Predicting Likelihood of Utilization: Model Development Proposal

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Abstract:

Teladoc provides online/telephonic physician visits as a cost-effective alternative to Emergency Room or Urgent Care. Patients receive value in the form of convenience and lower out-of-pocket cost. Sponsoring organizations (health plans and employers) receive value in the form of lower expenditures for appropriate care.

Ideally, all plan members would be aware of the Teladoc alternative, feel comfortable getting care thought this mechanism, and remember its availability at the time they need care. However, like all new services, adoption rates develop over time and utilization will start among those with the highest need for, comfort-with, and awareness of its value.

Identifying those most likely to use Teladoc services will allow to target their marketing and outreach to the right embers and increase utilization rates. By understanding the characteristics of users, Teladoc may also be able to better identify messages that resonate with its most likely customers. Similarly, identifying those least likely to use Teladoc could be helpful in gathering information about barriers to use.

In addition, this grant provides outcome analysis of Teladoc's results. The primary outcomes of interest include the degree to which those eligible for Teladoc services divert their use of ER for ER-avoidable conditions with associated cost savings. Outcomes also include the degree to which Teladoc consult users follow Teladoc physician advice and descriptions of which conditions are most common for consult users.