

Healthcare Innovation NEWS

Catching Up With...



Daniel Trencher serves as senior vice president of product and corporate strategy for Teladoc, a market leading, telehealth company that provides on-demand, remote medical care via mobile, web, and other technologies. He oversees the development and execution of new growth opportunities and initiatives for the company, ensuring that Teladoc delivers innovation throughout the product lifecycle, from long-term, product roadmapping to project execution.

- Former Senior Vice President, Business Development, Teladoc
- Former Staff Vice President, Corporate Strategy, Wellpoint Inc.
- Former Management Consultant, Booz & Co.; PriceWaterhouseCoopers
- B.A. degree, economics, University of Pennsylvania
- MBA, University of Chicago

Healthcare Innovation News: *What do you see as the future of telehealth? What are its primary challenges?*

Daniel Trencher: The future of telehealth is ripe for growth and opportunity. Innovation is driving consumer utilization, and legislative progress is opening the door for greater access.

We see an opportunity to transform how consumers access care, creating a virtual healthcare ecosystem. That movement is growing with innovation that will weave telehealth into every part of a new norm of accessing healthcare. Consumer friendly telehealth apps, ubiquitous connected devices and the ability to conveniently access a broad range of primary care and specialty providers are helping drive the market.

When Teladoc launched the telehealth market in 2003, we focused on common, acute conditions. Today we have expanded into specialties such as behavioral health, which not only naturally lends itself to virtual visits but also enables consumers to access care who otherwise may not have due to social stigma.

Further, through innovation, effective behavioral health services can be combined with the opportunity to address associated comorbidities, such as diabetes, all while reducing patient costs. For example, studies have shown that for diabetics who also have depression, costs for non-behavioral health services increased by \$434 per member per month.

As we look to the future, Teladoc will continue to innovate and provide services across the full continuum of care to address evolving patient needs and reduce overall costs. And with positive legislation in development both at the state and national levels, and increasing consumer utilization of telehealth services every year, one is really hard-pressed to find anything standing in the way of telehealth growth.

Healthcare Innovation News: *How have you applied your expertise in analytics to your positions in healthcare, and more specifically to your role as SVP of product and strategy?*

Daniel Trencher: Analytics is playing an increasingly integral role in how we shape our products and the experience they create. Many are surprised to learn just how many studies we have done and the data we've captured to have a deep understanding of our member base and how they use our service. These data then inform how we design our products and shape the experience to meet the needs of our diverse clients and members.

We are asking: "How and when are members accessing telemedicine visits? How does this vary by patient demographics, employer type or time of day? Are satisfaction levels showing any observable patterns? What initiatives are having the most positive impact on driving utilization rates?"

With more than 3,100 clients and 17.5 million members, it's an incredibly heterogeneous group of users with different needs and preferences, all of whom are looking to access care at changing points in time and platforms. And our technology must offer choice to be able to meet those needs.

One example of how we've responded to changing consumer needs, surfaced through analytics, is how we used detailed user experience testing and analysis to support the launch of our next generation, member mobile app during 2015. Due to a smart, data-driven design, we saw more than 600,000 mobile app downloads last year, and the app won two prestigious design awards.

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