



Your On Demand Medical Exam

CASE STUDY:

# Best Buy

Employees engaged. Utilization increased. Costs controlled.  
A Case for Employer Adoption of the Tyto Care™ Device.



## Opportunity

Best Buy, the largest consumer electronics store in the United States, was facing increased pressures to contain costs related to its self-funded healthcare plan amidst rising healthcare costs nationwide. The company wanted to enhance employee access to care while containing costs using a telemedicine solution that would be easy to implement, could drive adoption and boost utilization amongst key segments of its workforce.

## Solution

Best Buy chose to roll out the TytoHome™ Kit with an initial test pilot of 200 employees and their families - inviting them to participate in a three month program to measure product utilization, ease of use and employee satisfaction. Tyto Care worked with Best Buy to recruit employees, distribute the devices and collect data on user engagement. For the initial test, the company targeted super users of healthcare within its plan - including chronically ill employees and families with young children.

**BEST  
BUY.**

**1,008**  
Stores

**125,000**  
Employees

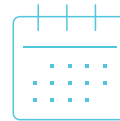
**100%**  
Health Insurance  
Coverage

**75,000**  
Covered Employees

**\$10,000**  
Annual Healthcare  
Costs Per Employee

## Implementation

During the 3-month test pilot, Best Buy distributed **200 TytoHome devices** to its employees and their families free of charge. Each participant had 24/7 access to acute care telehealth services on the device provided by Sanford Health System. Each exam cost the employee \$49 out of pocket.



**90-Day  
Trial**



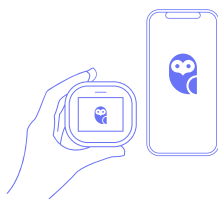
**200  
Devices**



**686  
Patients**

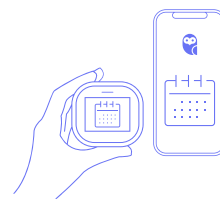
## Best Buy Patient Journey with TytoHome

Growing patient utilization of telehealth services meant streamlining ease of use, from receiving the device and profile activation to scheduling a visit and seeing a physician.



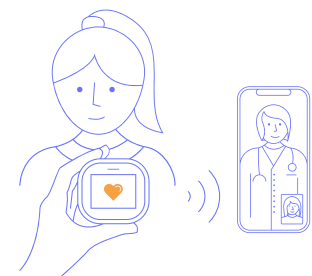
### Delivery and Activation

Employees received the device from Best Buy and downloaded the Tyto Care app to pair the device with their smart phone, and began training in Tyto Academy.



### Schedule Clinical Visit

Employees logged into the Tyto Care app, and submitted a request for a live telemedicine exam from a Sanford Health physician.



### Virtual Telehealth Exam

A physician performed a live exam using the TytoHome device - concluding with a diagnosis, treatment notes and any referrals or prescriptions.

# Utilization

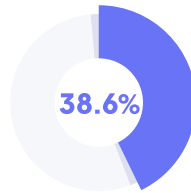
## Small Pilot, Big Possibilities

Following the 3 month test pilot, 186 employees participated with the average participant registering 2.68 additional family members on each TytoHome device for a total of 686 registered patients. During the pilot, participants quickly embraced the device and generated a 38.6% utilization rate. This number is nearly eight times higher than the average industry telemedicine utilization rates of five percent annually.

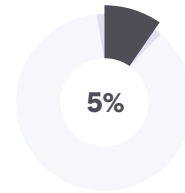
686



Patients



Utilization  
(annualized)



Utilization  
(industry avg.)

## Results

Following a successful testing phase and overwhelmingly positive feedback from employees, Best Buy is expanding the program to new employee populations in its health plan to enhance access and improve care.

The company has also agreed to a retail partnership and is now selling the TytoHome device online and in select stores throughout the US - making it easy for Tyto Care's consumer and enterprise customers to source the device.

## Best Buy Employee Survey Results



4.5 stars out of 5

Tyto is Easy to use or  
Very Easy to Use



4.2 stars out of 5

Satisfied or Very  
Satisfied with Tyto



4.2 stars out of 5

Like or Very Likely to  
Recommend Tyto



4 stars out of 5

Likely or Very Like to  
Continue using Tyto

## Net Promoter Score



## What Employees Are Saying

“ Being honest, I was nervous and thought it would be hard to use. But I was completely wrong! The exam was easy to complete, and within minutes I had a diagnosis and prescription.” - **Linds**

“ When we first received the device, we weren't sure how often we'd use it, but in the last 5 months we've racked up 6 visits - virtual visits are cheaper with our insurance than trips to urgent care or the emergency room. So on top of the convenience, it's saving me money.” - **Cory**

# Key Findings

## Efficient Patient Exams

Patients who completed a medical exams using a TytoHome device saw duration of visits that were substantially lower than the amount of time to complete an traditional outpatient care appointment.



**General practitioner visit with TytoHome**



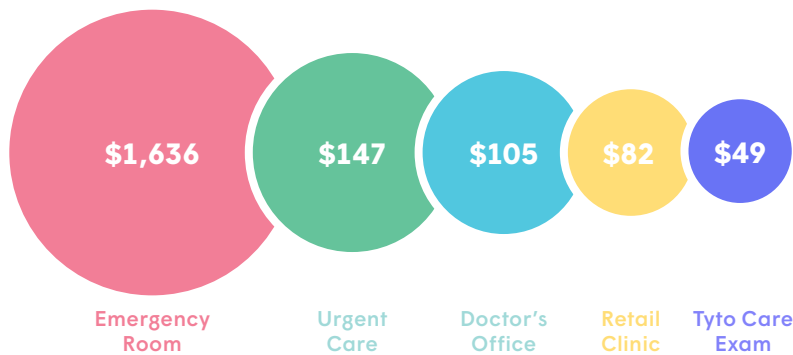
**Pediatric visit with TytoHome**



**Average outpatient visit in the US\***

\*<http://www.annfammed.org/content/10/5/396.full>

## Virtual Care Savings



Patients reported they would have used the following, if not for Tyto Care:



\*Per episode (including follow-up) for the most commonly treated conditions. Costs include medical and pharmacy claims.

For more information about Tyto Care Professional programs for Employers, please visit [tytocare.com](http://tytocare.com) or contact us at **866-971-8986**, or [sales@tytocare.com](mailto:sales@tytocare.com)

