Case Study: Leading Digital Health Company Transforms Business & Sees Significant Savings With Wheel Partnership

***67%** OPEX reduction with **82%** increase in clinical quality*

Learn how a Wheel partner saved 67% in clinical staffing and overhead costs, while drastically improving clinical quality performance and expanding their business.

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The Partner

In 2019, an established digital pharmacy company had built a successful and highly-regarded service, with over 4 million consumers on their platform.

With increased demand for virtual care, the company expanded their business with direct-to-consumer urgent and primary care telehealth services.

The Challenge

With the pandemic explosion in virtual care demand, the company saw opportunity for expansion with direct-to-consumer urgent and primary care telehealth services.

Launching quickly, they rapidly faced challenges in scaling nationwide — growing and managing an internal clinician network became unsustainable and unaffordable.

Recruiting and onboarding quality clinicians, plus the daily administration required to manage a large and highly-skilled workforce, was both time-consuming and resource-intensive. As clinical performance flags increased, the team recognized care quality was beginning to suffer.

To meet growth goals while continuing to service customers, the company needed to augment their clinician network fast — without driving up operational costs or compromising on clinical quality.

Stakeholders realized they needed support from outside partners, but internal medical directors were concerned about potential impacts to patient care and quality.

How could stakeholders test a third-party network without taking on too much financial risk or negatively impacting the patient experience?

Client objectives

Wheel approach

☐ **Quickly ramp up** clinicians to meet patient demand

☑ **Secure continued growth** by supplementing their internal team with a flexible, 50-state network of clinicians, white-labled to their brand

☐ **Maintain the care quality** their patients expected

☑ **Institute a scalable clinical quality program** as their telehealth offering expanded nationwide and into new treatment areas

☐ **Scale the business** without significantly harming profit margins

☑ **Mitigate the economic risk** of high-fixed costs for staffing and overhead by switching to usage-based pricing

☐ **Gradually test a third-party** to avoid risks to the brand

☑ **Build a trusted, transparent partnership** to instill confidence and ensure alignment as we worked towards shared goals

The Wheel Solution

Wheel's on-demand, white-labeled network of clinicians stepped in quickly. Within weeks, Wheel recruited, vetted, and trained clinicians across all 50 states to begin delivering care on behalf of the brand.

Wheel also transformed this company's care model to lower costs. Rather than paying for clinicians, the client began paying for patient visits with Wheel's pay-for-what-you-use pricing structure. This allowed them to precisely scale with patient demand fluctuations and ensure care coverage as the business grew.

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Next, **Wheel expanded the company's existing clinician onboarding program to ensure the highest-quality care possible** — providing clinicians with additional platform details, thorough training, and comprehensive treatment guidelines. Wheel also hosted monthly clinician workshops to review changes to the medical manual and discuss trends in clinical performance.

Over time, Wheel took over management of clinician training, performance flag coaching, and chart auditing — freeing up the company's internal resources to focus on growing and optimizing the business.

From day one, collaboration, transparency, and partnership were the keys to building trust and confidence with this company's team.
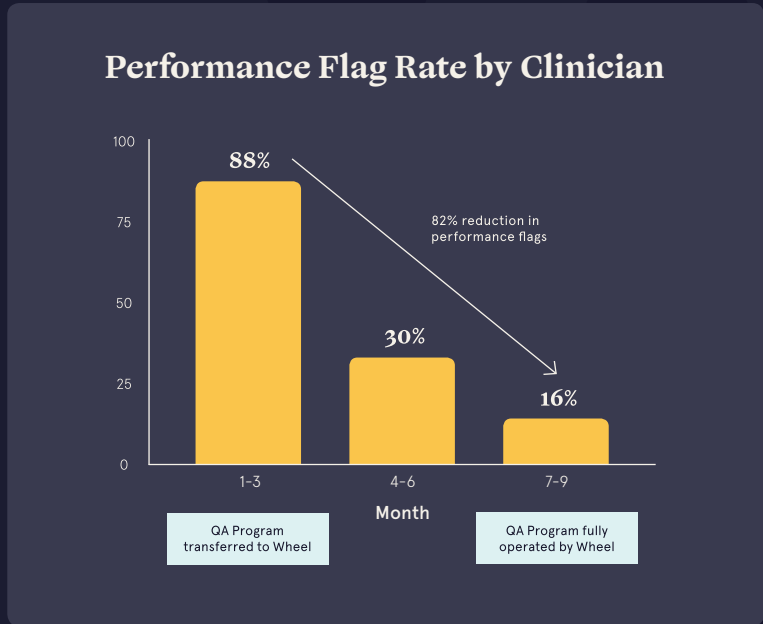
The Results

"I was skeptical about outsourcing our clinical network, but we had to try it. Our patient response time and margins were suffering, but Wheel made a compelling case. I can't imagine having done this without them."

– Chief Financial Officer, DTC digital health company

Wheel delivered business impact within the first month of service. At launch, the company was able to rapidly meet increased patient demand in challenging coverage areas and reduce wait times. As the Wheel team continued to meet SLAs and consistently deliver quality care, the client gained confidence in outsourcing their clinical services.

MoM State Coverage Wheel vs. Client

Covered by Client   Covered by Wheel
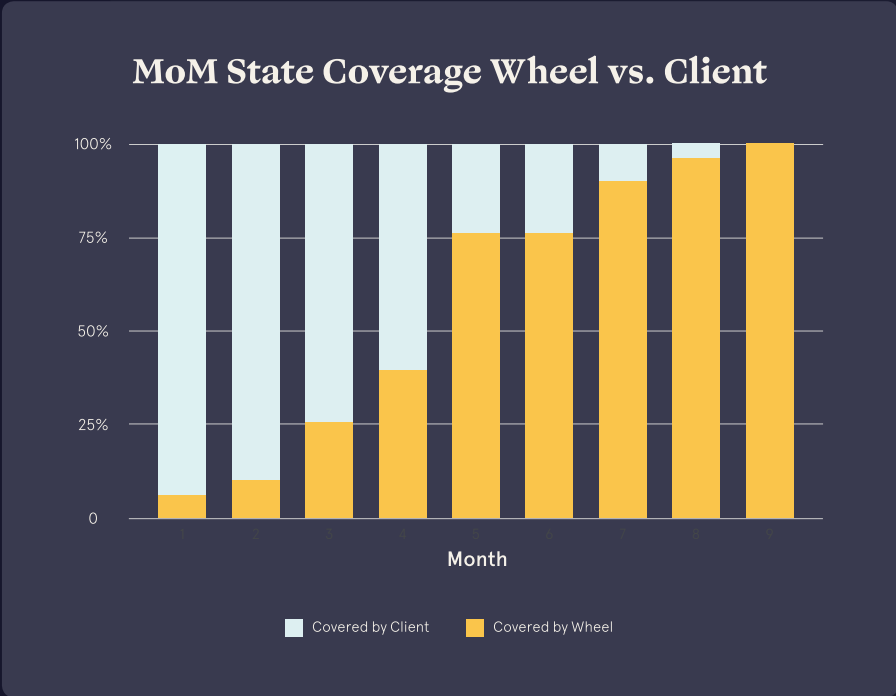
Gradually, they leveraged Wheel for more geographies and treatment areas. Over 9 months, they transitioned 100% of their existing clinical network and quality assurance program to Wheel — **realizing a 67% savings in clinical staffing and overhead costs**.

Performance Flag Rate by Clinician

82% reduction in performance flags

88%

30%

16%

Month

QA Program transferred to Wheel

QA Program fully operated by Wheel

In addition, clinical quality began to improve as Wheel took over quality assurance management. Not only did this partner maintain standards of care by transferring their QA program to Wheel, *they reduced performance flag rates by 82%, improving overall clinical quality*.

With newfound capital, the company was able to expand into **10 new treatment areas** and invest in marketing to boost patient visit volume exponentially. They saw **5x** growth in visit volume from year one to year two, and are pacing to reach over 500K visits in year three. In addition, they now have over 20 million users on their pharmacy platform.

YoY Growth in Patient Visits
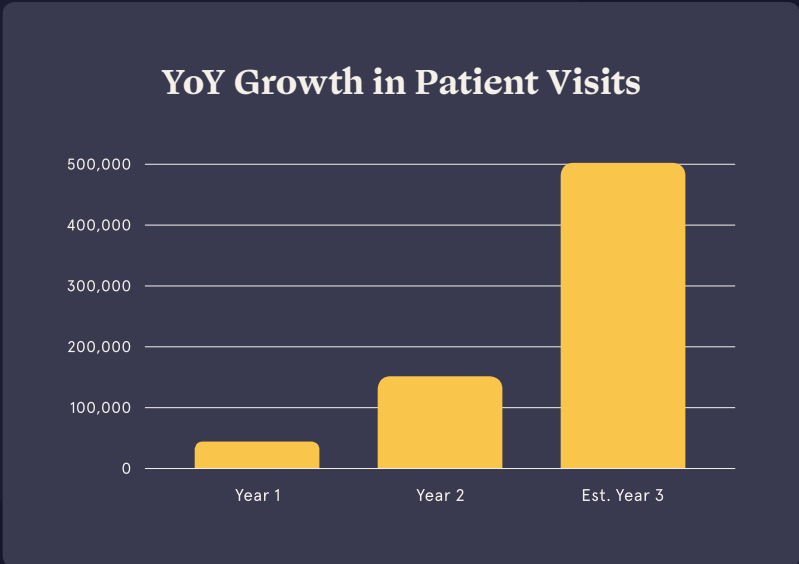
More than a vendor, a business partner

Not only did this client achieve significant savings, business growth, and quality improvements, they also gained invaluable feedback to improve their platform. Through monthly clinical workshops, Wheel clinicians shared insights into the clinical experience and treatment guidelines, building a continuous feedback loop for product development and ultimately driving significant initiatives on their product roadmap.

> " As a provider it is extremely important to me that I work with a client who has clearly defined clinical protocols; on a platform that is intelligent, user friendly, and informative; and have a highly accessible support team to ensure I have all the tools I need to make safe, timely, and accurate clinical decisions. Wheel has exceeded my expectations in these areas. "

– Michele J., N.P.

Reduce the cost of virtual care delivery with Wheel

*Wheel clients save up to **70%** in OPEX**

*Savings depend on the ratio and volume of care delivered by Wheel.

Delivering virtual care at scale is extremely capital intensive. In today's uncertain economic climate, it's more critical than ever to optimize your virtual care delivery model to mitigate financial risk and stay competitive.
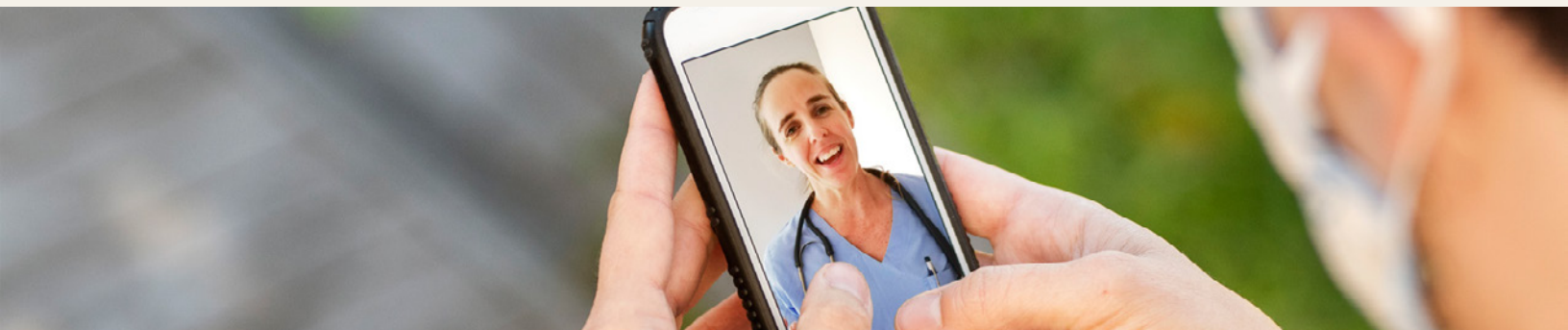
Get the economic advantage with Wheel

Don't let an inefficient healthcare staffing model hold back your business.

Wheel helps you reduce operating costs fast – without sacrificing clinical quality and coverage. Our usage-based pricing means you just pay for the care you use, regardless of changing and unpredictable patient demand.

Behind the scenes, our team handles everything from clinical operations to workforce management for you. This way, your resources are freed up to focus on what matters most: continuing to deliver great patient experiences.
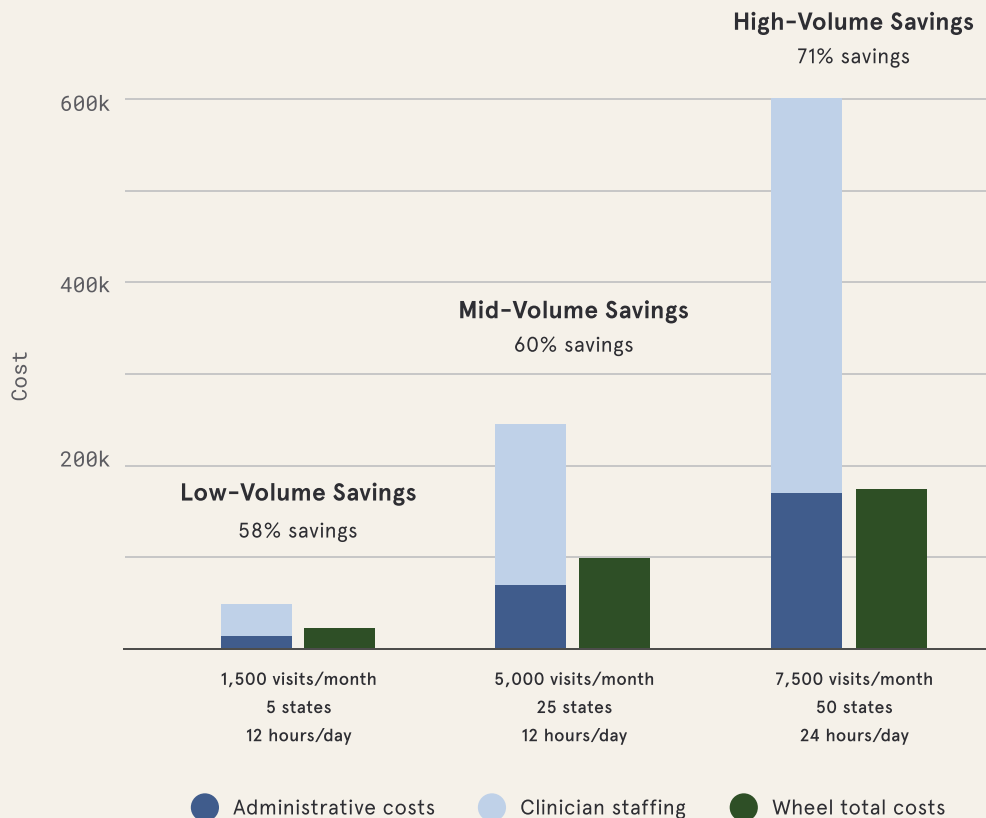
Drive down OPEX and mitigate financial risk

Reduce costs without sacrificing clinical quality

Integrate fast and take advantage of cost savings in weeks

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Costs of Running a Clinical Network, In-House vs. With Wheel

Not only are staffing and administrative overhead costly, the financial fallout from getting clinician utilization wrong can be huge. Wheel's per-visit pricing and built-in workforce management keep your costs low and flex with your demand in real time. And savings only get better as you scale.

High-Volume Savings
71% savings

Mid-Volume Savings
60% savings

Low-Volume Savings
58% savings

Cost

600k

400k

200k

1,500 visits/month
5 states
12 hours/day

5,000 visits/month
25 states
12 hours/day

7,500 visits/month
50 states
24 hours/day

● Administrative costs ● Clinician staffing ● Wheel total costs

Everything you need for delivering cost-efficient, high-quality virtual care in one unified platform

- White-labeled care delivered by a 50-state clinician network
- Clinical operations and administration management
- Virtual care technology and software
- Legal and regulatory infrastructure
- High-touch support and partnership

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