Bridge to Virtual Care

LOBs Phase Pilot - Q2 24 Health-plan/Payers across Commercial, Medicare, and Product - Available late Q4 24 Medicaid **Member Journey** 1. Member receives product marketing or encounters product 2. Member visits Pharmacy at Pharmacy Confirms eligibility with Pharmacist This is client-specific, but it is available at the Pharmacy as fee for service & acute care needs 3. Member is provided with instruction on how to schedule an appointment In pharmacy Appointments can occur at home or in appointments pharmacy. Depending on the provider, occur on a tablet there may be a code that is distributed by the pharmacist that will enable location verification 4. Virtual Encounter 5. Encounter Occurs prescriptions Either at home or in default to pharmacy Pharmacy Easy access for Member

after visit

Sales Ready Cert

Target Date: 10/01/2024

Client Implementation

Target Date: 12/15/2024

Pharmacist Journey



4. Payment

Optum remits payment to Pharmacy. The pharmacist is incentivized per encounter and for physical space

Overview

Bridge to Virtual Care is a health equity innovation in the pharmacy space that seeks to bridge disparities in access to care. The product enables telemedicine at the pharmacy through multiple (Omni) telemedicine partners, offering members the ability to engage with acute care services with more ease. After learning of the service, the members can then choose to participate in virtual appointments at home or at the pharmacy in a privacy location.

Optum Rx acts as a connector between the pharmacy and providers to enable access for members. Optum Rx will provide income incentive for pharmacists for designating a space for virtual encounters and for helping to facilitate appointments.

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