

Telehealth & Advocacy: Next Gen Consumerism
CE Certification

Outline

- I. **Introductions & Thesis** (10 minutes)
 - a. **How ACA is Changing Benefit Plan Designs**
 - b. **Trends: Increases in Premiums & Out Of Pocket Costs**
 - c. **Trends: Reduction in Physician Numbers/Networks**
 - d. **Trends: Employee Support Issues When Moving to Consumerism**
 - e. **Time for Innovation**

- II. **Next Gen Benefits: Telehealth** (15 minutes)
 - a. **What is Telehealth, & When is It Practical?**
 - b. **How to Judge Effectiveness**
 - c. **How to Save Unnecessary Claims**
 - d. **How to Increase Usage 4 to 10 Times**

- III. **Next Gen Benefits: Advocacy** (15 minutes)
 - a. **Advocacy: Helping Americans Through the Consumerism Maze!**
 - b. **Transparency: Why Can Websites Not Price Properly?**
 - c. **Negotiating Billing Issues**

- IV. **Case Studies: Focus on Solving a Problem**
 - a. **Ease the Move to Consumerism Plans** (3 minutes)
 - b. **Self Funded Cases Need to Save Loss Ratio** (3 minutes)
 - c. **Keeping Employees At Work, Healthy & Engaged** (3 minutes)
 - d. **Keeping PartTime & Unbenefitted Employees** (3 minutes)
 - e. **Why Medical Plans Are Lacking Depth** (3 minutes)

- V. **Summary & Close** (5 minutes)

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Program Title

Telehealth & Advocacy: Next-Gen Consumerism Benefits

Summary Description

Medical rates are skyrocketing. Employers need strategies. Employees need help. Real solutions require more ideas than just "cut benefits" and "pass cost increases to the employees." We will discuss gaps in current (and future) insurance plans, and approaches of filling those holes with non-insurance solutions. Telehealth and advocacy services are drumming up significant interest. Rather than only talk about how these work, we'll pull on years of experience to address solution strategies, product planning for maximum engagement, and compliance issues that every HR planner needs to be aware of.

Course Learning Objectives

HR professionals in attendance will learn:

- The specific value of telehealth and health advocacy services. – 10 minutes
- When these services are valuable to include in a total benefit package. – 10 minutes
- How to evaluate claims savings. – 10 minutes
- How to distinguish mediocre programs in this category from the country's best. – 10 minutes
- Various strategies to reduce total benefit costs that planners need to be aware of. – 10 minutes