



Best Buy

Employees engaged. Utilization increased. Costs controlled.
A case for employer adoption of the TytoCare device.

CHALLENGE

Reduce costs and increase access

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.

THE SOLUTION

TytoCare for super users

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. TytoCare 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.



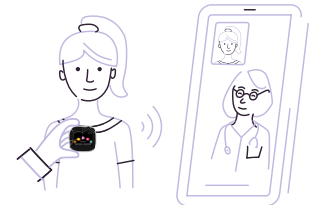
Delivery and Activation

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



Schedule Clinical Visit

Employees logged into the TytoCare 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.

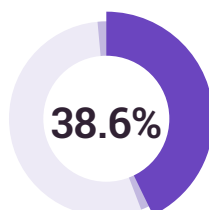
Utilization

Small pilot, big possibilities

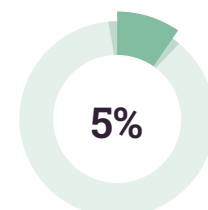
Following the 3 month test pilot, 186 employees participated with the average participant registering 2.68 additional family members on each TytoHome device for a total of 686 registered patients. During the pilot, participants quickly embraced the device and generated a 38.6% utilization rate. This 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 TytoCare'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.annfamned.org/content/10/5/396.full>

Virtual care savings



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



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

For more information about TytoCare, please visit tytocare.com.