

A photograph of three healthcare professionals in white lab coats. Two women are in the foreground, one on the left and one on the right, both looking towards a man whose back is to the camera on the right. They appear to be in a hallway or a clinical setting. The lighting is soft and professional.

edenhealth

# A 360 VIEW

**A Closeup Look at Integrated Care**

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Ready to create a healthier workforce?

Learn how an **integrated 360 approach to healthcare** provides top-tier, always-available primary care, mental health, and insurance navigation services.

Your employees shouldn't be spending time away from work, waiting hours for a doctor's appointment. A modern, integrated healthcare model ensures they have everything they need to stay healthy: a telehealthcare team that provides **24/7 primary care via a mobile app**, in-person visits at a medical office nearby or permanent (or pop-up) clinic at the work site, and insurance navigation to help them get the most out of their benefits. An integrated approach that combines all these seamlessly gives employees total peace of mind, because they know there is only one place they need to go for questions about physical health, mental health, or associated costs. Learn how a digital, single-platform integrated care model works and how it can help your organization build a happy, healthy workforce.

**THE CHALLENGE:**

Eliminate  
fragmented care



Healthcare is at a critical inflection point. While some care systems in the U.S. provide world-class healthcare, other provider solutions are disjointed, with patient data and records isolated in unconnected silos.

### **The problem with fragmented care**

All too often, patients can be left stranded as they try to move between care settings, providers, and specialists. This fragmented care highlights the pressing need for communications, electronic health record systems, digital data exchange, and task distribution that span the entire healthcare ecosystem.

### **Fragmented care can be costly**

A fragmented system can create costly gaps in care and lead to preventable hospitalizations. And it can increase the pressure on companies to find ways to provide their employees the type of care they really need. Today, the impact of the COVID-19 pandemic has raised the stakes, increasing people's concerns about their health. It magnifies the importance of having comprehensive models that include physical and mental health, and it challenges the very way

businesses operate. Offering your workforce the tools they need to stay healthy is more important than ever before.

## Addressing the needs of employees and HR

The right choice must give your employees easy access to care and your organization the competitive edge it seeks, while keeping a leash on healthcare costs. At the same time, HR professionals like you want a service that works for employees without creating more work for yourself.

It's a tall order, made complicated by the many variations of solutions on the market. [A study](#) found highly fragmented care unfortunately often results in poor-quality care, higher healthcare spending, and higher rates of preventable hospitalizations. Some solutions deliver only clinical care, others only non-clinical care, which can leave patients frustrated when they realize the care they need is not covered by their health plan. Some plans appeal to millennials but not Gen X, or only target specific health concerns.

As a result, companies often wind up adding several individual plans or pieces to a mix of offerings. But this piecemeal approach creates an unsustainable scenario—fragmented healthcare that is confusing and underused by employees and hard for HR teams to manage.

Fragmented care often results in **higher healthcare spending** for employers and employees.



## PROBLEM:

Fragmented care leading to confusion and underuse



## SOLUTION:

A single source of continuous, comprehensive, coordinated care

## Health delivery, simplified

So how can your company solve the challenges of fragmented care? An integrated 360 model combines the essential components of healthcare delivery into one solution. Because it caters individually to the needs of each employee in a highly responsive manner, this model could be described as **“a concierge doctor for every employee.”**

With the help of smart technology such as telemedicine, shared electronic health records, and intelligent mobile apps, an integrated care approach can bring together the best in clinical care, mental healthcare, and even insurance navigation. This model eliminates fragmentation and provides comprehensive continuous care, which is even more critical now during the pandemic.

Let's take a look at some of the critical components of an integrated care model and how a 360 approach can eliminate many of the challenges in health delivery today.

**TELEMEDICINE:**

Care in the  
digital age





Telemedicine—connecting patients with health-care providers through virtual visits—is one of the newest models of healthcare delivery. While it has historically been underutilized, it is now propelled by the fact that it eliminates risk of COVID-19 infection for patients and providers.

### Telemedicine has solid benefits

Telemedicine has many advantages as a primary care delivery model. Its benefits for employees include:

- Same-day attention
- No appointment
- No taking off work
- No waiting in doctors' offices

A health issue can be resolved via telemedicine 75% of the time, according to [statistics](#) from the American Medical Association and Wellness Council reported by Healthcare Business & Technology. More and more doctors are appreciating how telemedicine can fill in gaps and increase the number of patients they can help.

**75%** of the time  
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Telemedicine can save U.S. companies as much as **\$6 billion** a year in healthcare costs.

Moreover, primary care delivered by telemedicine brings real cost savings. An [article](#) in the American Journal of Managed Care reports the cost of a virtual visit is one-fourth that of an in-person visit.

By identifying problems early on and reducing unnecessary urgent care and emergency room visits, telemedicine can save U.S. companies as much as [\\$6 billion a year](#) in healthcare costs.

### **The rise of telemedicine during COVID-19**

It's no surprise that telemedicine is now on the rise. A [recent study](#) conducted by the American Medical Association indicates that it is the fastest-growing care setting in terms of insurance claims. Following the shutdowns during the COVID-19 pandemic, use of telemedicine surged. Under stay-at-home orders and with doctors suspending service, many people simply had no choice but to use telemedicine. Now, consumers and physicians alike are poised more than ever for a shift to virtual medicine.

### **Low engagement leads to lower returns**

Despite the trends and advantages, however, traditional telemedicine services have not exploited their potential for attracting users, including digital natives. A [study](#) revealed 74% of millennials prefer to use

telemedicine, and yet many companies report 4% and lower engagement of their telemedicine solutions.

For those companies, telemedicine has provided a poor return on investment. Why? Consider the limited scope of most telemedicine apps. They may provide a quick doctor-patient check-in or referral opportunity, acting like an urgent care quick fix, but they are not fully connected to patient history or current care providers essential for long-term support.

### **Wanted: Continuous and coordinated care**

A fully integrated approach, on the other hand, wins high user engagement by offering continuous, coordinated care. Essential services are connected across the platform, so the patient can get the care they need when they need it, without suffering through a long wait in a doctor's office or crowded emergency clinic.



### **PROBLEM:**

Underuse of resource



### **SOLUTION:**

Service based on a strong patient-provider relationship

**COVID-19:**

# A plan for moving forward

An integrated care plan also needs to include a way for businesses to reopen with confidence. In the ever-evolving realities presented by the coronavirus pandemic, companies face overwhelming needs. They need to protect employees' physical and emotional health while preventing the spread of infection. At the same time, they need to ensure operations can continue seamlessly.

### **A health plan to support reopening**

A comprehensive COVID-19 support plan takes the pressure off. By providing information through means such as daily symptom checking tools and temperature checks, a COVID-19 support plan can make an enormous difference in stopping the spread of the virus in a workplace.

Additionally, an effective support plan should not only offer screening and testing, but also integrate with the employees' basic healthcare program. This allows for more immediate responsiveness in keeping up with changes in guidelines. The optimum plan provides medical experts who can customize the program and manage prevention, quarantine recommendations, and care for infected employees.



### **PROBLEM:**

COVID-19 gives rise to new and changing needs



### **SOLUTION:**

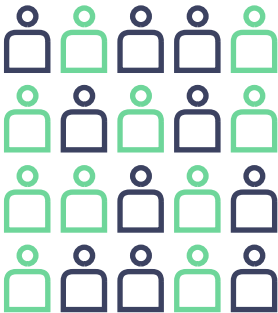
A customized approach providing all aspects of healthcare support

**INTEGRATED MENTAL HEALTH:**

# The all-important alliance

New stressors stemming from the coronavirus pandemic will likely create a surge in mental disorders, and experts predict a global mental health crisis. But even before the pandemic, studies suggest that one in five adults lives with a mental illness, and almost half the U.S. population will experience a disorder in their lifetime.

**53%** of adults in the U.S. reported the pandemic negatively impacted their mental health



**The adverse effects on mental health**

Researchers are noting the direct correlation between the COVID-19 pandemic and the rise in mental health concerns. A recent poll reveals 53% of adults report the coronavirus pandemic negatively impacted their mental health, and more alarming 40% report having a mental or behavioral health condition related to the pandemic. For some, the additional stress caused by COVID-19 is reactivating or worsening existing conditions, especially depression, anxiety, and post-traumatic stress disorder. For others, they are experiencing disorders for the first time and will require ongoing support in the long term.

In a comprehensive integrated platform, mental healthcare must be as easy to access as primary care. The reasons are compelling given the prevalence of mental disorders, the often-confusing presentation, the reluctance of many people to seek help, and the profound impact of mental health on employee productivity and absenteeism.

People who are reluctant to seek help for a mental condition or fail to recognize it need a primary care provider who can recognize both physical and behavioral changes in their health. In many cases, a mental disorder is difficult to detect because it masquerades as a physical ailment, such as heart trouble or gastrointestinal distress. Conversely, a person may easily confuse a symptom of a physical ailment with depression or anxiety—fatigue associated with a thyroid disorder, for example. Also, the stress of having a chronic illness can foment anxiety or depression.

### **Mental illness can negatively impact productivity**

Mental illness can have a profound impact on work performance. Research indicates workers with depression report the equivalent of **27 lost workdays per year**—nine sick days and 18 reflecting lost productivity. Generalized anxiety disorder has a similar impact. Many studies conclude that indirect costs of mental health disorders, particularly lost productivity, exceed actual treatment costs.



#### **PROBLEM:**

Mental healthcare is difficult to access



#### **SOLUTION:**

Integration with primary care on the same platform



**INSURANCE NAVIGATION:**

Helping employees  
understand benefits

Questions, questions, and more questions. Employees' confusion about their health benefits leads to more work for HR departments. Answering employee questions about healthcare benefits and insurance coverage is a time-consuming obligation.

### **Employees are confused about their benefits**

Healthcare plans are complex and can be confusing to employees, especially when choosing the right plan. While 75% of employees think health benefit offerings reflect a company's competitiveness, more than half don't understand their health benefits or how to access them. No wonder so many don't use their benefits to the fullest extent or avoid seeing a doctor due to uncertainty about cost.

### **Insurance navigation support is key**

In an integrated care solution, insurance navigation specialists counsel employees about health plans and insurance coverage. Such a service is especially valuable during open enrollment periods, when employees are likely to have many questions about coverage and HR professionals themselves are pressed to stay abreast of the complications and ever-changing regulations related to health insurance.



### **PROBLEM:**

Time burden for  
HR teams



### **SOLUTION:**

Dedicated specialist  
assumes responsibility

**GETTING STARTED:**

Finding the right  
integrated care plan



An integrated care approach brings together essential components of healthcare delivery into one solution. And right now, a focused COVID-19 support program should also be something to consider, to ensure you have the healthiest possible workforce.

### **Fundamental components of integrated care**

The best integrated care solutions unite these three components:

- **Primary care**
- **Mental healthcare**
- **Insurance navigation**

When all of these essential components are connected across a single platform, you can put an end to fragmented care and provide your employees with continuous, coordinated care. Electronic medical records are stored in one system for easy access, sparing patients the need to retell their medical history each visit. Primary care and mental healthcare providers work hand in hand. And employees can easily navigate insurance questions, as answers to cost and coverage questions are never far away.

# So where should you begin?

When it comes to finding the right care solution for your organization, you can start by using checklists, like the ones on pages [31](#) and [32](#), to determine if solutions have the services needed in order to provide high-quality, integrated care to employees.

Eden Health is one such medical provider that built an integrated care model from the ground up, providing high-quality care to meet all the medical needs of your employees. The Eden Health teams provide extraordinary care through integration of COVID-19 screening and testing, 24/7 virtual primary care, in-person doctor visits, mental health, benefits navigation, and more. Best of all, all of these components are unified in a single, easy-to-use app.



# The Eden Health advantage





Remember that not all integrated care solutions are equal. What sets the Eden Health platform apart from others is its focus on anticipating employee needs—a seamless experience owing to communication and close coordination among the healthcare team. Let's take a closer look at some of the advantages and benefits of using Eden Health.

### **A flexible, intuitive user experience**

User experience is key, as a better experience leads to higher employee engagement of benefits. Using Eden Health, employees can easily get the care they need, when they need it. Access is easy—by text or video conference through the Eden Health app. For most clients, in-person primary care providers are available at an on-site or nearby clinic. For other partners, providers travel to their offices to host temporary pop-up clinics.

Virtual care is available 24/7, with a seven-minute average response time. Providers are full-time employees specially trained in delivering virtual care to give the best possible experience, from evaluation to follow-up. Users can get prescriptions and referrals to specialists.

## **A dedicated team delivering continuous, connected care**

Each Eden Health user is assigned a cross-functional care team. That means communicating with the same primary care providers, mental healthcare providers, and insurance navigators every time. When an Eden medical office is on-site or nearby, the provider an employee sees in person might be the same one they speak to on the app.

It is in this way—interacting consistently with a care team who understands their needs—that employees build strong relationships with providers, creating the kind of trust that favors the best possible health outcomes.

## **A patient-provider relationship built on trust**

The beating heart of Eden Health’s approach is this patient-provider relationship. When it comes to healthcare, most everyone desires a strong relationship with their providers. The willingness to share personal information, the confidence that is required to follow treatment advice, the comfort level of seeking care in the first place—all are contingent on the trust that comes from such a relationship.

Most telemedicine offerings are not conducive to fostering enduring connections to patients. On each call, a user will chat with a different provider, who may treat the symptoms in much the same way as an

## **Employees who enjoy a strong patient-provider relationship:**

- 1** Are more likely to get the care they need when they need it
- 2** Have better health outcomes
- 3** Show higher productivity, less absenteeism





A unique coordination of care assures that mental health conditions are recognized and treated.

urgent care clinic might, with no knowledge of medical history and leaving it up to the patient to follow up with their provider.

As reflected in a usage rate of 66% with the Eden Health platform, employees who have access to telemedicine are likely to use it when they know they will see the same providers each time. What's more, they tend to seek care more often, for problems that might otherwise go ignored. That leads to an even stronger patient-provider relationship than in a traditional in-person setting.

### **A focus on the importance of mental healthcare**

A unique and especially valuable feature of the Eden Health platform has mental healthcare and primary care providers working hand in hand. In fact, recognizing that physical and mental symptoms often overlap, primary care providers routinely conduct mental health screenings. Referrals between the two providers are common, creating seamless care with a whole-person approach.

In this way, patients are assured of getting the mental healthcare they need instead of being left on their own to identify an insurance-covered therapist, a predicament that often leads to no treatment at all.

## A straight line to specialists

Eden Health maintains an exclusive database of medical specialists, individually vetted and tracked on the basis of professional criteria and patient ratings. This listing takes the guesswork out of selecting a doctor who is qualified, comes highly rated, in-network, taking new patients, and can offer a timely appointment.

By coordinating with partnered specialists, Eden Health's primary care providers are able to save patients time and money.

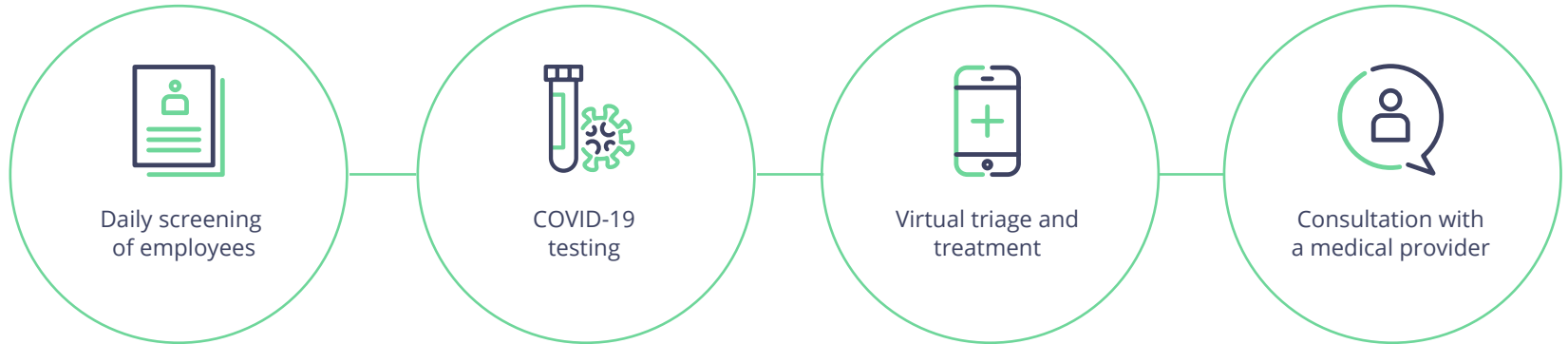
## Custom-tailored COVID-19 support

An Eden Health COVID-19 plan takes the basic elements of screening, testing, and overall healthcare and tailors it to your individual work site. Moreover, dedicated medical experts offer [customized return-to-work plans](#) and ongoing management of employee care.



Eden Health's high-quality care includes coordination between primary care and specialists to create a seamless experience for the patient.

## Eden Health COVID-19 protocols include:



Full-service primary care can also be brought to your office with pop-up clinics, offering on-site screening with the latest digital tools.

The medical director works to design your plan and make sure it adapts to your changing needs. CDC guidelines are also constantly changing as we learn more about COVID-19, and the medical director makes sure protocols are in compliance.

Eden Health's custom-tailored COVID-19 support plans dovetail with its integrated care program, where primary care and mental providers coordinate and oversee care with the help of a mobile app.

Here, employees have 24/7 access to primary care providers, who respond within minutes, as well as access to mental health screening and talk therapy. They can also get answers to questions about insurance and specialist referrals. As always, the goal is to keep employees safe, healthy, and productive.

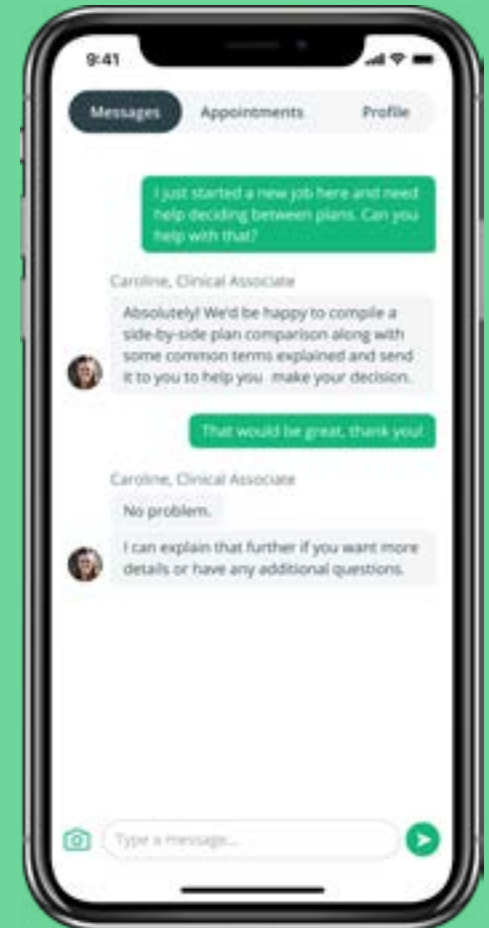
## Knowledgeable insurance experts for employees

In Eden Health's integrated care solution, insurance navigation specialists are a part of each employee's healthcare team. They guide employees through the thickets of health plans and insurance coverage, so HR teams don't have to.

Through Eden's insurance navigation component, employees receive:

- **Clarification of benefits**, defining terms such as co-pays and deductibles, and providing resources like this [glossary](#)
- **Plan comparisons** when choosing a plan in open enrollment
- **In-network provider search**, and comparison of costs between in-network and out-of-network providers
- **Claims and billing advocacy**, for example when a claim is denied, decoded, or processed incorrectly
- **Pre-authorization** for radiology tests and medications

Eden Health does the hard part. Most of the time, employees don't have to interact directly with their insurance company.





Higher  
engagement  
leads to better  
health outcomes.

## **Demonstrable savings of time and money**

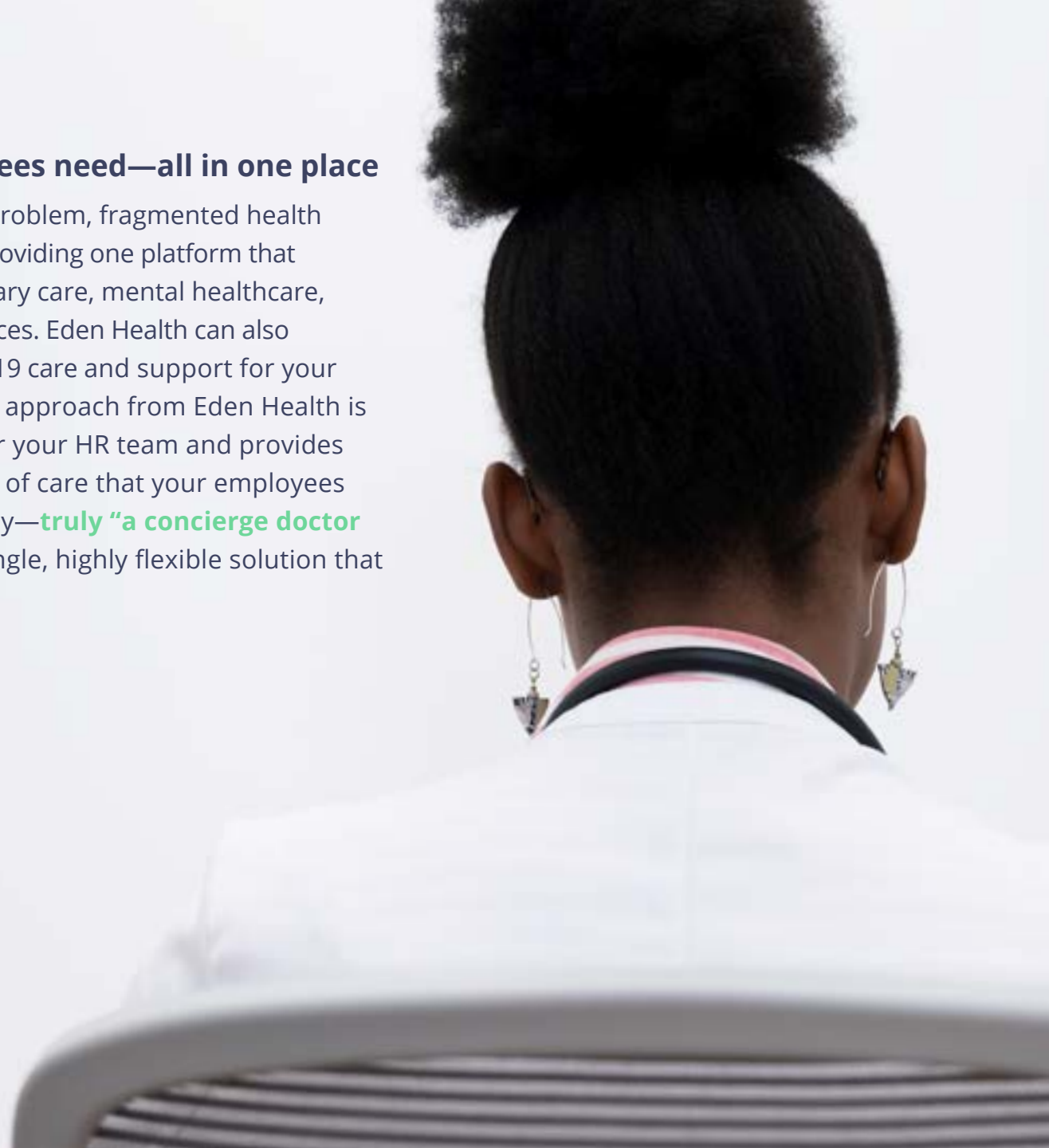
This may be the most important benefit of all. The advantages of Eden Health integrated care are not lost on employees. Companies that partner with Eden Health see a sign-up rate of 77% and usage rate of 66% in a 12-month period, compared with 4% engagement commonly seen with other solutions.

Higher engagement leads to better health outcomes. That translates into higher productivity and less absenteeism, not to mention overall savings in healthcare expenditures.

For HR teams, the Eden Health integrated care approach relieves much of the burden of administering benefits. Even more, companies receive ongoing support from medical experts, who consult regularly with company leadership and who oversee employee care.

## All the care your employees need—all in one place

Eden Health takes a complex problem, fragmented health delivery, and eliminates it by providing one platform that can provide always- open primary care, mental healthcare, and insurance navigation services. Eden Health can also deliver custom-tailored COVID-19 care and support for your workforce. The integrated 360 approach from Eden Health is a simple benefit to manage for your HR team and provides easy access to all components of care that your employees need to stay healthy and happy—**truly “a concierge doctor for every employee.”** It’s a single, highly flexible solution that works for everyone.





# About Eden Health

As a nationally recognized medical practice, Eden Health works with employers to provide complete, 360 medical care for their employees. We are a multi-site medical practice addressing employees' full care needs with comprehensive treatment for primary care and mental health. In addition, we provide a dedicated team to answer all employee questions and issues related to their benefits and insurance, allowing HR to focus on strategic initiatives, especially during open enrollment.

To learn more about Eden Health or to schedule a demo, please contact [sales@edenhealth.com](mailto:sales@edenhealth.com).

# Resources





# Checklist for HR Teams

## Choosing an Integrated Healthcare Solution

### High-quality care

- Are primary care, mental healthcare, and insurance navigation included on one platform?
- Is it simple and easy to use?
- Are employees assigned a dedicated team of care providers?
- Do employees receive comprehensive, coordinated care, including follow-up, specialist referrals, and prescription management?

### COVID-19 response

- Can it provide active monitoring of employees' physical symptoms and mental wellbeing to ensure a safe working environment for on-site employees?
- Does it include COVID-19 support?
- Does the company receive ongoing guidance and medical expertise?

### Savings

- Is pricing flexible and aligned to the company's budget and goals?
- Does it offer metrics for evaluating how employees are using the platform?
- Can it prove high registration and engagement rates?
- Does it reduce healthcare costs?

# Checklist for Employees

## What to Look for in a Telemedicine Service

### High-quality care

- A single resource for primary care, mental healthcare, and insurance navigation
- Consistent access to the same care team, whether virtually or in person

### Ease of use

- Simple and easy to use
- 24/7 access to primary care
- Quick response

### Insurance support

- Comprehensive, coordinated care, including referrals to specialists and prescription management
- Help with insurance claims, billing, coverage questions, in-network referrals, and pre-authorizations

# A Check on Mental Health

It's important, especially in times of global crisis, that we do not ignore negative impacts on mental health. Here are some top warning signs that indicate an employee is experiencing stress, anxiety, or burnout. This list was assembled by Eden Health, based on guidelines by the Mayo Clinic and amended by suggestions from our team of care providers.

## Top Warning Signs

- 1 Have you noticed your employee becoming cynical or critical at work?
- 2 Have they become irritable or impatient with co-workers, vendors, customers or clients?
- 3 Do they drag themselves to work and have trouble getting started?
- 4 Do they not derive satisfaction from their achievements?
- 5 Do they seem disillusioned about their job?
- 6 Do they seem to lack the energy to be consistently productive?
- 7 Do they seem to have trouble concentrating?
- 8 Do they indicate that their sleep habits have changed?
- 9 Do they seem fatigued or tired all the time?
- 10 Do they call in sick with, or complain of, headaches, stomach issues, sweaty palms, heart palpitations, stomach or bowel problems, or other physical complaints?
- 11 Has there been a recent change for them at work?
- 12 Has there been a recent change for them at home or in their personal life?

# Evaluating Health Insurance Plans

## A Comparison Worksheet

Eden Health’s benefit navigators, also referred to as Clinical Associates, serve as informed and flexible healthcare resources. As part of the Eden Health 360 care model, these insurance navigation experts can help maximize HR’s success with administering health plans during open enrollment and throughout the year. Using this easy-to-read spreadsheet, employees can compare plans side by side without time-consuming research.

Plan Names						
Individual Deductible						
Family Deductible						
Coinsurance						
Individual OOP						
Family OOP						
PCP						
Specialist						
Urgent Care						
ER						
OON Benefits						



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