

# Amwell expands into virtual musculoskeletal and dermatology—here's why

Article

**The news:** Amwell is now offering virtual musculoskeletal (MSK) care and teledermatology programs.

## More on the new programs:

- **Amwell's MSK program** is a virtual MSK care solution employers and insurers can offer as a benefit. The program makes physical therapy more accessible and helps insurers and employers minimize the high costs associated with MSK conditions.
- **Amwell's Dermatology program** lets users access virtual dermatology visits at lower costs for insurers and health plans.

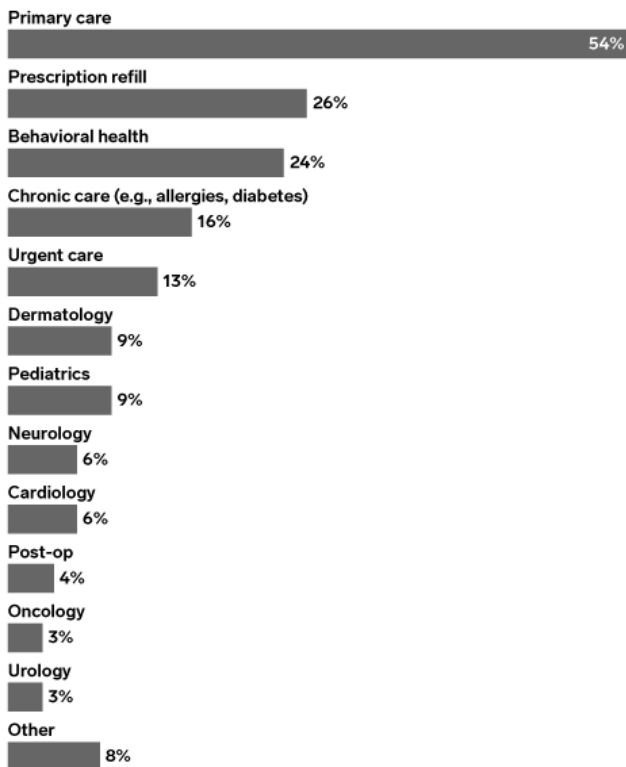
**Why it matters:** Both healthcare areas are in high-growth mode. Amwell's expansion will let it deliver more comprehensive healthcare.

- **38% of insurers plan to add MSK care to their virtual care offerings in the next two years, per Amwell's 2021 survey.**
- Plus, MSK care is a top cost driver for healthcare spending in the US. **MSK care costs doubled from \$10 billion in 2010 to \$20 billion in 2019, per a 2021 analysis of medical claims data of 40+million US adults in major health plans.**
- Teledermatology care is also a growing market. **US telehealth users have accessed virtual dermatology care more than other types of specialty care, per our 2022 US Telehealth Trends survey.**

Amwell has been expanding into more healthcare areas, including pediatric mental health and even **smart hospitals**. Adding MSK care and dermatology will boost the value of its telehealth platform for insurer and provider customers.

## Healthcare Services that US Telehealth Users Have Accessed via Telehealth, by Type, Oct 2021

% of respondents



Note: n=1,519 ages 18-75

Source: Insider Intelligence, "US Telehealth Trends 2022," Jan 2022

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InsiderIntelligence.com

**Market snapshot:** Other large telehealth companies are also offering comprehensive care via expansions and acquisitions.

- **Teladoc** recently **launched** Chronic Care Complete, which focuses on whole-person virtual care for people with chronic conditions. That adds to its digital therapeutics offerings via its **Livongo** acquisition.
- **Hims & Hers** **acquired** teledermatology startup **Apostrophe** last June. This added to its mental health, reproductive health, pharmacy, and primary care services. Plus, earlier this year, it **partnered** with primary care disruptor **Carbon Health** to grow its primary care presence.