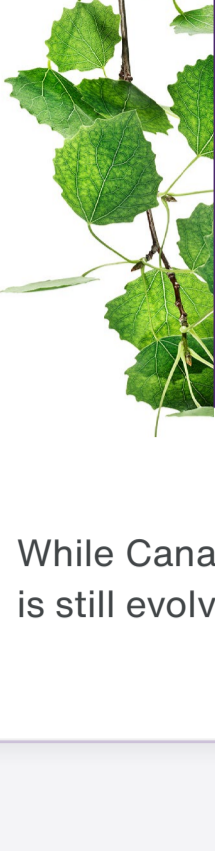


The future of virtual care: Considerations for employers.




The majority of Canadians are now aware of virtual care services, and their awareness remains steady:



50%  use virtual care.¹

2/3  know they could engage with healthcare professionals virtually.²

7/10  know remote diagnosis and treatment are possible.³

While Canadians have embraced virtual care, their relationship with it is still evolving, especially in the workplace.

Here are 6 trends and opportunities for employers to watch.

1 Virtual care is becoming an essential benefit.

Employers are embracing their responsibility to support employee health and wellbeing by offering virtual care benefits.

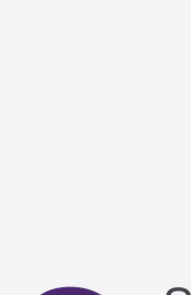


9% increase in the number of people with virtual care coverage in their employee benefits packages from 2021 to 2022.⁴

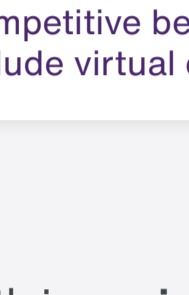


62% of employers agree that virtual care should be a standard group benefits offering.⁵

Employees are on board, too.



7% increase in the number of people who expect to have virtual care in their group benefits package from 2021 to 2022.⁶



66% of employees would use 24-hour virtual care if their benefits included it.⁷

The takeaway

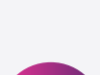
Competitive benefits packages include virtual care.

2 Support for mental health is a win in the workplace.

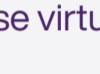
Investments in virtual mental health services are reaching employees.

90%+ 

The percentage of employers who believe they should support employees with their physical and mental health, and pain.⁸

22% 

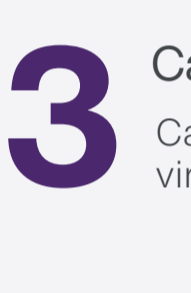
The percentage of people who reported generally poor mental health.⁹

76% 

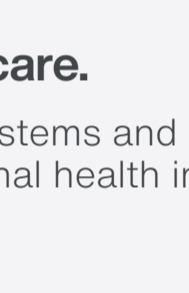
Employees who have a mental health condition are 76% more likely to use virtual care.¹⁰

Virtual care is an excellent choice for employers seeking to support employee mental health:

And employees who use virtual care are satisfied with the results.



75% The percentage of employees with virtual care benefits who say their benefits meet their needs.¹¹



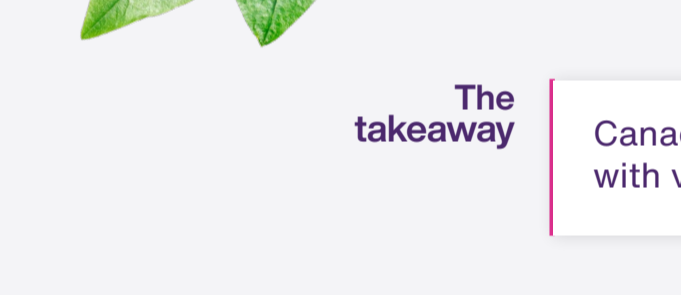
78% The percentage of employees with virtual care benefits who say the quality of service is good or excellent.¹²

The takeaway

Virtual care is a preferred choice for workers with mental health concerns and can help address them.

3 Canadians trust virtual care.

Canadians believe secure systems and regulations governing virtual care keep their personal health information (PHI) safe.



70% feel they can protect their privacy online.¹³

88% are confident that there are robust safeguards in place to protect PHI from anyone not permitted to see it.¹⁵

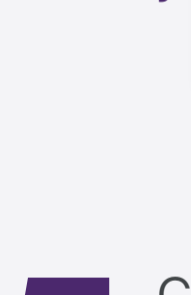
87% are satisfied that their PHI is treated with the high degree of privacy and confidentiality they would expect.¹⁴

The takeaway

Canadians believe their data is safe with virtual care providers.

4 Awareness positively impacts employee satisfaction with health benefits.

People who have used virtual care champion it.



81% Canadians are 81% more likely to continue using virtual care services after having used them.¹⁶

But lack of awareness is a barrier to adoption:

- Employers who are sponsoring the benefits plan know they're providing great options.
- Their team members don't always realize the scope of services they can access.

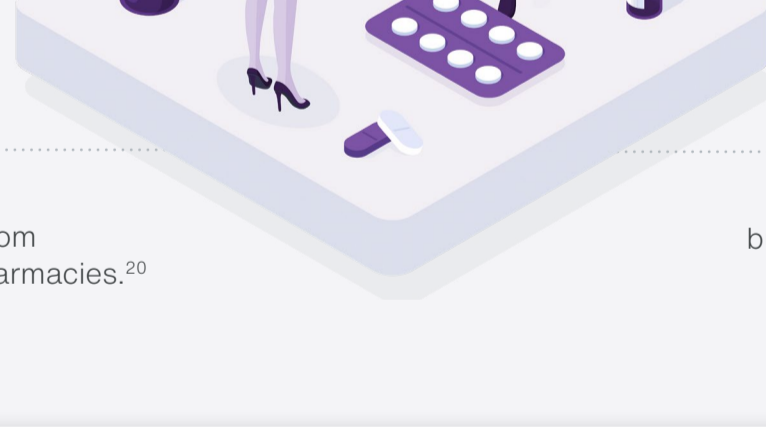
The takeaway

Communication about the availability of virtual care services could improve employee satisfaction with benefits.

5 Canadians lack awareness around virtual pharmacy services.

Many Canadians are too busy to pick up their prescriptions.¹⁷ Meanwhile, virtual pharmacy services are underutilized:

72% of employers aren't aware that online-only pharmacies exist.¹⁸



6/10 employees have some familiarity with the concept of online-only pharmacies.¹⁹

1/5 people order medications from online-only pharmacies.²⁰

5% of pharmacies' business is virtual.²¹

The takeaway

Raising awareness of virtual pharmacies and pharmaceutical delivery could support employees' health journeys.

6 Promoting a culture of wellbeing shows promise.

Three quarters of employers are planning to dedicate additional funds or resources to support employee wellbeing, and for good reason.²²



Having a strong culture of wellbeing, where employers support the holistic health of their workforce, clearly benefits employees:

91% are satisfied with their jobs.²³

84% deem the quality of their benefits package to be excellent.²⁴

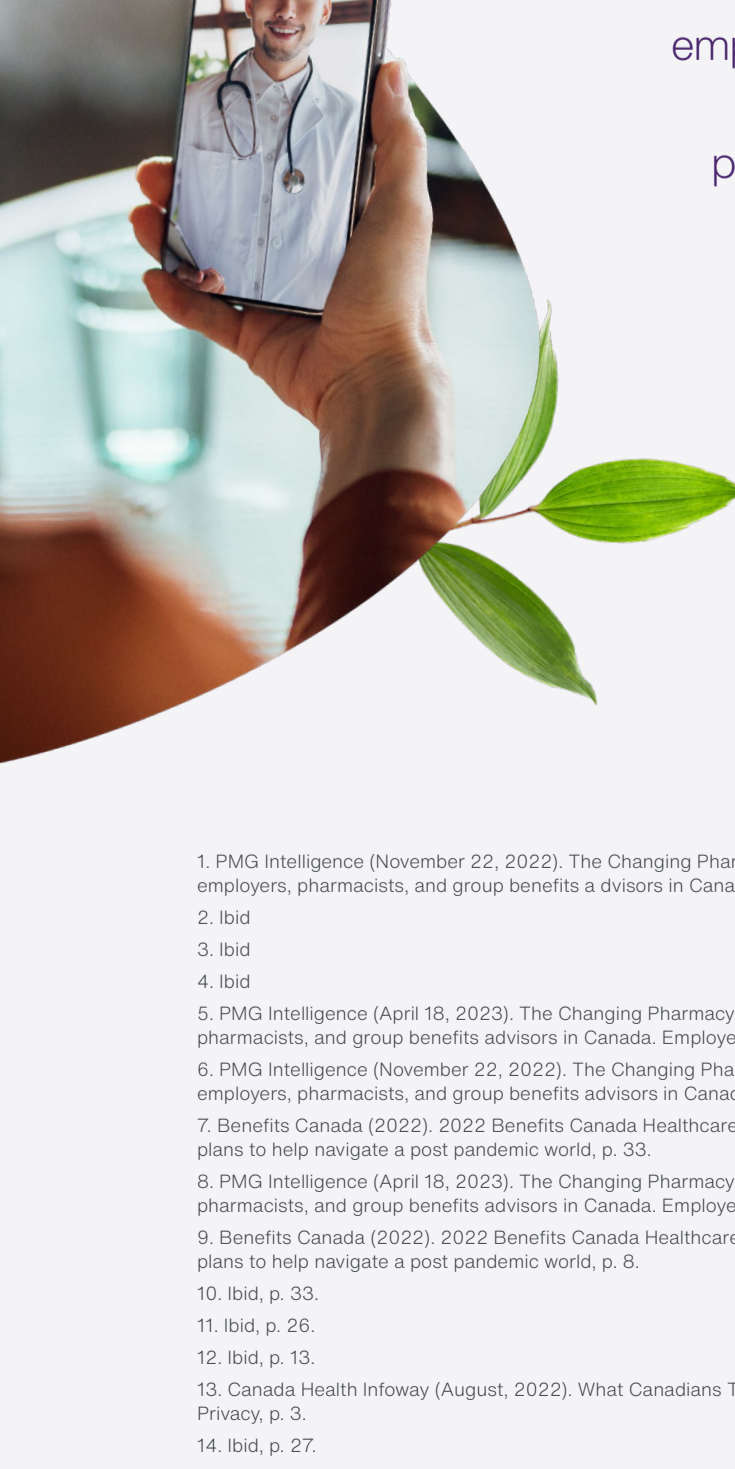
51% report excellent or very good health.²⁵

Virtual care can be a powerful building block when constructing a culture of wellbeing:

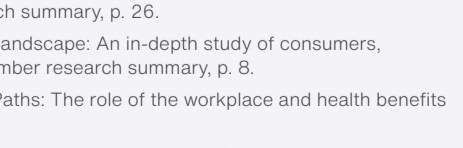
68% of those with access to virtual care say their workplace culture promotes wellbeing.²⁶

The takeaway

Solutions such as virtual care can support a culture of wellbeing that helps employees—and the business—thrive.



Available via smartphone, tablet or computer, in English and French, **TELUS Health Virtual Care** provides employees and their families* on-demand access to 24/7 personalized primary physical and mental health care through encrypted text and video.



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