

Virtual First Plan Brings Savings and Satisfaction

Company Overview

One of our clients, a 135-employee marketing and design agency located just outside of New York City, was struggling with steadily rising healthcare costs and uneven access to primary care. Many team members worked remotely or traveled frequently for client projects, leading to delayed care, inconsistent engagement, and a 20% annual increase in urgent-care and ER claims.

Key Challenges

The company wanted to modernize their employee benefit program to reflect its hybrid culture, improving convenience and affordability without sacrificing quality. They also desired to recognize the growing demand among younger employees for digital, on-demand healthcare options.

MBA Solution Presented

Working in partnership with their company leaders, our team crafted a virtual-first health plan that made telehealth the default gateway for all non-emergency care. Each employee was assigned a dedicated virtual primary-care provider accessible by video or chat 24/7. The plan integrated behavioral health therapy, chronic-condition management, and prescription delivery. In-person visits were coordinated through a nationwide preferred provider network when required.

Measurable Results

For this client, adopting a virtual-first model wasn't merely a tech upgrade, it was a cultural fit. Employees appreciated the immediacy and simplicity of care, while leadership gained transparency and cost predictability. The overall healthcare spend for this company dropped by 12% in the first year, and shows how mid-sized employers can leverage digital-first benefits to improve access, promote preventive health, and contain costs...all without compromising employee satisfaction.