

TELEMEDICINE: ACCESSING NEW MARKETS

Telemedicine is one of the fastest growing voluntary benefit products today. However, both in consumer and employer markets, providers are struggling to retain customers.

One telemedicine provider, founded in 2009, is a leading provider of online and on-demand healthcare delivery services and software. Their cloud-based medical office software platform makes it possible for patients, medical professionals and plan administrators to collaborate seamlessly and securely via voice, video, email and mobile devices. Payers and providers can also utilize the HIPAA-compliant system to collect and share clinical data from patient medical records, lab results and in-home biometric devices for real-time risk assessments, wellness advice, diagnosis and treatment.

Need: Support business from telemedicine resellers, brokers and similar entities in consumer and employer markets.

The telemedicine provider initially had a direct-to-consumer administration platform. As the marketing quickly evolved, the system was not equipped to handle group, broker and reseller lines of business. Genius Avenue provided turn-key processes, high

level of service and processing

efficiency. The provider also had access to state-of-the-art administrative tools and a platform for both their internal staff, and clients, to help manage their telemedicine plans.

The market growth potential for the telemedicine provider is substantial. An estimated 60% of large employers currently cover telemedicine for employees, and the market is expected to continue to grow. A significant percentage of this growth will be attributed to resellers and brokers. Thanks to the Genius Avenue platform, the provider doubled its number of covered members in 2016 and now covers 22M lives for the 2017 plan year.

SERVICES PROVIDED:

- Custom-built mobile-friendly website
- Access to group and re-seller markets
- Processing and communication tools

An estimated **60%** of large employers cover telemedicine for their employees.

22M covered lives for the 2017 plan year.

RESULTS: The telemedicine provider was able to access the group and reseller market to significantly grow its membership—it doubled in 2016. The provider is poised for more growth in the immediate future.

The next step for Genius Avenue and the telemedicine provider is to provide a broker portal, as well as automated group administration tools.

