

**CASE STUDY**

# Telemedicine keeps dispersed workforce happy and healthy



**58%**  
utilization

**129%**  
savings

**\$34K**  
net savings

**Introduction**

CF Real Estate Services is a real estate company managing assets on behalf of its customers and clients with partners ranging from individual owners to investors, lenders, and financial institutions. Their services include operations, consulting, contracting, construction management and more.

With businesses in 14 states and DC, CF Real Estate's 560 total employees (407 on the health plan) represent a diverse, dispersed workforce. The majority of its workers are hourly, in addition to those in executive and professional roles.

**Challenge**

Like many employers in its sector, CF Real Estate Services is competing to attract and retain workers. The competition for talent is particularly tight against other hourly or service industry employers, including those in the gig economy.

Their goal: To be a best-in-class employer by offering benefits that make a real difference in the lives of employees and their family members. They wanted to provide a complete employee experience and show employees they truly care for them and their families.

Plus, like all employers, CF Real Estate Services is always looking for ways to responsibly contain benefits costs.

CF Real Estate Services already had a telemedicine provider, but it was inconvenient and expensive for employees. Employees needed to pre-register before getting treated, and the service only cost \$2 less than going to the doctor in person. As a result, only 14 individuals in the company used it in a single year.



## Solution

When CF Real Estate Services found out about First Stop Health Telemedicine from its benefits advisor, it seemed too good to be true. FSH generated an average 56% telemedicine utilization and guaranteed 125% savings for its clients and their employees. Plus, there would be no employee copay to talk with a doctor or pre-registration required.

FSH worked with CF Real Estate Services to develop a comprehensive employee engagement program to encourage use. Together, they had in-depth conversations about messaging, voice and the mediums FSH would use to reach its hourly workforce. Some of these messages were designed to be intentionally humorous to match CF Real Estate Service's style.

Plus, these messages reflected the needs of employees. This is especially important with a dispersed workforce. For example, flu season is different depending on US location, reaching warmer states first, then colder states.

## Results

During its first year with FSH Telemedicine, **CF Real Estate Services saw 58% utilization, 129% savings and \$34,000 in net savings.**

**Working with FSH was "truly a home run for us,"** said Alan Walsh, executive vice president of human resources.

Plus, CF Real Estate Services' Glassdoor rating for benefits increased, helping them recruit new employees.

"Working with First Stop Health was easy," Walsh said, and resulted in a major shift in their benefit offerings.

"I started hearing, 'oh my gosh, thank you so much for introducing this plan, this is the best thing I've experienced,'" Walsh said.

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"First Stop Health challenges the true telemedicine benefits approach. You guys are all crushing it behind the scenes."

Alan Walsh, executive vice president of human resources, CF Real Estate Services