

Economic and Operational Evaluation of HelixVM: B2B Perspectives

Ekta Jain, PhD ¹; Vandana Yadav, MSc ¹; Stan Kachnowski, PhD, MPA ¹
 1. HITLAB Healthcare Innovation and Technology Lab



ABSTRACT

HelixVM™ is an online healthcare marketplace that connects patients with doctors virtually, offering medical consultations, prescriptions, and other healthcare services without the need for in-person visits. A recent study showed that the platform enables doctors to manage more patients while providing quicker access to care for patients.

To drive greater adoption and expand its user base, HelixVM partnered with referral organizations, including employers and specialized healthcare systems. The platform helps bridge gaps in healthcare by improving documentation, coordination, and communication, allowing healthcare providers, employers, and patients to navigate processes more efficiently while ensuring compliance with regulations.

To evaluate the platform's impact, HITLAB conducted a user interview study with HelixVM's referral partners. The study aimed to assess the effort-to-benefit ratio, exploring whether the platform's value justifies the effort required for referral and onboarding. It examined the benefits experienced by both partners and patients, while also identifying key barriers to adoption. The insights from this evaluation are intended to guide efforts to enhance the platform's overall value for both users and partners.

OBJECTIVE

Evaluate the economic and operational impact of HelixVM platform on the businesses of its referral partners.

STUDY METHODS

Study Design:

- A single-arm, qualitative study was conducted involving in-depth, one-on-one structured interviews with referral sources.
- A total of 4 business partners of HelixVM were recruited to participate in the study.
- Each interview was structured and lasted between 60 and 90 minutes.
- Researchers asked a series of questions, which addressed key themes related to economic performance, including cost savings, revenue generation, operational efficiency, return on investment, and patient throughput.
- These questions were designed to gather insights into the impact of HelixVM's platform on the business operations of the referral sources.

Data Analysis:

- The interview data was coded into themes and categories related to key research objectives, identifying recurring patterns, key phrases, and operational insights.
- The data was analyzed to draw conclusions, compare responses, and highlight trends, providing a comprehensive understanding of HelixVM's impact on referral partners.
- This analysis helped identify key areas for improvement and opportunities for increased value to both users and partners.

RESULTS

Why Partners Use HelixVM?

HelixVM helps **streamline healthcare processes, improve efficiency, ensure compliance, and enhances access to healthcare for patients.**

HelixVM Use Cases

Physician Notes for Claims Documentation	Workers' Compensation Claims	Self-Funded Workers' Compensation	Connecting Patients with Providers
<p>Challenge: Insurance requirements for prosthetic claims are strict, and primary care doctors hesitate to provide necessary notes.</p> <p>Solution: HelixVM streamlines documentation to meet insurance guidelines.</p>	<p>Challenge: Managing workers' compensation claims across multiple departments is complex.</p> <p>Solution: HelixVM provides tools to efficiently manage these claims.</p>	<p>Challenge: Self-funded workers' compensation claims for municipalities are time-consuming.</p> <p>Solution: HelixVM simplifies the management of complex claims.</p>	<p>Challenge: Patients want a specific diagnostic text but do not have a provider's written lab order.</p> <p>Solution: HelixVM bridges the gap by offering telehealth services for diagnostics and lab orders.</p>

Patients' Experience With HelixVM

- Patients' willingness to enroll varies between **50% and 75%**.
- Once enrolled, **90-100% of patients successfully use HelixVM services.**
- Patients use HelixVM to address specific healthcare needs and to abide with the process to get what they need (e.g., lab tests, prescriptions to meet insurance claims).

Some specifics:



Age: Younger patients are more willing to engage with virtual healthcare.



Follow through with HelixVM: Almost all patients are able to complete the process with HelixVM.



Resolution of Complaints: Patients that use HelixVM encounter minimal complaints and that too are addressed very quickly by HelixVM.

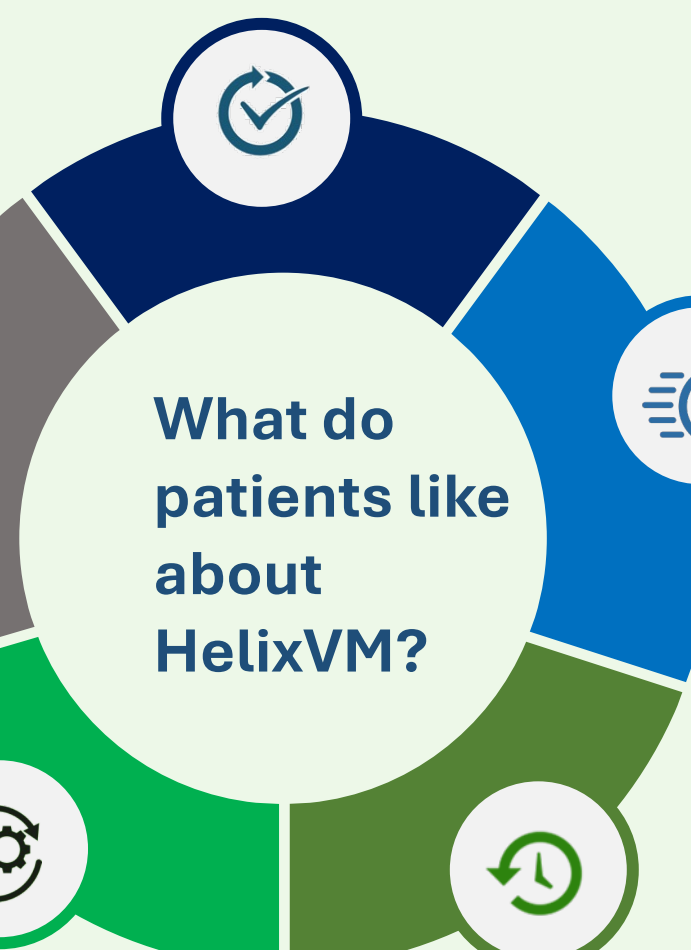


Insurance Incompatibility: Some patients do not have insurance that is compatible with HelixVM and subsequently, they do not proceed with HelixVM.

Improved Work Readiness

Convenience

Quick Service



Streamlined Experience

Cleanliness of Facility, Extended Hours of Service

Partner Perspectives on Business Impact

HelixVM's direct impact on overall business success is limited. However, partners report **operational benefits** including **cost savings** for employers and **improved patient satisfaction**.

Proportion Share of Direct Impact on Business Success: Partners report a proportion share in the range of 1-5% of their success to the platform..

Response on retention rate is mixed: Most customers use HelixVM for specific, one-time healthcare needs, rather than relying on it as a long-term solution.

Acquisition rate is minute: Participants do not have to advertise the service so technically they don't really acquire new customers with Helix.

Benefits for Employers: Reduced employee time off and improved employees' perception of employer's support.

High Patient Satisfaction: Patients appreciate the convenience and speed of the service, especially the ability to complete consultations virtually.

Value of Time & Effort: Partners find this minimal time and effort investment in referral process worthwhile given the streamlined outcomes for patients.

Platform Referral Process

Platform Introduction	Communication Modes	Staff Training
<ul style="list-style-type: none"> HelixVM is not advertised at the outset. It is introduced to a customer when they approach the claims or security division or any other relevant department in the organization and do not have a provider 	<ul style="list-style-type: none"> Processes to schedule appointments are frustrating for team members. Different modes of communication involved such as emails, text, qrcode scans, phone, app etc. 	<ul style="list-style-type: none"> Training for staff members is mostly standardized. No significant difference in the effort is reported across different staff members
<p>Referral Process Time 2 – 15 minutes</p> <p>Referral is quick & straightforward.</p>		<p>Patient Completion Time 30 minutes – 48 hours</p> <p>Varies depends on how quickly patients' respond and complete registration.</p>

INSIGHTS & RECOMMENDATIONS

- Ensure Timely Virtual Consultations: Optimize scheduling and provider availability to deliver consultations on time and meet patient expectations.
- Increase Cost Transparency: Share clear, upfront cost details, including copays and out-of-pocket expenses, to build trust with patients.
- Options for Uninsured Patients: Provide tiered pricing, discounts, or payment plans to make services affordable for uninsured or financially constrained patients.
- Improve System Integration: Integrate HelixVM with partner healthcare systems to streamline data flow, reduce manual input, and improve efficiency.
- Strengthen Brand Awareness: Use targeted marketing and education to highlight HelixVM's benefits and ease of use, encouraging greater adoption.

CONCLUSIONS

- The satisfaction ratings from partners ranged from 6.5 to 10, reflecting a moderate to highly positive experience with HelixVM.
- There were varied issues highlighted that needed improvement such as timeliness, system integration, and clarity on billing structure.
- While the platform has minimal direct impact on business success, partners appreciate its operational benefits, such as cost savings and high patient satisfaction.
- Patients seemingly use HelixVM as a tool for specific healthcare needs (e.g., lab tests, prescriptions), rather than something to fully convert to as their primary provider.
- To drive greater adoption, HelixVM should focus on increasing patient awareness, offering long-term retention incentives, and implementing payment plans to improve accessibility.
- Overall, participants accept and acknowledge that HelixVM is here to stay. Some also expressed interest to expand their business with HelixVM.

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