



Telemedicine and its Impact in the Health Insurer World: What Experts are Saying

Healthcare experts at MeMD discuss the shift to consumer-driven health plans and how the growing field of telemedicine offers healthcare insurers the opportunity to integrate on-demand access to quality care into their health plans.

With the rising cost of healthcare, many health insurers and self-funded employers are adding telemedicine as a more affordable option for consumers seeking treatment for low acuity ailments. Many companies are leveraging telemedicine as part of an integrated health insurance network.

Leading telehealth service provider MeMD has expanded its advisory board to include two healthcare executives, Mel Stein and Stephen Rogers, who collectively bring over 80 years of experience in the healthcare field, both with notable successes working with health insurers. Stein is a policy-level Senior Executive with broad experience developing and leading health businesses, healthcare technology companies, and working with payer organizations. Rogers, a Senior Executive with hands-on expertise in business development, strategic analysis, and health administration, also brings years of demonstrated successes in the fields of managed care, health and life insurance, and online healthcare initiatives.

“What excites me most about telemedicine is that it’s a way to engage patients 24/7. It certainly allows for the opportunity to provide better access and options for healthcare,” says Stein. “The use of telemedicine helps reduce inappropriate Emergency Room and Urgent Care visits, in addition to providing care when people are not at their home locale, or when seeking a second opinion. I believe that as awareness of telemedicine continues to grow, it will become a standard component of all health benefit programs.”

With an advisory board possessing a depth of knowledge in the healthcare insurer world, Kevin Wallquist, MeMD’s President for Business, says he is confident that as a leading virtual care company, MeMD’s telemedicine solutions will expand how health plans and payers increase access to care. Together with Stein and Rogers, the MeMD executive team is aligning strategic initiatives to incorporate with health plans, and is demonstrating how the features of telemedicine are integrating into the health insurer world.

“Through high deductible plans and healthcare spending accounts, a lot of employers are moving to a fixed contribution plan where consumers are purchasing their own plans,” adds Rogers. “As self-funded plans leverage carriers as TPA (Third Party Administrator) services, this consumer-driven model will play an important role in placing a premium on telemedicine to reduce healthcare costs.”

As telehealth services continue to expand, health plans and insurers will be able to deliver better access to healthcare, while reducing costs. For more information on MeMD’s telemedicine model, contact Kevin Wallquist at [kwallquist\(at\)memd\(dot\)me](mailto:kwallquist(at)memd(dot)me).

About MeMD

Leading telehealth service provider MeMD is headquartered in Scottsdale, Arizona. MeMD is revolutionizing the healthcare industry by offering access to affordable, convenient, and secure web-based healthcare nationwide. MeMD combines proven telemedicine technologies with business model innovations to improve access to medical providers, reduce healthcare costs, and make the experience of seeing a physician convenient, enjoyable, and affordable – the way it should be. For more information, visit www.MeMD.me.