

Virtual Care: The Future of Healthcare

Virtual care, also known as digital health and telemedicine, encompasses a host of interactive technology and telecommunication tools that deliver health care services remotely. Rising health costs are driving the adoption of virtual care solutions.

The total cost of healthcare benefits is expected to increase by 5% in 2020 according to a survey by the National Business Group on Health (NBGH). In the same survey, employers stated that implementation of virtual care solutions was their top priority for 2020. The growing virtual care industry will be worth \$19.5 billion by 2025, up from \$6 billion in 2016.¹

- Virtual care is an umbrella term for the remote delivery of healthcare services through a digital means of communication.
- Virtual care improves access, offering a more direct channel between patient and provider.
- Virtual care will be especially critical for common diseases such as diabetes, which is a growing epidemic in the United States.
- Pops is a stand-out virtual care solution for people with diabetes.

Virtual Care for Employers

The advantages of virtual care are improved access, cost savings and employee satisfaction. Virtual care benefit solutions that help people connect with primary care, manage chronic conditions and promote wellness are realizing growing adoption rates as people come to appreciate the value and convenience. In the U.S., 96 percent of large employers offer virtual care as a benefit.²

Early adopters of virtual care solutions are beginning to realize multiple benefits:

- Reduction in healthcare costs while providing convenient access to high quality care
- Decreased absenteeism and improved productivity
- A valued benefit that supports employee satisfaction and retention

Pops: A Stand-Out Virtual Care Solution

Pops is a virtual care provider elevating the healthcare consumer experience. The innovative Pops Rebel System is revolutionizing how individuals track and monitor their diabetes through digital care.

Pops offers a state-of-the-art virtual chronic care management system that integrates an app that includes a virtual coach, Mina, with an all-in-one Bluetooth connected blood glucose meter.

Pops' Features

The virtual care provided by Pops solves key challenges for those living with diabetes, such as:

- **Trends at a glance**—Allows users to track goals and receive insightful management trend data
 - **Motivation questions**—Mina's AI driven queries encourage positive patterns and behaviors
 - **Results in seconds**—Readings are recorded at the touch of a button with rewards for activity
 - **Shares accurate information with healthcare providers**—Actionable data is accessible to the user's healthcare provider, providing daily readings and vital statistics
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Start Offering Virtual Care Today

Virtual care is becoming an increasingly sought-after benefit and part of a well-rounded employee package. According to the Health on Demand 2020 Global Report by Mercer Marsh Benefits, there is a strong business case for digital health and wellbeing programs. 95% of the employers surveyed believe investments in these programs will be the same or greater priority in the future as they are anxious to maintain and attract talent in a competitive labor market. More than three quarters of the senior decision makers believe the digital solutions will have a positive impact on staff energy levels, and nearly six out of ten believe they will aid in staff retention. Employees were aligned with employers in this belief. Results show that these solutions that improve access and can deliver needed health services more efficiently and affordably are attractive to employees. Employees are requesting the addition of virtual care solutions to their menu of benefits, driving the demand for such innovative systems.³

If you're an employer who would like to see how Pops can support your employees with virtual diabetes management, get in touch with us today by emailing hi@popsdiabetes.com or calling us at [1-800-767-7268](tel:1-800-767-7268).

¹ Telehealth Market Estimated to Reach \$19.5B by 2025 Report, 2018

² Telemedicine Improves Health and Saves Money, If Employees Use It, 2018

³ Health on Demand Report, 2020