



When benefits experts EBS-MD  
needed a top-tier telemedicine  
solution for their team,  
they turned to Eden Health.

edenhealth +  EMPLOYEE  
BENEFIT  
SERVICES

## SUMMARY:

To support its clients' hybrid workforces, benefits consultant Employee Benefit Services of Maryland Inc. (EBS) needed to find the ultimate all-in-one telemedicine solution. At the same time, EBS wanted to extend that same next-generation healthcare to its own employees.

Eden Health was the answer in both cases, delivering better care at a lower cost.

## CHALLENGE:

EBS is an industry leader in benefits sourcing. Needless to say, they put their own expertise to the test when they needed a new telemedicine solution that would both satiate the demand from clients for more robust virtual primary care and deliver better care to their own employees.

## SOLUTION

Eden improved care for EBS in five distinct ways:

- ① Greater continuity of care
- ② Improved response time
- ③ More flexible appointment scheduling
- ④ Enhanced cost savings
- ⑤ Better employee experience

## BY THE NUMBERS

Employee Benefit Services of Maryland Inc.



**2012**

FOUNDING DATE



**35**

EMPLOYEES



**20%**

ONSITE EMPLOYEES



**66%**

ENGAGEMENT AMONG CURRENTLY ELIGIBLE EMPLOYEES



**7**

EMPLOYERS ADOPTED EDEN HEALTH VIA EBS



Popular telemedicine vendors primarily focus on acute care conditions. Eden Health offers us all of that plus so much more, and at a reasonable comparable price. So for us, it just made sense to adopt a new model.

## THE EBS MISSION

To create a positive impact on two of the most important aspects of an employee's life — their health and how they finance it.

## EMBRACING VIRTUAL CARE

Employee Benefit Services of Maryland Inc. (EBS) is an independent brokerage firm located in downtown Baltimore that assembles benefits packages that include coverage for medical, dental, vision, life, and disability. Because so many of their clients are large multi-state, multi-office employers, EBS has been promoting telemedicine (virtual care by phone and video) as a great way to offer medical care to decentralized workforces.

## SHIFTING TO TELEMEDICINE

For safety reasons during the 2020 COVID-19 pandemic, the bulk of doctor visits nationwide suddenly became virtual. As more and more companies started to offer telemedicine, their employees quickly embraced the benefits of virtual care — and demanded more from it. Ben Bohonowicz, Partner and Director of Client Services at EBS, explains: “We capitalized on that opportunity by working with Eden Health, who was able to provide much more than our existing telemedicine vendor.”

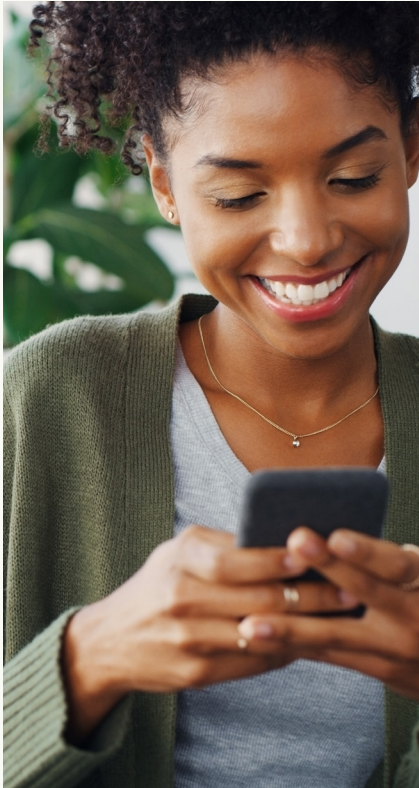
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One of our people said, ‘I’ve never spent more than 10 minutes with my own PCP. I just spent 45 minutes with an Eden Health clinician. I don’t know if I’ll actually engage with my PCP again.’



## EDEN HEALTH: TELEMEDICINE, BUILT TO BE BETTER

Eden Health is a nationally recognized hybrid healthcare provider with medical offices in many major metropolitan cities. Working with employers across the country, Eden Health’s Care Team offers employees 24/7 virtual care and same-day in-person appointments at nearby medical offices. Eden’s collaborative care approach combines primary care, mental health services, workplace pop-ups, and healthcare navigation, that all begins through one seamless app.



| TRADITIONAL TELEMEDICINE PROVIDERS   | EDEN HEALTH  |
|--|--|
| Most telemedicine providers offer very <b>limited services</b> beyond basic consults | Eden offers patients a <b>full scope of care</b> , including mental health support and healthcare navigation                                     |
| Patients talk to a <b>different doctor</b> every time they connect                   | Eden provides longitudinal care by assigning patients to the <b>same Care Team</b> they know and trust, helping to form long-term relationships. |
| Other providers impose <b>long wait times</b> during busy periods                    | Eden connects patients to providers 24/7 with an average response time of <b>seven minutes</b>   |



## TESTING EDEN FOR THEMSELVES

Before they could recommend Eden to others, EBS decided to put the provider to the test and signed up to provide Eden as a benefit to their own team. “As a brokerage firm, we’ll try something out ourselves before we promote it to our customers,” explains Bohonowicz. “Now, when a client asks, ‘Well, are you using Eden?’, it’s been a huge win for us to be able to say, ‘Yes, we absolutely are.’”

**TOP FOUR EDEN SERVICES USED BY EBS, RANKED:**

- 1
**Acute care (illness/infection)**
- 2
**Preventative care**
- 3
**Chronic disease management**
- 4
**Mental health support**

## EXPERIENCING THE TRUE POTENTIAL OF TELEMEDICINE

Bohonowicz cites five specific ways that Eden Health delivered much better results than any prior telemedicine provider or clinic.

**1) Greater continuity of care:** Unlike most telemedicine platforms, Eden connects patients with the same trusted members of their interdisciplinary clinical Care Team. “The biggest advantage of Eden Health is the ability to have continuity of care through the mobile app,” says Bohonowicz. “I’m not always starting a brand new interaction with a brand new provider.”

**2) Improved response time:** Eden prides itself on providing information and resolutions within minutes, not hours. “One of our employees messaged Eden to get a physical, and they referred her to a nearby lab to get her tests done,” recalls Bohonowicz. “She showed up at 7 A.M. but the lab had lost her paperwork. She reached out to Eden, and within five minutes, that referral paperwork was sent back. There’s not a doctor’s office on this planet who would pick up the phone at 7 A.M. to fix a problem like that.”

**3) More flexible appointment scheduling:** Bohonowicz especially likes the fact that Eden can deliver care and consultation whenever needed, even if an employee’s schedule is tight. “At EBS, our calendar is filled with meetings and we’re hopping on calls between them. When it’s convenient for me to interact with my Care Team during a quick break in my day, Eden Health lets me do that in a more fluid manner.”

“

We saw people’s eyes open to how healthcare delivery was changing. They realized, ‘Wow, there’s actual value in having this performed over phone or video. I don’t need to physically see somebody.’ We capitalized on that opportunity by working with Eden Health, who was able to provide much more than our existing telemedicine vendor.



**4) Enhanced cost savings:** Eden can serve as a primary care provider and help employees seek any outside care they need, and the EBS team has been more than receptive. “They’re not going to walk-in clinics anymore. They’re not going to urgent care centers. And that results in direct cost savings for us as the employer.”

|   |   |
|---|---|
| <b>\$80 - 120:</b> Cost of average primary-care visit*              | <b>\$0:</b> Member cost of Eden virtual visit |
| <b>\$180 - 250:</b> Cost of average ER or urgent care center visit* |   |

\*Source: EBS-MD

**5) Better employee experience:** Employees also enjoy cost savings with Eden, since there’s no out-of-pocket copay for virtual visits. Add that to fast responses, convenient access, and thorough, personalized care, and EBS’ workforce has good reason to love their provider. “Eden Health is a better primary care experience,” says Bohonowicz, “and the more that you can get employees to use Eden, the more the benefit will be on your side as an employer.”

### ENJOYING EDEN BENEFITS

Though EBS discovered Eden on behalf of its discerning clients, the consultant has found Eden to be an excellent fit for its own team as well, says Bohonowicz. “If you want to not only provide a benefit but give people what they’re looking for, and also reap savings from adoptions of these programs, that’s why you use Eden.”



Every interaction that isn’t at a brick-and-mortar urgent care center and goes through Eden Health instead results in direct, identifiable savings.



# edenhealth

To learn more about Eden Health,  
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