

Proposal: Telemedicine Options Comparison

1. Established Telemedicine Companies (from Healthline list)

Examples: Teladoc, Amwell, MDLIVE, Doctor on Demand, PlushCare.

Pros:

- **Wide brand recognition:** Trusted names with nationwide reputations.
- **Large provider networks:** Access to thousands of doctors across states.
- **Variety of specialties:** Beyond general care—mental health, dermatology, chronic care.
- **24/7 availability:** Most have round-the-clock access.
- **Insurance integration:** Many plans are in-network with major carriers.
- **Technology platforms:** Mature apps, secure portals, digital records.

Cons:

- **Cost variability:** Without insurance, per-visit fees can be \$75–\$250 depending on specialty.
 - **Limited customization:** One-size-fits-all; not tailored for employer groups or associations.
 - **Potential wait times:** During peak hours, patients may still wait 15–30+ minutes.
 - **Less personal continuity:** Often “see the next available doctor” instead of consistent assigned care.
 - **Add-on costs:** Prescriptions, labs, or mental health often billed separately.
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2. Best Group Health Telemed (your plan)

(based on the details at bestgrouphealth.com)

Pros:

- **Group-focused:** Tailored for employers, associations, and unions—helps uninsured or unbenefited employees.
- **Virtual Primary Care model:** Members get a dedicated doctor for ongoing, holistic care (not just urgent visits).

- **Preventive & customized:** Health Risk Assessment (from Cleveland Clinic) gives doctors a full picture to personalize care.
- **Cost predictability:** Structured as a plan, not pay-per-visit. Often includes \$0 generic drugs.
- **Redirects claims:** Helps reduce reliance on major medical plans by handling primary/urgent needs virtually.
- **Engagement:** Member-specific information sparks patient follow-through and better outcomes.
- **Employer appeal:** Reduces absenteeism, lowers claims, can be offered without employer premium contribution.

Cons:

- **Less brand recognition:** Compared to Teladoc or Amwell, new to the market.
- **Network scope:** Focused on virtual primary care—fewer specialty options compared to larger telehealth firms.
- **Scalability:** May not yet match the size of national competitors in terms of 24/7 depth of provider pool.
- **Perception hurdle:** Prospects may ask “Why not just use Teladoc?” until the unique value is explained.

3. Positioning Recommendation

When presenting to prospects, frame your plan as:

- **“Next-generation telemedicine”:** not just urgent care visits, but a **continuity-based Virtual Primary Care system**.
- **Better for groups:** where employers want **predictable costs, better outcomes, and happier employees** without heavy premium contributions.
- **Personalized experience:** unlike big-box telehealth where you see a random doctor, your plan ensures continuity.