



2024 MEDICAL CAPTIVE FORUM | MAY 1ST & 2ND | NEW ORLEANS, LA

THE BIG EASY APPROACH TO BENEFITS

Quality, Affordable Healthcare Made Simple



Digital Healthcare Solutions



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Today's Objectives

1

What's Going On?

2

Solutions and Cost Drivers

3

Emerging Solutions

4

Vetting & Implementation

What's Going On?



Digitizing Healthcare

Broad frameworks to illustrate the industry – categories listed are not exhaustive, not mutually exclusive.

Provider Connections

Your standard telehealth tools – the Kind that allow you to connect with a provider, anytime, anywhere.

Data Analytics

Claims-based risk analytics to identify risk and enhance clinical decision-making.

Wearable Device & Patient Monitoring

Devices that allow providers to track member clinical metrics and treatment.

Patient Engagement Tools

Tools designed to get members in front of providers.

Everybody's Doing It



CONSUMERS

Increased comfort with telehealth since COVID-19.



INSURERS

Partnering with and buying digital solutions.



EMPLOYERS

Offer digital health solutions and cost management tools.

Why Everybody's Doing It



CONSUMERS

**Value: Convenience
and ease of access.**



INSURERS

**Value: Affordable and scalable
way to manage risk and respond
to consumer demand.**



EMPLOYERS

**Value: HR benefit,
way to contain costs.**

Why You Should Do It

REASON 1

Overcome obstacles to preventative care.

- Geographic disparities.
- Time constraints.
- Stigma (mental health).
- Financial Constraints.

REASON 2

Produce better outcomes.

- More doctor visits.
- Conditions caught earlier.
- Conditions addressed earlier.

REASON 3

Quality control.

- Tap into provider cost and quality data.
- Empower members to make better decisions.
- Connect members with high-quality providers.

Solutions and Cost Drivers



Solution Categories We'll Discuss

1

Care Navigation

2

Digital Behavioral Health

3

Digital MSK

4

Direct Primary Care (DPC)

Overarching Goal:

Eliminate barriers to
preventative care.

Care Navigation

What is it?

- Digital guidance to in-network providers.
- Actionable cost and quality metrics.
- Identify care gaps and encourage engagement.

What are the benefits?

1. Encourages preventative care.
2. Steerage to high-quality, cost-effective care.
3. Promotes clinically appropriate care.



Digital MSK

What is it?

- Monthly membership fee for unlimited primary care.
- Virtual-First Primary Care options.
- Aligned interests, lower patient panels.

What are the benefits?

1. Encourages preventative care.
2. Better preventative care.
3. Make primary care primary again.



Digital EAP/Behavioral Health

What is it?

- Employee Assistance Program
- Provides set number of behavioral health visits, and guidance to other support services.
- Members can meet with providers via phone, app, video, or in-person.

What are the benefits?

1. Lowers financial and physical barriers to behavioral health care.
2. Issue-focused sessions help member cope with stressors.
3. Short term therapy can identify need for more acute interventions.



Direct Primary Care (DPC)

What is it?

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- Virtual-First Primary Care options.
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What are the benefits?

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Emerging Solutions



Health Equity

- Focus on providing culturally competent care.
- Opportunity to engage potentially underserved communities.
- Head-on approach to social determinants of health.



Condition Specific Solutions

The logo for Brightline, featuring the word "brightline" in a lowercase, orange, sans-serif font. A stylized sunburst icon is positioned above the letter "e".

brightline

**Pediatric
Behavioral Health**

The logo for Brightside Health, featuring a blue icon of a stylized sunburst or flower to the left of the text "Brightside Health" in a blue, sans-serif font.

Brightside
Health

**High-Acuity
Behavioral Health**

The logo for neurahealth, featuring a stylized brain icon in green and orange to the left of the text "neurahealth" in a lowercase, dark grey, sans-serif font.

neurahealth

**Neurological
Issues**

Financial Access

- **Interest free credit for member's healthcare expenses.**
- **App to track balance and repay.**
- **Avoid deferred primary care and negative outcomes.**



Vetting and Implementation



How to Choose a Digital Solution

Have an idea of your desired outcomes.

- Center discussion on how vendor will get you there.
- Explore your TPA's product offering too.

Put the vendor to work.

- Ask questions, be shameless about it.
- Find out who their competitors are.

Rely on your eco-system partners for implementation

Your Ecosystems

For mid-market employers, your industry partners play a large role in implementation.



Q&A

Thank you.