The Silver Lining?

How COVID-19 Has Removed Barriers to Telehealth

MVP® HEALTH CARE

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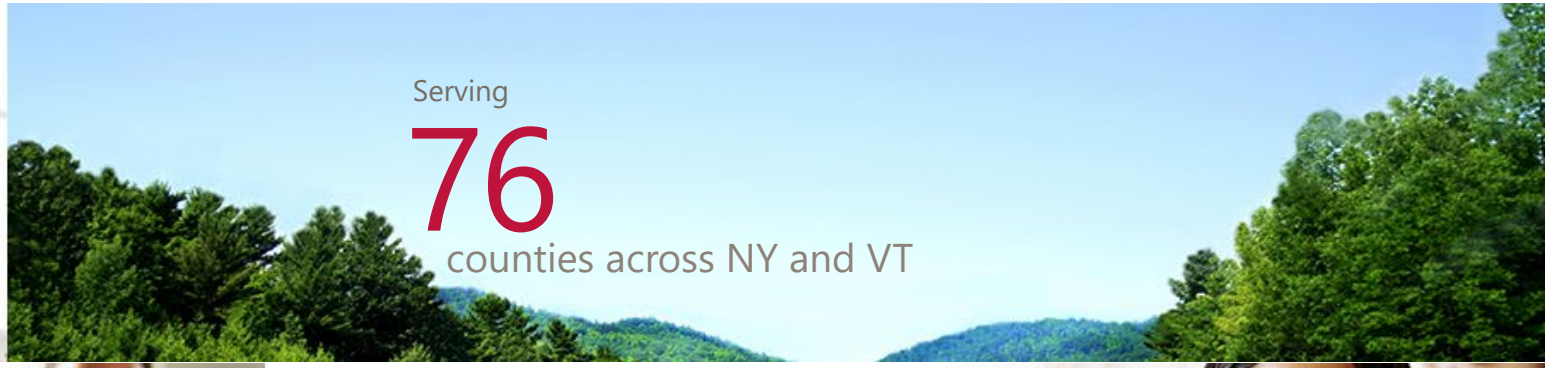
By the Numbers

35 years

experience as leading not-for-profit health insurance company



Serving

76

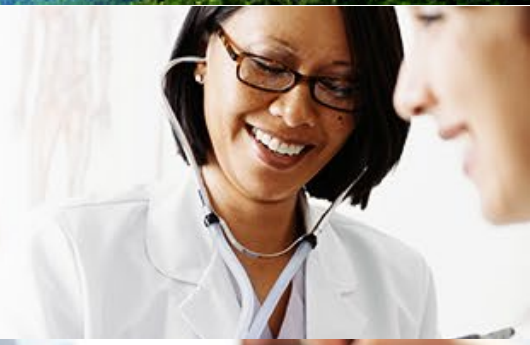
counties across NY and VT

700,000

members

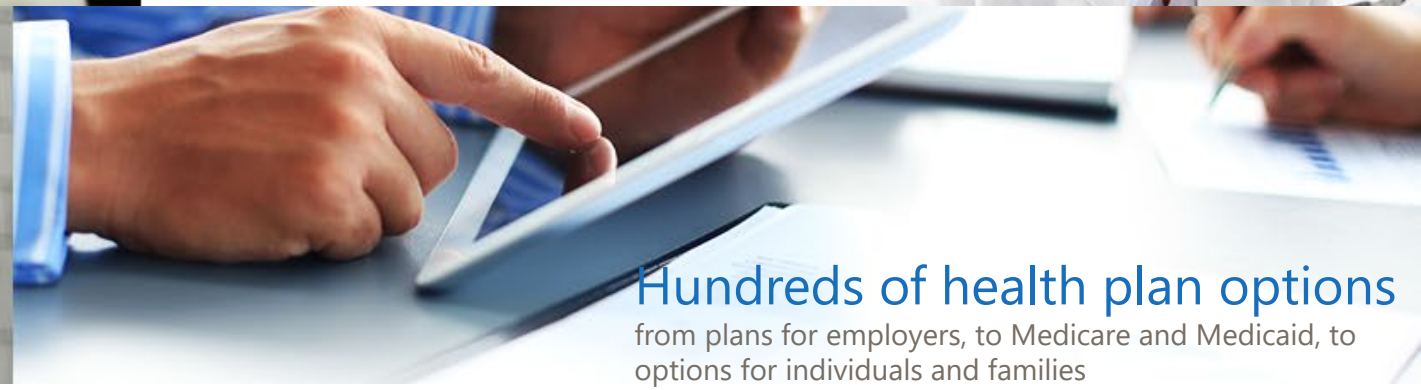
960,000+

Doctors, specialists, and hospitals from coast-to-coast



1,700

employees



Hundreds of health plan options

from plans for employers, to Medicare and Medicaid, to options for individuals and families

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"During the height of the pandemic in New York State, we witnessed five to six years of health care transformation in a matter of six weeks."

- Christopher Del Vecchio, President and CEO, MVP Health Care

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Background

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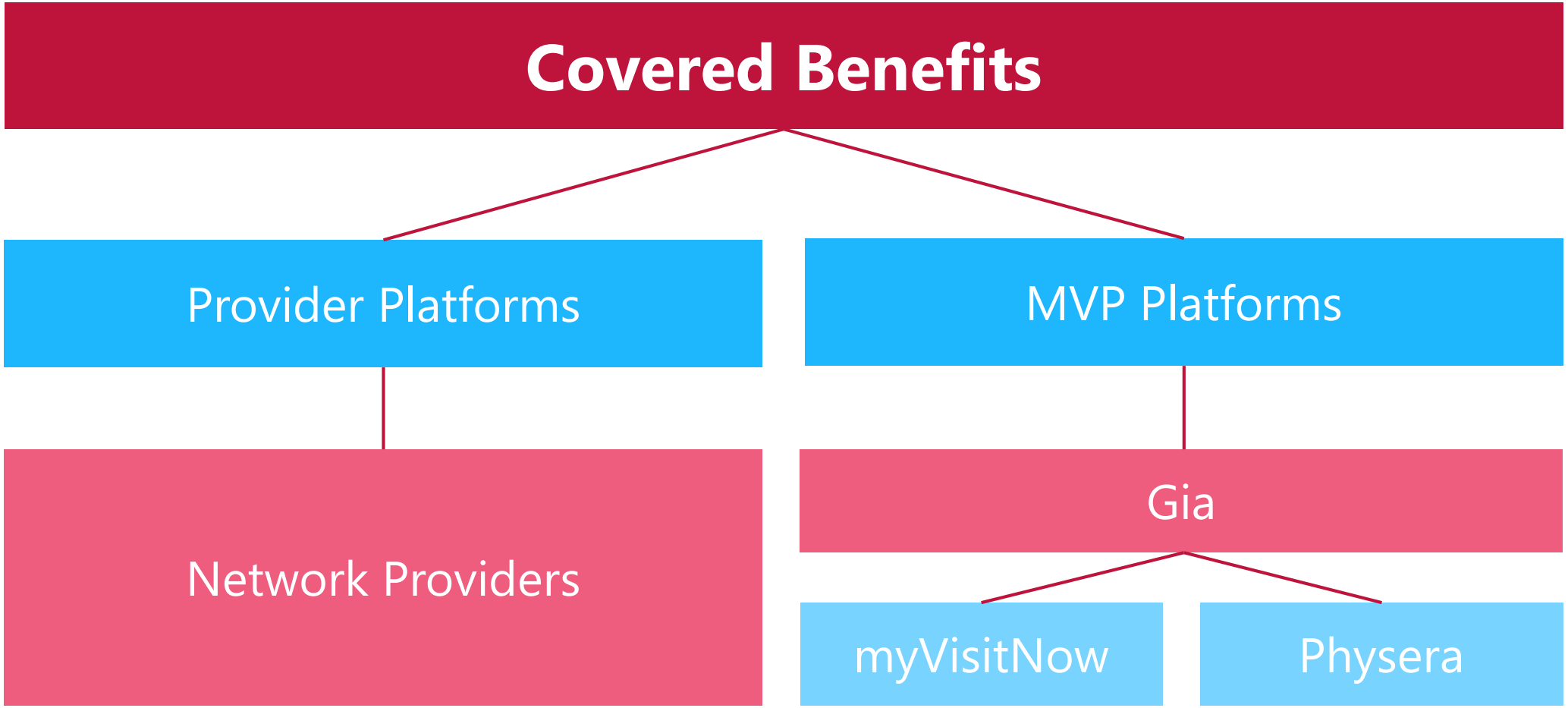
How Does MVP Support Telemedicine?



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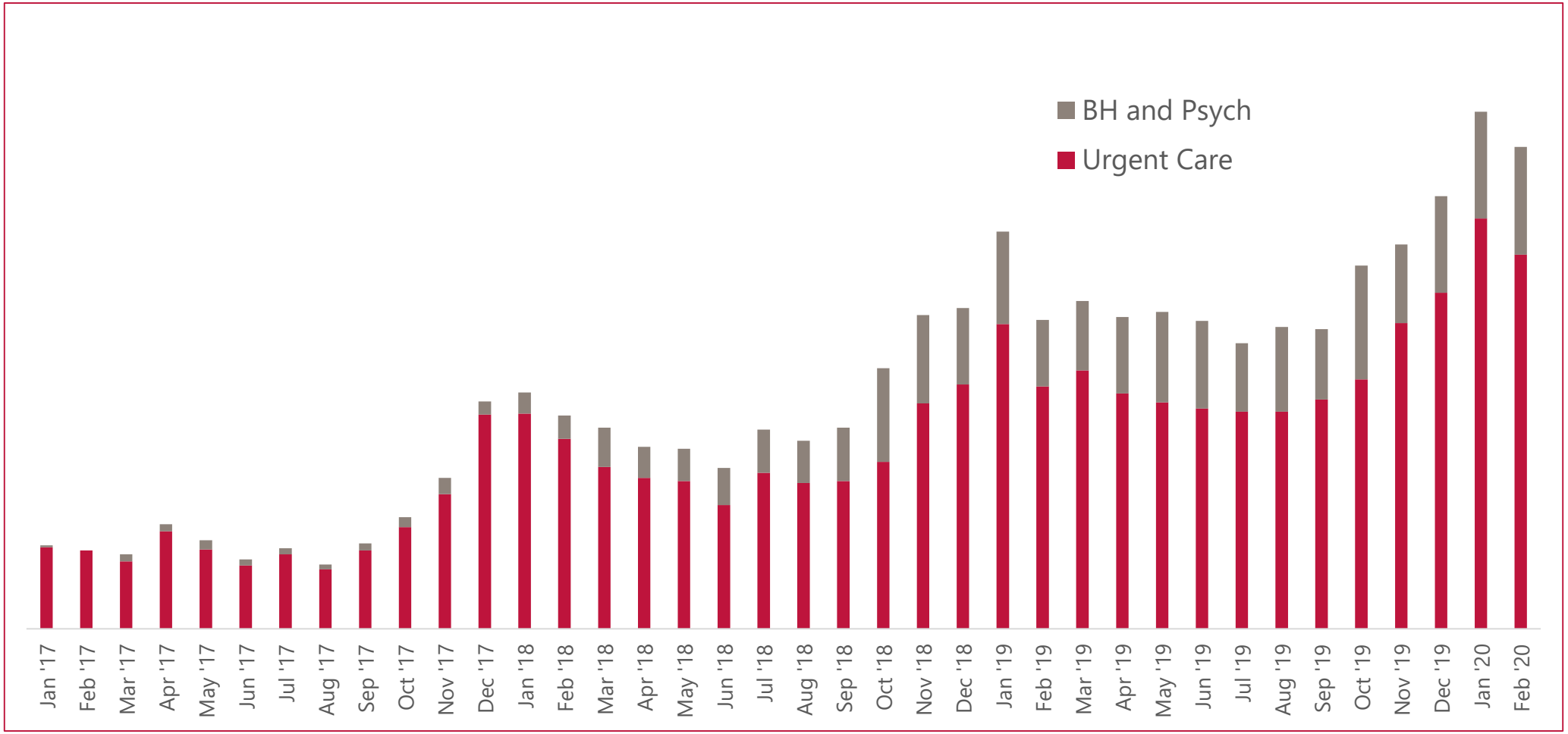
MVP Platforms: Utilization Review
January 2017- February 2020



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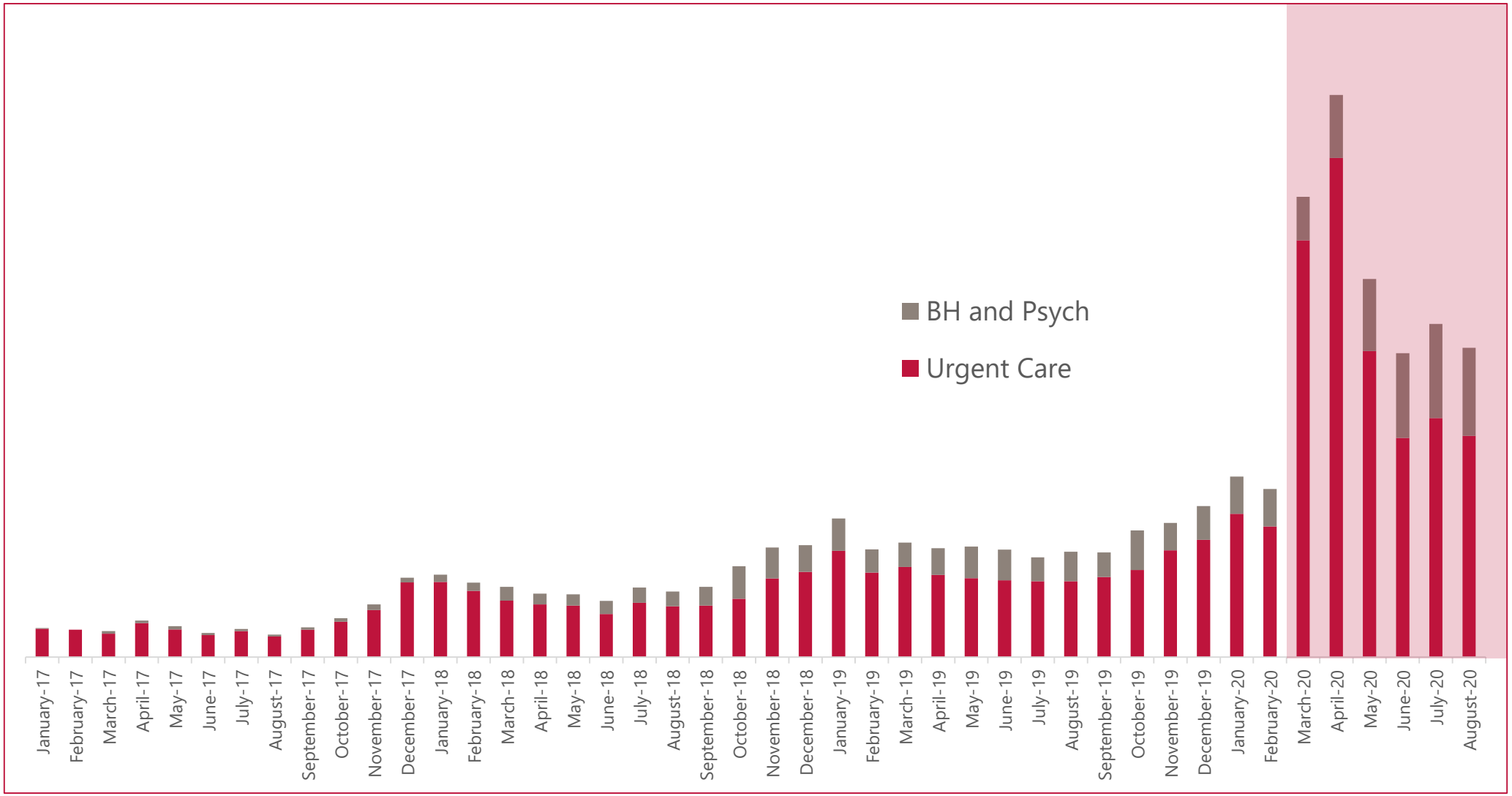

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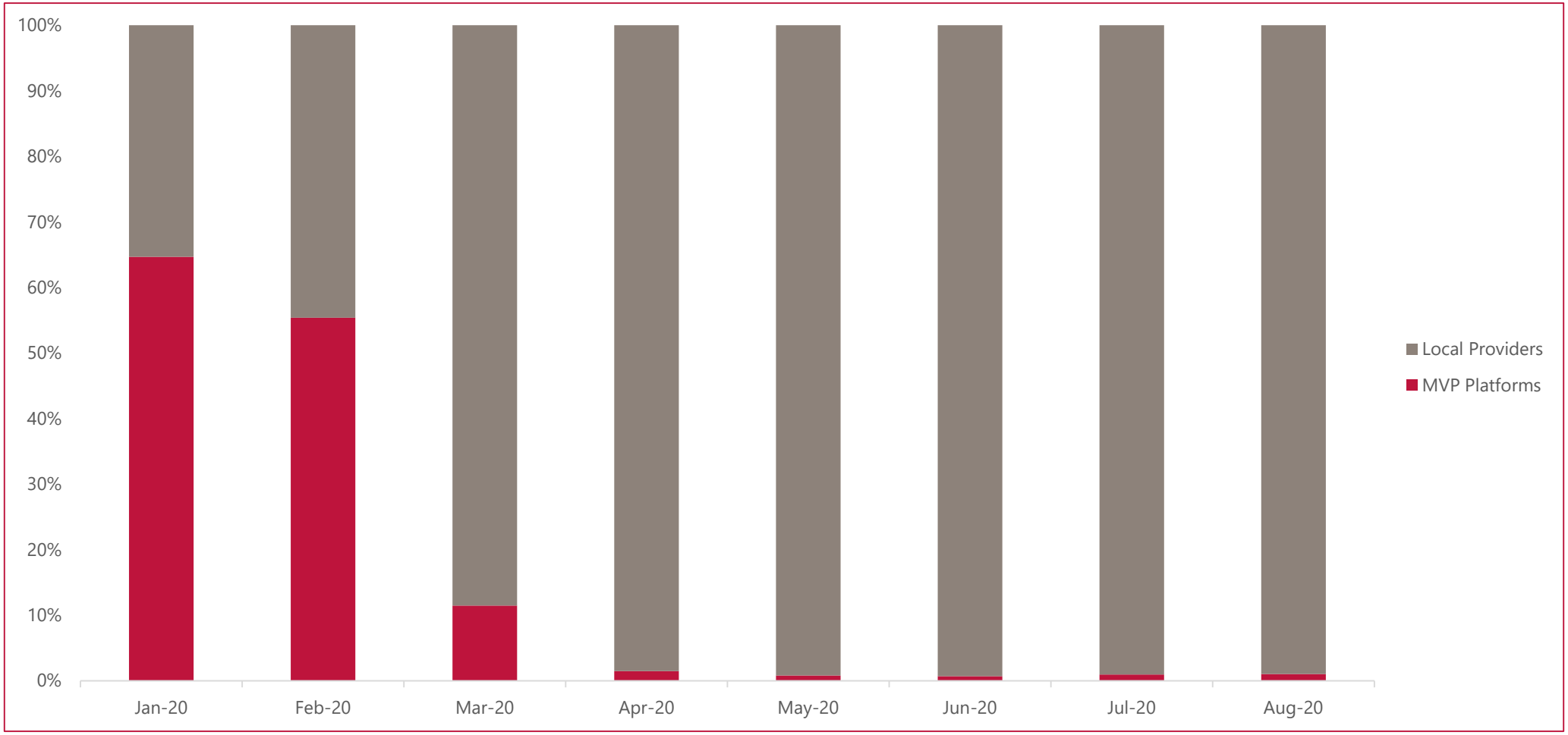
Telemedicine Claims by Source

2020 YTD



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MVP and Provider Response

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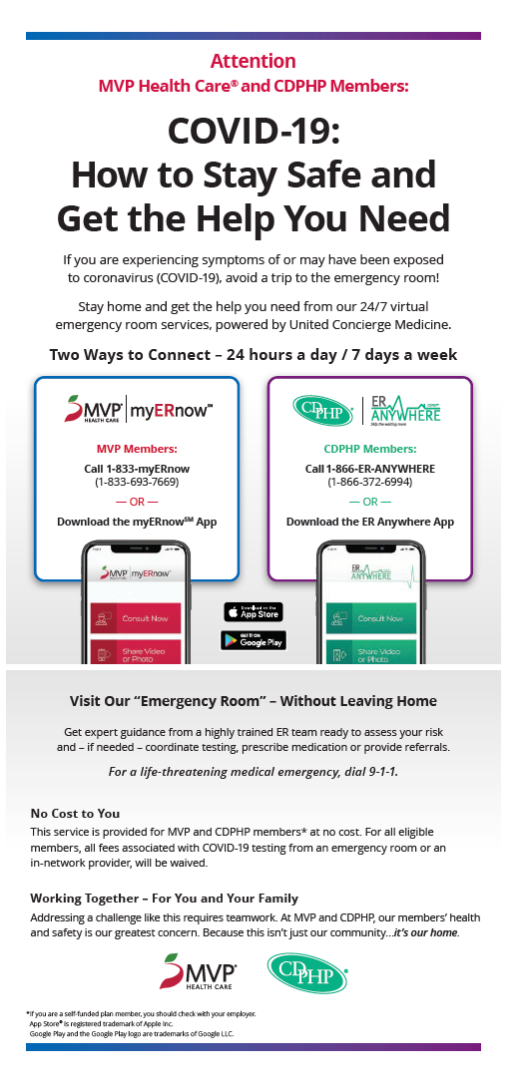
COVID-19 Communications

Launch of trytelemedicinefirst.com and myERnow



- Press Releases and Statements from our CEO
- Billboards
- Radio and TV PSAs
- Call Campaign
- Call Center Phone Prompts
- Organic and Paid Social Media
- Member Emails
- Member Care Packages
- Website Updates
- Flyers/Mailers/Newsletters

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Promoting $0 Co-Pay

- Reduced member uncertainty
- Decreased financial burden on member
- Increased likelihood of seeking care

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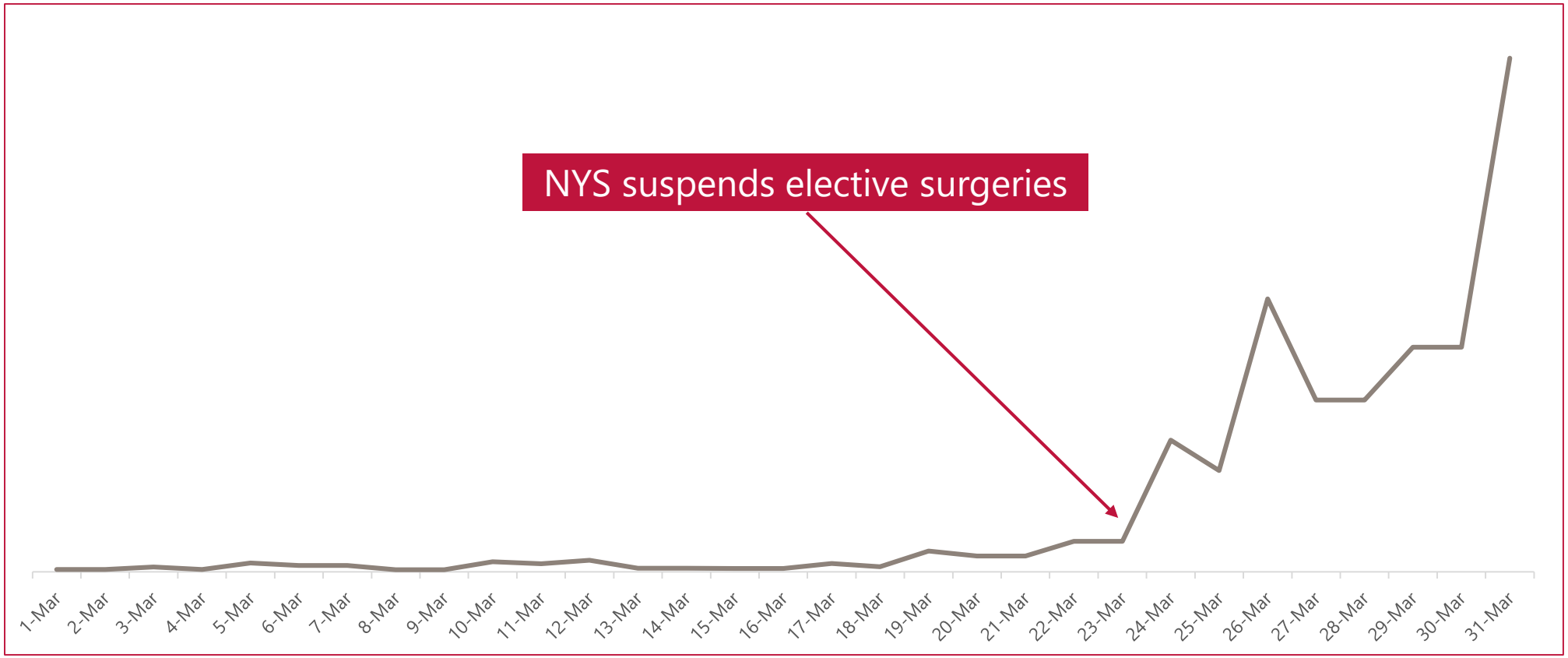
Provider Readiness

Network Providers, 3-Day Rolling Claims Average, March 2020



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Outcomes

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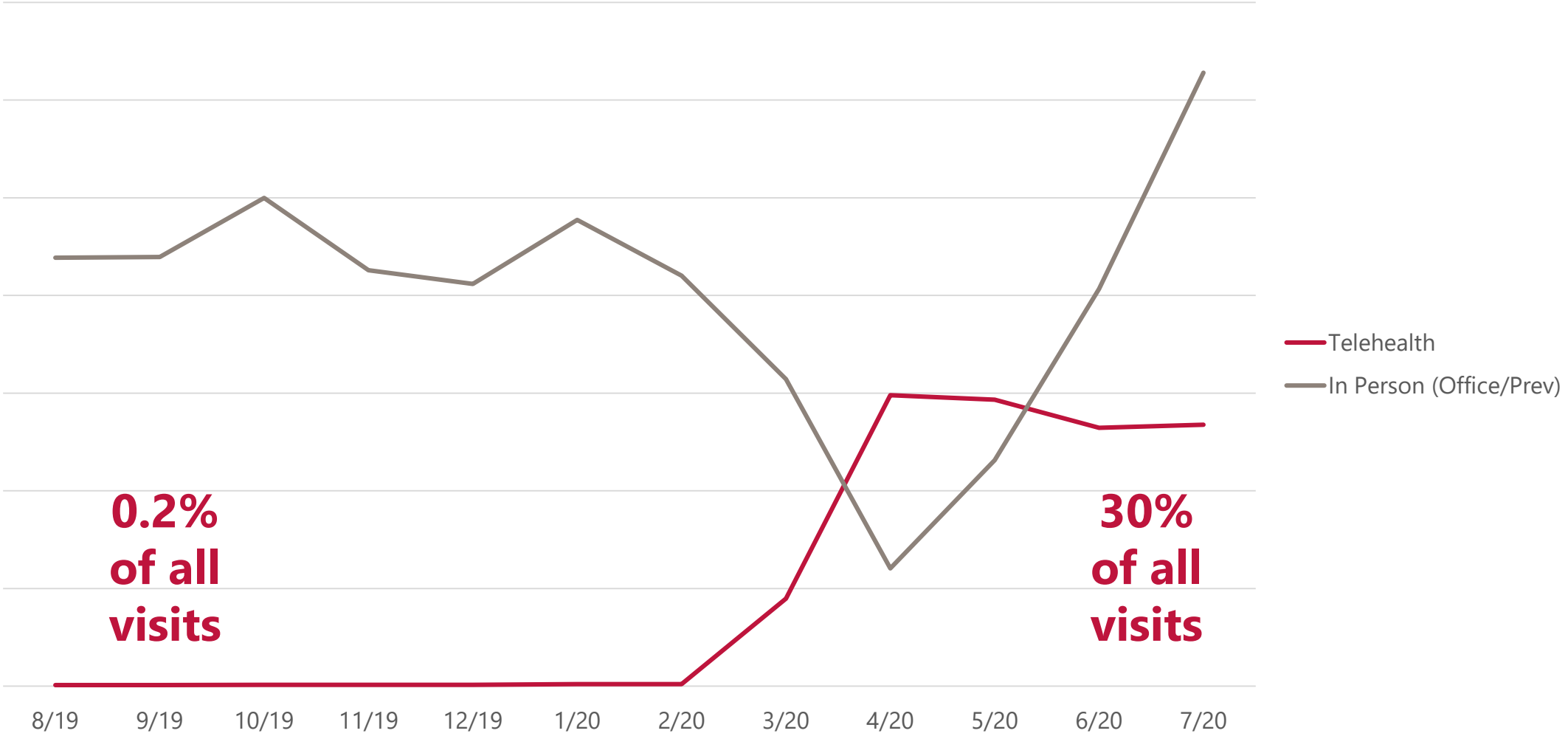
COVID-19: Utilization Spikes



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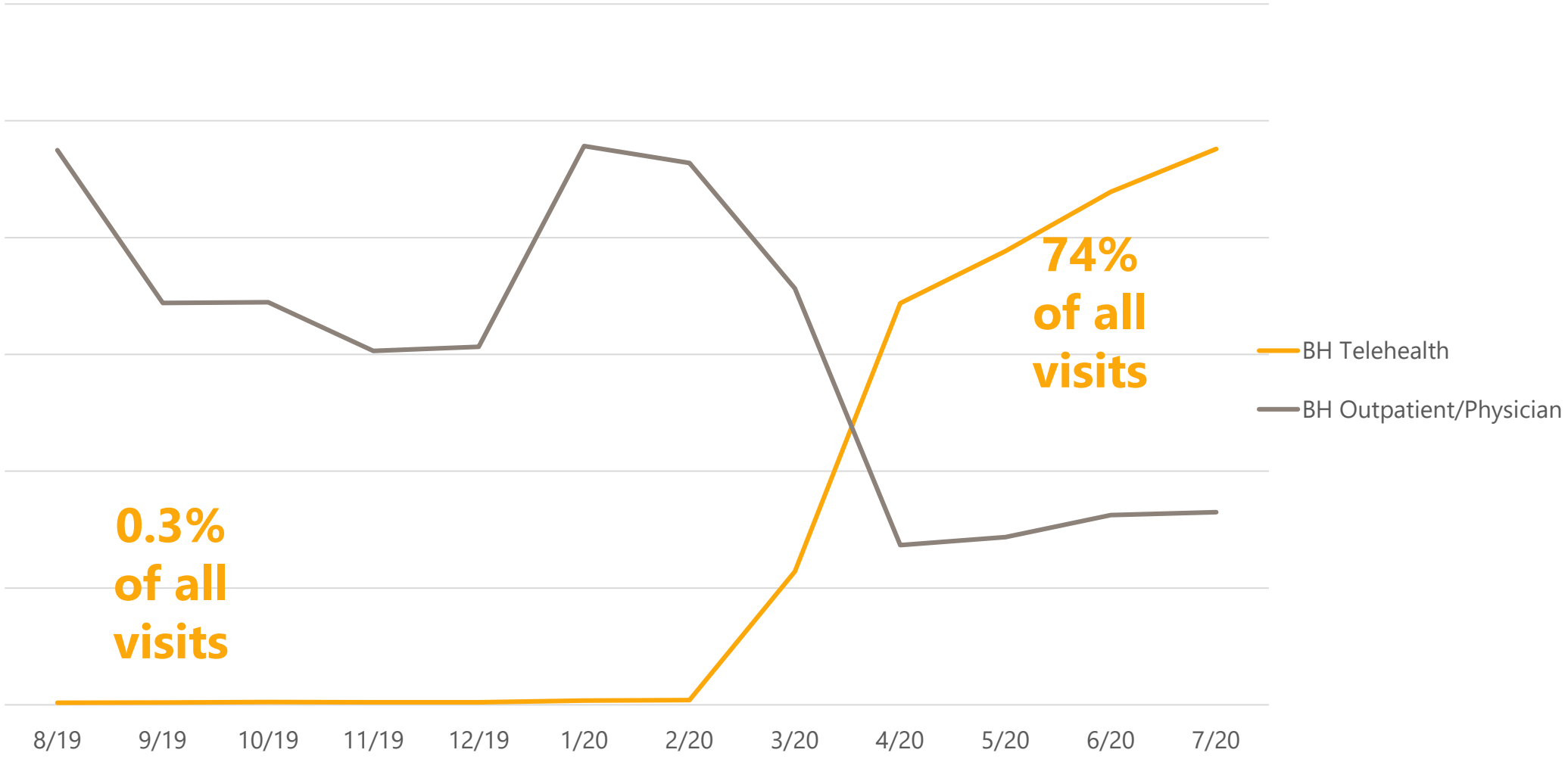
COVID-19 Utilization: Behavioral Health



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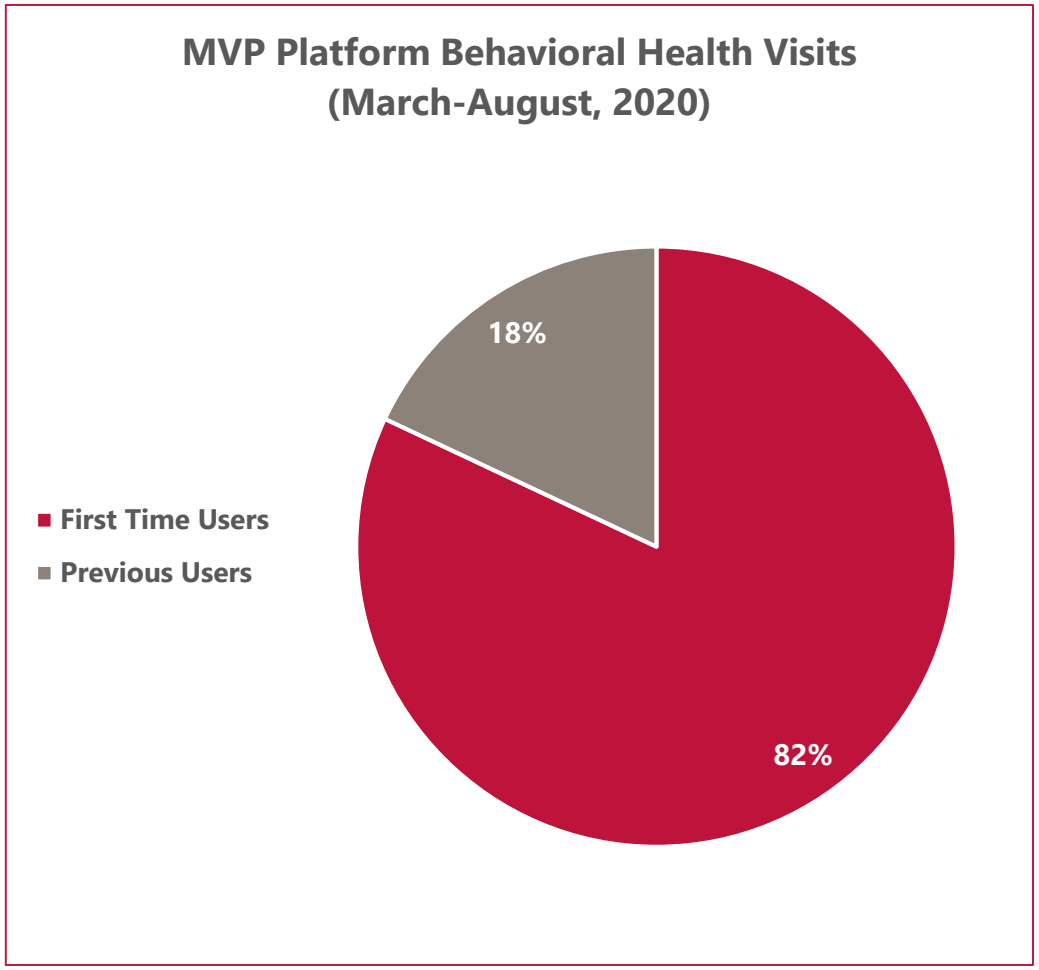
New Behavioral Health Patients



New patients made up 82% of unique members using MVP's Behavioral Health platform since the pandemic started

Those new patients used the service an average of 4.5 times each since the pandemic started

Of the new patients using the platform, 66% of them used the service more than once

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What Comes Next?