



HEALTHCARE THAT CARES

# 6 Reasons Self-Insured Companies Are Running to Collaborative Care



edenhealth |  HR DIVE

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Imagine a world  
where a healthcare  
benefit truly benefited  
your employees.

Envision a benefit that increases loyalty among your employees, helps you be more competitive in the job market and safeguards your healthcare benefits against uncertainty — while saving your company time and money.

It may sound imaginary, but the benefit we're referencing already exists, and it involves partnering with a direct-to-employer medical provider for collaborative care.

#### THE STATE OF HEALTHCARE AT SELF-INSURED COMPANIES

As a self-insured company, you have the unique advantage of customizing your healthcare plans to meet your workforce's specific healthcare needs, avoiding prepaying for coverage and maintaining control over your health plan reserves — among other benefits.

Yet, at the same time, your self-insured status means that you assume the risk of paying the healthcare claim costs for your employees. This inherent risk means that you need reliable partnerships to help regain control over healthcare costs while providing above-and-beyond benefits for your team. And then pair that with changing employee expectations around benefits, especially in a hybrid or remote workplace.

Four in five employees prefer benefits or perks to a pay raise, according to statistics gathered by [SCORE](#). The same research found that perks related to improved physical/mental health contribute to 44% of employee satisfaction.

### CHANGING EXPECTATIONS IN A CHANGING WORLD

Another survey from [Care.com](#) found that 98% of human resources leaders and C-suite decision-makers surveyed plan to newly offer or expand at least one employee benefit after the COVID-19 pandemic.

In today's uncertain world, finding a solution may feel overwhelming. As an employer, you may be tempted to partner with various vendors to meet varying needs. And the options might feel costly or confusing, leaving you to hold off on investing or — worse — add benefits that no one uses. Yet, the solution is simpler than you think, and all it takes is partnering with one vendor that streamlines everything.

A direct-to-employer medical provider offers better care for employees and better savings for companies. With increased transparency and accessibility, this collaborative care benefit is quickly becoming the go-to solution for self-insured companies in our new hybrid world.



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## What is a direct-to-employer medical provider?

The ideal direct-to-employer medical provider offers a collaborative approach to employee health that integrates with any insurance plan or broker. When done right, it's telemedicine, virtual and in-person primary care, mental healthcare, and insurance navigation — all in one.

Think of it as a combination of primary care, mental health services and insurance navigation designed to elevate the health and well-being of your employees. And

knowing that every employee population has different needs, a provider like this customizes offerings to fit your company.

Direct-to-employer medical providers are quickly becoming the gold standard in benefits, and they give self-insured companies a lucrative advantage. Go ahead and follow your curiosity, and discover the benefits of investing in this innovative healthcare benefits solution.

## BENEFIT no. 1

# Save your company time and money

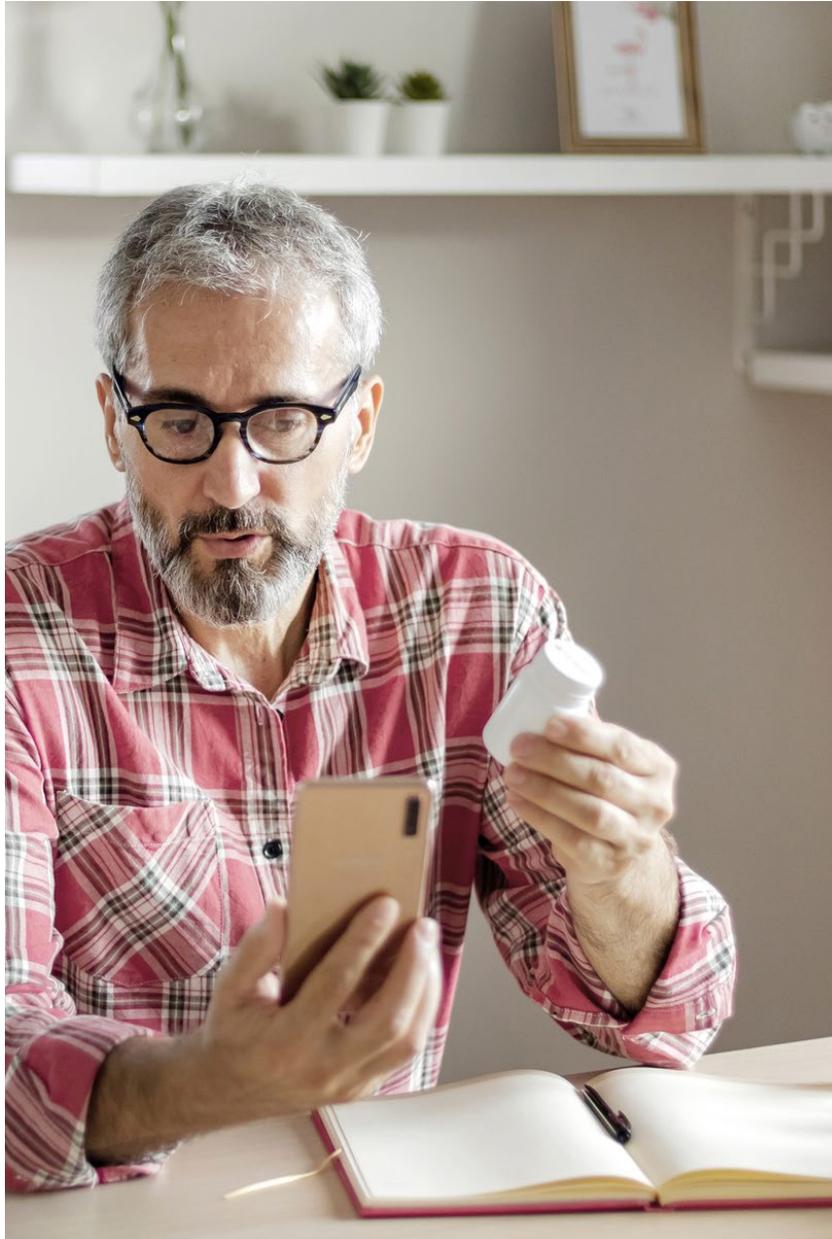
Collaborative care can save your company money, lessen the administrative load on your HR teams and save your employees time when it comes to their healthcare needs.

“As a self-insured company, we were looking to add a benefit for our employees that would minimize our risk from a financial perspective,” “said Lyuba Golberg, Chief People Officer at TS Imagine. “We knew that, with Eden, there is a fixed cost — meaning we would know exactly how much we would be spending for the year. Financially, an integrated-care solution like this is a huge benefit for us.”

**Eden Health can help companies save up to \$800 yearly for every engaged employee** and allows employers and employees to skip copays for virtual visits. To track this, companies receive data analysis that includes levels of engagement, cost savings, productivity savings and other valuable metrics that affect a company’s bottom line.



**Eden Health helps companies save \$800 yearly for every engaged employee.**



Speaking of productivity, collaborative care can also **help employees save over 16 working hours each year** by offering them the opportunity to create a longitudinal relationship with their healthcare provider.

**“It’s a much better patient experience because the patient can build a genuine relationship, which results in higher patient satisfaction. Over time, this relationship converts into savings because the patient is going to keep coming back.”**

**Kendal Borup**

*Vice President of Health Plan Account Management  
at Eden Health*

Upfront savings and savings down the line? This cost-negative solution is a no-brainer for self-insured companies that want to mitigate risk and provide employees with an exceptional patient experience.



**54% of survey respondents said they'd give better health, dental and vision insurance "heavy consideration" when choosing a job.**

## **BENEFIT NO. 2**

# Become more competitive in the job market

When choosing between a high-paying job and a low-paying job with better benefits, **54% of survey respondents said they'd give better health, dental and vision insurance "heavy consideration" when choosing a job, and 34% of respondents said they would give it "some consideration,"** according to a study published in [Harvard Business Review](#).

This stat gives you just a glimpse of the possibilities of including a benefit like this to prospective employees, especially for self-insured companies competing with other brands that may offer traditional health insurance.

**Yet, for many companies, collaborative care is actually a better selling point than your traditional healthcare.**

At TS Imagine, Eden Health is a competitive advantage brought up at the initial part of the interview process. The employees at TS Imagine love the benefit so much that, when the business acquired another company, they onboarded their new staff members onto Eden Health immediately.

“That was a huge win for us as a company,” said Lyuba Golberg, Chief People Officer at TS Imagine

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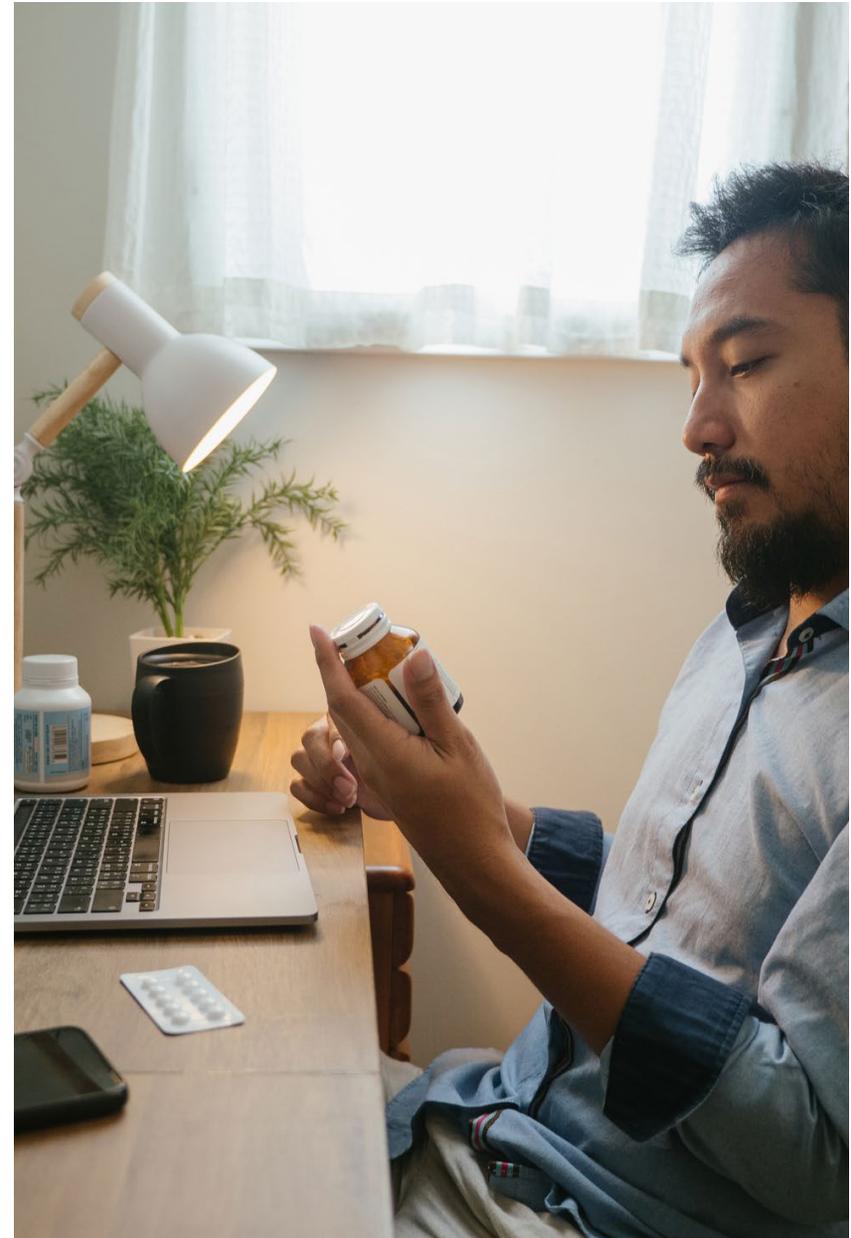
“You’ll see a lot of people offering free beers on Friday, and those are nice fringe benefits surely. **But 360 care? That’s a really meaningful benefit** that we offer employees because it shows that we’re actually putting a lot of thought into our employees’ well-being.”

**Lyuba Golberg**

*Chief People Officer at TS Imagine*

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Superficial benefits aren’t cutting it anymore, especially in a competitive job market. Employers need to show candidates they really take care of their employees. And by giving them access to manage their wellness without the stress? It’ll put your company miles ahead of the rest.



### BENEFIT no. 3

# Streamline and simplify your healthcare

**Imagine if your HR team had a one-stop shop, available 24/7, ready to help your employees. They can, and you can simplify your healthcare plan at the same time.**

“Sometimes I don’t know how to answer my employees’ questions, and I’m just so glad that I have one simple answer — which is, ‘Go ask Eden.’”

This is the most common response, Kendal Borup Vice President of Health Plan Account Management at Eden Health, hears from clients. When asked why, Borup explained that “before now, telemedicine benefits have been incredibly siloed or seen as a solution that’s tacked on, on top of an insurance plan.”

“Yet integrated-care solutions like Eden work as an extension of your HR team to help smooth out the healthcare process and help your employees with anything they’re trying to navigate when it comes to their health,” Borup added.

**As for the typical emotion from clients she hears? Relief.**

Whether it’s giving providers suggestions based on employee engagement trends to providing virtual or physical offers, 360 collaborative care means that your healthcare isn’t just one and done — it’s constantly changing based on your company’s and your employees’ needs.

With a direct-to-employer medical provider, there are no more added fees or surprises for employers or employees chasing billing questions and avoiding doctors’ visits.

The hoops that self-insured companies once had to jump through to offer competitive healthcare are gone. And in their place is a full-spectrum solution available in the palm of your employees’ hands, literally.

## BENEFIT no. 4

# Increase engagement with your employees

The data is in, and employees love collaborative care — patients using Eden Health give it a 4.95/5 rating. Employers love it, too. Companies using Eden Health see an average 66% usage rate among employees and a 22% increase in employee retention.

Why is collaborative care so popular? To put it plainly, it's easy — the way healthcare should be. Using Eden, an app connects employees with a real human being who can answer questions, make appointments, refill prescriptions, refer them to specialists and more.

This all-in-one solution increases retention with your team. “Retaining good employees has been really important to us,” said Lyuba Golberg, the Chief People Officer at TS Imagine, a cloud-based end-to-end trading and portfolio management software platform. “And offering additional benefits that are really meaningful, like 360 collaborative care, has really helped us.”



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“Once the person starts using Eden Health, this becomes their **go-to healthcare solution.**”

**Lyuba Golberg**

*Chief People Officer at TS Imagine*

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When one of your employees uses Eden Health, they're able to connect with the same care team each time, rather than accessing a rotating set of providers like with telemedicine or urgent care. “I think oftentimes employers feel like they couldn't rip this benefit out even if they want to,” said Kendal Borup, Vice President of Health Plan Account Management at Eden Health.

One executive at NewsCred even went so far as to say, “I love you guys so much. My whole office loves you and says this is the best benefit NewsCred offers!”



## BENEFIT no. 5

# Safeguard your plans against uncertainty

**The global pandemic and constant state of uncertainty fueled unprecedented demand for virtual care. The silver lining? Finally making access to care ... accessible.**

A key finding in a 2020 Gartner report was that healthcare providers are moving from their initial investments in tactical virtual-care solutions to building long-term, strategic virtual-care capabilities. As an integrated-care solution, the Eden Health team already works in a way that allows them to respond to unexpected scenarios quickly.

Eden Health's Director of Member Experience, Jessica Green, explains how "in response to COVID-19, it allows us to learn how we can meet the patients where they are and how to make care more convenient for them in nontraditional ways."

In the first month of the pandemic, Eden created a COVID-19 operations team. Today, that team helps employers with

screeners, coordinates pop-up clinics and vaccination sites, ships tests to homes, coordinates results, provides reporting, and more.

Even before the pandemic, Eden was helping healthcare be more accessible by setting up flu-shot pop-ups in companies' offices. (And whenever these pop-ups happened at TS Imagine, Golberg said, the sign-up list was full every single time.)

By offering these types of services, employees no longer have to take the time to plan a doctor's office visit. Not only does this make routine healthcare more accessible to remote employee populations, but it also helps employees and companies be proactive about their healthcare.

**And by being proactive, your employees' well-being is more protected against uncertainty — as is your company's wallet. See how it has helped brands like Sage.**

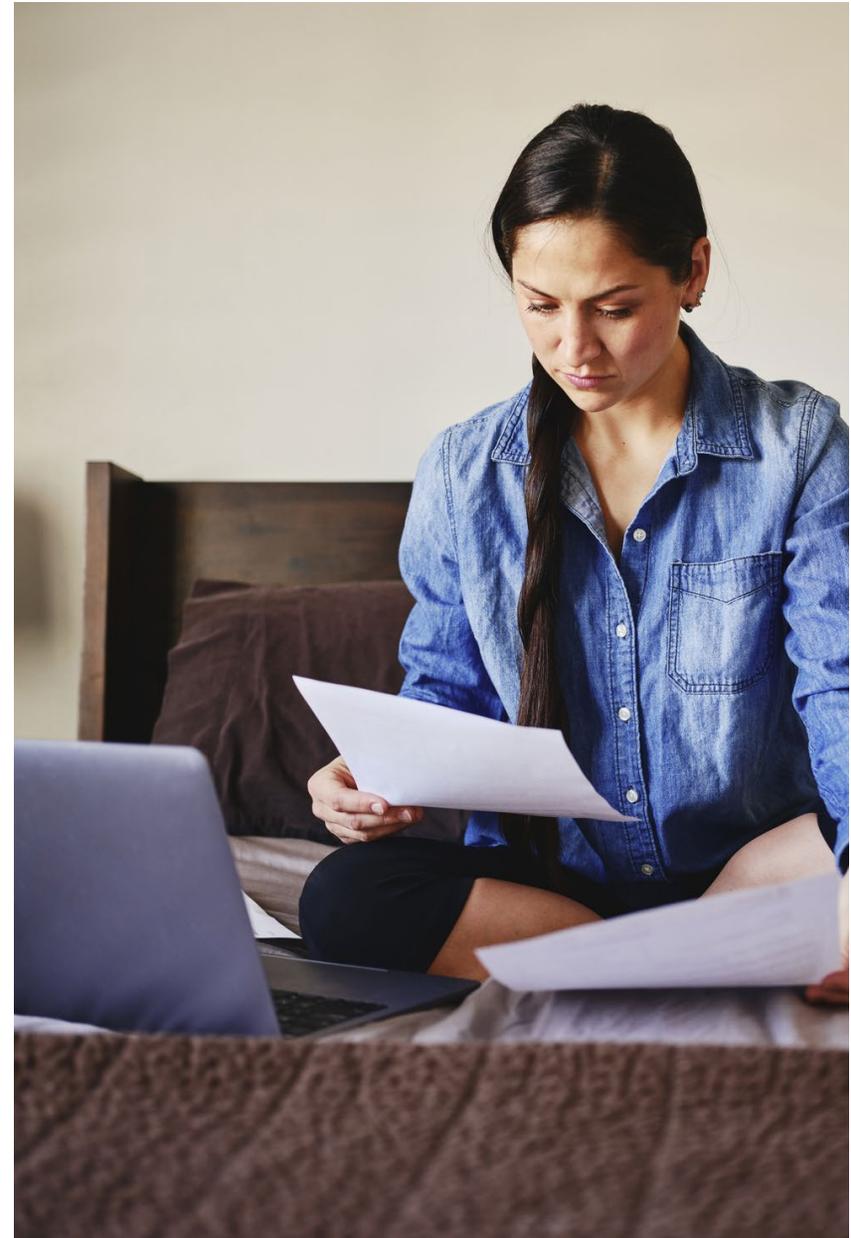
## BENEFIT no. 6

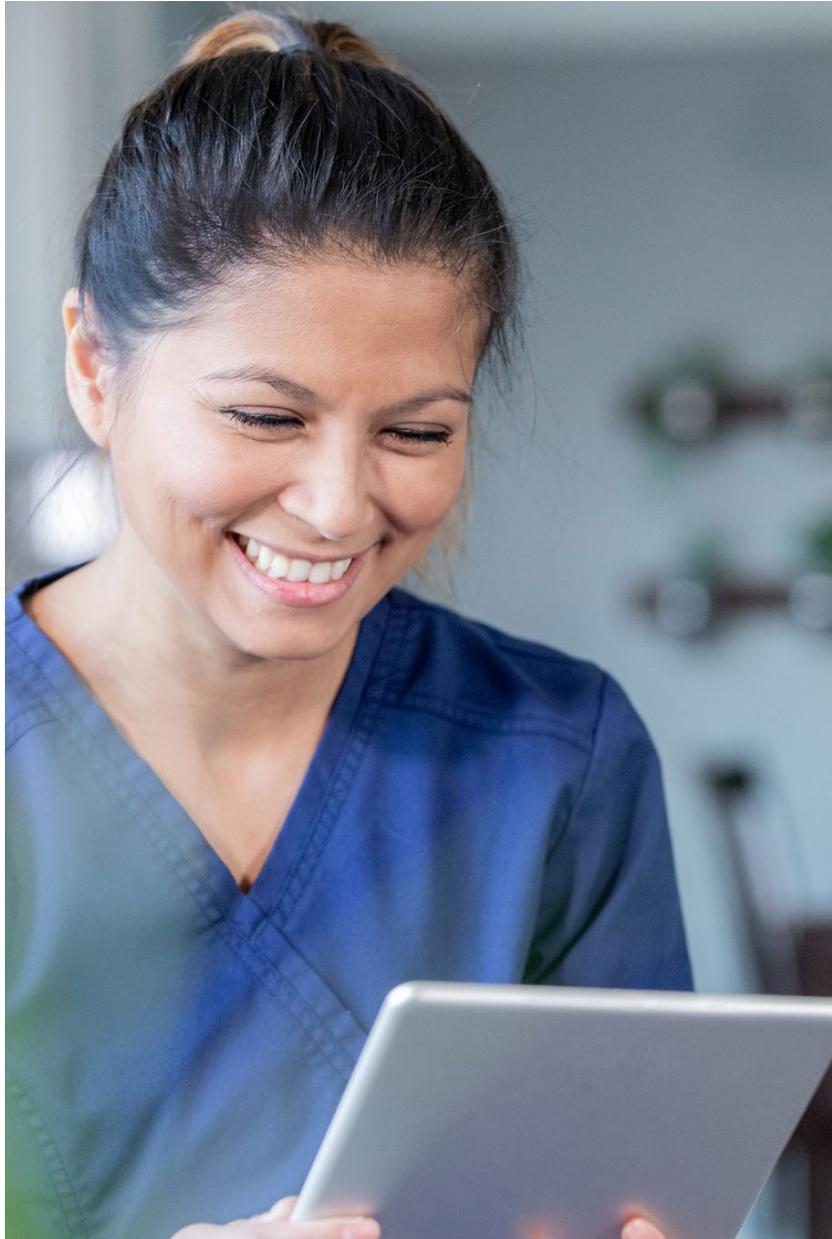
# Offer customer care that cares

Most people can remember a time when their healthcare provider frustrated them, whether it was an incorrect bill or struggling to make an appointment. A direct-to-employer medical provider mitigates common frustrations by providing a navigation team that “wraps their arms around the patients during the experience,” said Kendal Borup, Vice President of Health Plan Account Management at Eden Health.

Eden’s navigation team tells patients what their next steps are, guides them in taking those next steps and answers any questions along the way. “The idea is that a patient should feel like they have all the liberty in the world to write in to Eden and ask anything on their mind or that they’re struggling with, and the navigation team will get them an answer,” Borup added.

Eden’s navigation services won’t just find you an in-network provider, but they’ll find you one that’s based on your preferences. This can be anything from your pick of appointment availability to giving you access to LGBTQ-safe providers.





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**“The way we see it, collaborative care is healthcare that meets all of your needs, and it helps you feel taken care of. You’re no longer shuffled around in the healthcare system.”**

**Jessica Green**

*Director of Member Experience at Eden Health*

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One of the other differentiating factors is mental health. After all, nearly half of American workers have been suffering from mental health issues since the COVID-19 pandemic began, according to [CNBC](#). And while many employers are stepping up, many are not doing so fast enough.

Luckily, with 360 care, mental health is integrated into the process from the beginning. Green explained how “when you meet with a primary care provider, they do a mental health screening. This opens the door to give you options for mental health. You’re then matched with the right person for your specific needs, and we ensure you get to the most appropriate care.”

Healthcare that cares. Now, isn’t that innovative?

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## Let's wrap up

Remember when you were asked to imagine a world where a healthcare benefit truly benefited your employees? Now you've seen it. From retention to cost savings, the benefits of integrated-care solutions such as Eden Health are endless.

And in a world where researchers say 40% of employees are at least “somewhat likely” to leave their current jobs in three to six months, it's time to rethink the benefits you offer.

Yet it's Lyuba Golberg, Chief People Officer at TS Imagine, who summarizes it best: “After being in HR for many, many years, health benefits were always my least favorite function of HR. I never thought I'd be so excited about a healthcare provider — until now.”

After all, if you could make healthcare accessible and enjoyable, why wouldn't you? [Request your demo with Eden Health.](#)



**40% of employees are at least “somewhat likely” to leave their current jobs in three to six months, it's time to rethink the benefits you offer.**

# edenhealth

Eden Health is a hybrid primary care provider connecting patients to a dedicated team of tech-empowered, highly qualified medical experts. Eden integrates in-person and virtual primary care, behavioral health, and physical therapy in a collaborative model. This care model is delivered seamlessly with a built in navigation team to support benefit navigation, referral control, and cost containment. Working with employers across the country like Harry's, Rent the Runway, and Emigrant Bank, Eden Health's Care Team offers employees 24/7 digital and in person care through permanent and pop up clinics. This model consistently delivers industry-leading engagement with average usage at 66% and an average member rating of 4.95 out of 5.

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