

Access To Care Is Shrinking: 3 Strategies For Improvement

Health insurance out-of-pocket costs continue to rise. Access to care is shrinking. Employees and their families need options for personalized, expert health advice that's convenient and affordable.

Wait Times For Specialty And Primary Physicians Are Skyrocketing

Longer wait times cause people to skip care and allow bigger issues to grow while waiting for treatment.



Provider Networks Are Shrinking

Smaller networks reduce costs. Unfortunately, they can create hassles to find in-network providers and a rise in out-of-network claims.

More than **75%** of states have group plans with **smaller networks**



The Coming Doctor Shortage Is Real

America won't have enough doctors, due to an aging and growing population. Wait times will increase further.



75% of Americans search for health information online that's **20 billion** searches **35%** were trying to self-diagnose³

Online Medical Searches Prove People Are Starving for Advice

Growing out-of-pocket costs and reduced access to care **drive billions of impersonal online searches** that often end with a "...it could be cancer" statement. This drives people to unnecessary medical visits.

We need different and faster ways to get medical advice: 3 strategies

We're at a tipping point. Medical plans include weak versions of telehealth and base-level advocacy services. But member fees and limited support result in very little usage. Employers need alternative approaches that will get strong use – which delivers savings for employees (and employers).

1



Telehealth

2/3 of primary care visits don't have to be in-person. Phone/video visits are available in minutes (including a prescription, if medically necessary).

Turnkey promotion and **\$0 visit fees** can increase usage **4000%**.

2



Doctors Online

Personalized email visits are available for **all physician specialties** within a few hours. **Stop Googling!** This service is ideal for guidance on

medical questions, second opinions, and triage on specialist issues.

3



Advocacy

Employee frustration drops dramatically with expert help. Advocates locate new in-network physicians, transfer records, schedule appointments

with hard-to-access physicians, compare pricing & negotiate bills.

Sources: 1. Merritt Hawkins Survey, 2017 2. The Association of American Medical Colleges 3. 2013 Pew Study, Statisticbrain.com & Searchengineland.com

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