient's health, ultimately closing gaps and improving overall care.

At Premise, patients can connect to our virtual, centralized care team on-demand. From the physicians who quarterback primary care across the ecosystem to the behavioral health counselor who specializes in solution-focused psychotherapy – there is always someone available to support your employee population. Comprehensive virtual primary care services including preventive care, condition management, travel medicine, ergonomic assessments, specialist and referral management, wellness, lab services, women's health, pediatrics, and more are available at their fingertips, along with immediate care for short-term illnesses. Complementing the local care team, our comprehensive virtual solution also includes non-clinical support that guides patients throughout their journeys. Premise's member experience team, care navigators, and data analysts are available to answer questions, facilitate a white glove experience, and identify patients who need help the most.

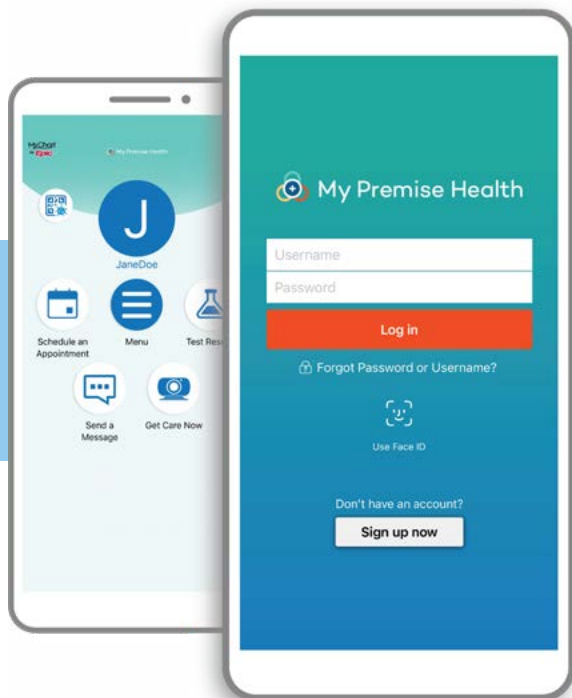
Virtual primary care makes calling a medical professional as easy as phoning a friend, puts healthcare in your people's pockets, and gives them someone to call with questions big or small, 24/7. It's like the old fashioned at-home doctor's visit, but better. It's seamless, high-tech but still high-touch, and available to workers when, where, and how it's most convenient to them.

Care in the Cloud

Over-complicated healthcare systems with bifurcated technology have long stood as a barrier for many patients, causing some to opt out of care altogether. As patient experience has grown in importance, however, organizations have begun to focus on how technology can simplify care experiences and deliver better health outcomes. Ideally, technology should offer patients access to a secure portal that allows them to manage and interact with their health anytime, anywhere.

A secure patient portal solves for high-value total population care that is fully integrated across digital and local provider teams. Consistent access to a single medical record across all products allows providers to view important health information when they're talking to the patient, close care gaps, and ensure more holistic care that enhances health outcomes.

At Premise Health, this means equipping our teams with **a single electronic health record aligned to our industry-leading clinical approach**, offering greater value to organizations and members alike.



The app that puts care in your hands.

The My Premise Health app gives members access to their healthcare activities and goals in one convenient, secure place that can be reached from any mobile device or online connection. It allows members to:

- > Schedule appointments in real time
- > View lab results
- > Securely message providers
- > Manage prescriptions and medications
- > Access virtual care anytime, anywhere
- > Complete forms ahead of time
- > Sync trackers and smart devices
- > Manage and pay medical bills

It's all connected to **you.**

The purpose of health technology is to put everything a patient needs at their fingertips – making life easier and more enjoyable. Digital health makes it easy for patients to view and manage their health records at the press of a button. And when that technology has achieved the coveted HITRUST CSF Certified status, employers and patients alike can rest easy knowing their most sensitive data is secure.

In addition, patients can sync thousands of wearable health devices and apps to provide real-time updates, keeping them fully engaged in positive lifestyle choices. Sophisticated remote monitoring tools such as glucometers, blood pressure cuffs, and fitness trackers allow providers to prevent incidents by monitoring conditions and adjusting treatment plans accordingly.

But what does this look like in action? Say a patient who is enrolled in a condition management program is out on a hike wearing one of their connected devices and their blood pressure spikes. Their provider would get an alert and then would reach out the patient, check-in and make sure they're okay. This solution keeps the provider and patient in touch, facilitating a connection that's always online when a patient needs it, even if they don't realize they need it – this could be the difference in a positive and negative outcome.



Things to Consider

Hold healthcare to a higher standard.

Adoption of virtual care has grown rapidly in the last year, but many are still in dispute as to whether the technology promises to improve access to medical care or diminish the doctor-patient relationship. When evaluating partners, organizations should focus on delivering a solution that ensures their members can experience the unparalleled convenience of at-home visits from a dedicated and collaborative care team that gets to know them wherever they choose to interact (either digitally or in-person).

Know your population's needs.

Providing everyone with convenient access to high-quality care is vital, but it's even more important to focus on helping those patients with comorbidities, who need additional support the most. Traditional population health approaches have focused on the fact that a small segment of patients typically drive the majority of cost, but they fail to recognize a key factor: Most of those high-cost claimants won't be high cost the following year.

So, while it's important to serve all those who need care, it's critical to specifically focus on serving those who need it most. Look for a solution that leverages data-driven insights to engage patients with greater care needs. Empowered with that information, providers can better manage patient care – resulting in better outcomes, reduced costs, and patients who feel supported throughout their care journeys.

Simplify and streamline.

To build a comprehensive solution, employers are often forced to work with multiple, independent point solutions, none of which are integrated, and some of which overlap and deliver limited engagement or results. This creates a disjointed patient experience and is costly for organizations. Look for a solution that integrates all of your care needs into one vendor, simplifying your experience as well as your workers.

Additionally, many providers boast about their personalized electronic health records but what they don't tell you is that it doesn't natively connect to any other providers in the community. When evaluating a provider's EHR, the key to success is finding a balance between innovation and integration.





About **Premise Health**

Direct healthcare that **ditches the status quo** and puts you on the right side of care.

Premise partners with its clients to connect their populations to high-quality, cost-effective healthcare through in-person (onsite and nearsite wellness centers, mobile units, and events) and digital (various virtual care products, remote monitoring, and connected devices) access models. It operates more than 800+ onsite and nearsite wellness centers in 45 states and Guam and has virtual access in all 50 states.

Often times when organizations approach us as a potential partner, they're still nailing down the goals they want to reach through direct healthcare. We believe a clearly defined goal is necessary when evaluating which of our products will best serve your employees, so we strive to work closely alongside our clients to help identify the "why" and meet the needs of your entire population.

Premise Health, the world's leading direct healthcare provider, is different on purpose, delivering far more products than anyone in the industry that are easily accessible whenever and wherever members need them.



Digital Wellness Center

The gold standard of virtual care.



The Digital Wellness Center delivers virtual care to members in all 50 states through a single, secure, cloud-based portal supported by a centralized care team that works together to offer a broad spectrum of services.

Primary through specialty care:



VIRTUAL PRIMARY CARE

Premise-employed providers serve as a member's primary care physician, focusing on long-term health from routine preventive services to acute and chronic condition management.



VIRTUAL BEHAVIORAL HEALTH

Provide convenient, one-on-one access to counseling from the comforts of home for optimal mental and emotional wellbeing.



VIRTUAL OCCUPATIONAL HEALTH

Offer medically appropriate guidance for work-related injuries and illnesses, nurse triage and first aid, advice on safe return-to-work strategies, and more.



VIRTUAL PHARMACY

Going beyond simply dispensing medication, pharmacists play an essential role on the care team by helping providers and members make smarter healthcare decisions.



CONNECTED CARE+

Leverage predictive analytics, advanced technology, and best-in-class partnerships to guide members to better outcomes with lower costs.

Telehealth is here to stay.

Premise Health saw a **3,600% increase in virtual visits** from 2019 to 2020. Today, people have embraced virtual care and every generation is now a digital generation.

Next-generation care that's **more convenient and connected.**

Total population care

Reaching your entire population with fully integrated, data-driven primary care services anytime, anywhere.

Dedicated provider team

Unlike other digital vendors, our salaried physicians and clinical team members receive the same training and value-based incentives as our onsite providers.

Concierge member experience

Our high-tech and high-touch virtual concierge team coordinate and help members navigate care from start to finish.

Continuity of care

Using our comprehensive clinical care network combined with data-driven community referral facilitation and management, finding care in the community is easy.

A member portal that does it all.

Whether members are on the go or at home, they can access all their healthcare needs in one central place via My Premise Health. Making appointments, refilling medications, viewing records, filling out forms, and even seeing a provider are made possible through this secure member portal.



Virtual care with a personal touch.

This level of convenience makes calling a medical professional as easy as phoning a friend and gives members someone to reach out to with questions big or small, 24/7. It's like when doctors used to make house calls, only better. It's seamless, high-tech but still high-touch, and available to members when, where, and how it's most convenient to them.

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**It's not simply a premise.
It's the future of healthcare.**

Let's talk about what you need,
and how we can help.

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