

Blue Shield Teladoc Service for CalPERS Members

Program Overview & Performance

August 14, 2012

teladoc: overview

- innovative service with national network of board-certified physicians that provides members with telehealth physician visits 24/7, including diagnosis and treatment for common illnesses via telephone and secure video consults
- offers improved access to care for members particularly in rural areas and those that are travelling within california
- provides a convenient alternative to higher cost settings such as ER; top 10 reasons for non-emergent ER can be addressed by using teladoc



teladoc: how it works

- 1 member contacts teladoc by logging into member's account or by calling to request either telephone or video consult; medical history disclosure (MHD) form is completed (members may complete MHD at any time)
- 2 a board-certified, licensed physician reviews member's MHD and provides a consult to member over phone or through secure video (average call back time in CA is 16 minutes)
- 3 physician recommends appropriate treatment for member's medical issue; if prescription is necessary, it is phoned into member's pharmacy of choice
- 4 a record of the physician visit is provided to member's primary care physician, if requested

teladoc offering for CalPERS

- statewide offering to all CalPERS blue shield basic members
- \$0 co-pay for 2012 and 2013 to encourage adoption
- program launched on april 1st, 2012
 - welcome kits with wallet cards sent to 186,000 households
 - custom teladoc micro-site for CalPERS members
 - ongoing monthly member communication activities
 - messaging focus is on teladoc as an ER alternative for non-emergency needs

utilization summary

consult count

	april	may	june	ytd	%age ytd
total consults ¹	464	420	288	1172	100%
consults with Rx	246	255	143	644	54.9%

(1) annualized rate is 2.21% of total basic membership, exceeding target of 1.0%

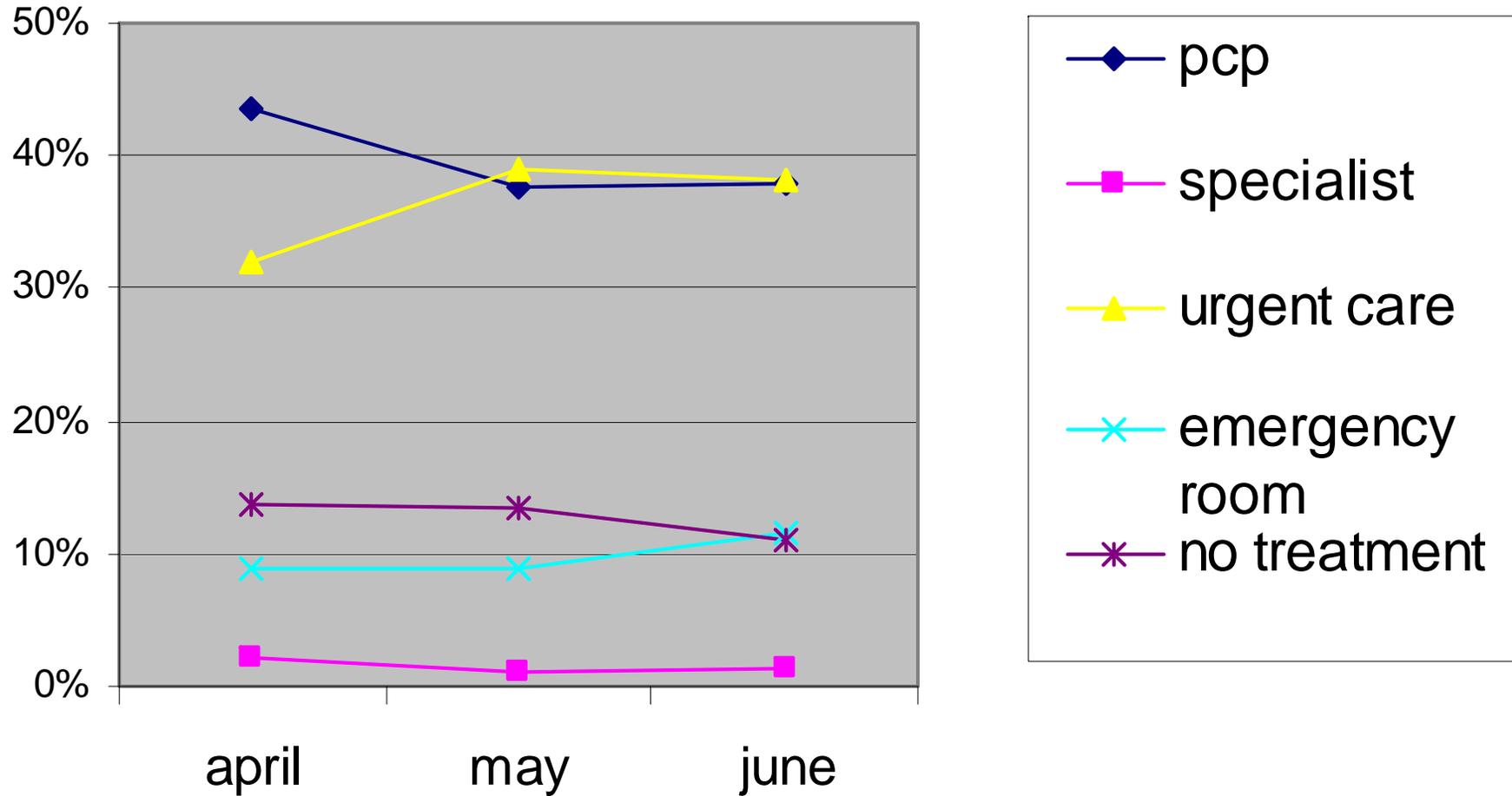
common diagnoses

- urinary tract infection, unspec/pyuria
- allergy, unspecified
- sinusitis, acute, NOS
- bronchitis: acute
- upper respiratory infection

common prescriptions

- azithromycin
- cipro
- bactrim
- zithromax
- flonase

redirection trends



(response to question “what would you have done if the teladoc service was not available to you?”)

call center met all goals, and member satisfaction was high

call center goals
(all met in April-June) →

measure	goal
answer rate (% within 30 seconds)	85% in 30 seconds
average speed to answer (in seconds)	<30
abandon rate	<5%
service availability	100%
blockage rate	<2%
average talk time	5-6 min.

member satisfaction summary (n=86)



survey question	yes	unsure	no
would you use teladoc again?	93%	6%	1%

	out-standing	good	out-standing + good	poor
overall, how would you rate the service provided by the Teladoc physician?	76%	23%	99%	1%
how would you rate the Teladoc service overall?	81%	17%	98%	2%

questions?