

Bright Health slides into telehealth arena via Zipnosis acquisition

Article

Insurtech **Bright Health** [snapped up](#) telehealth platform **Zipnosis** for an undisclosed amount, marking its first foray into the telehealth market. The acquisition comes just a few days after [reports](#) that Bright Health is planning to go public. Bright Health hopes the acquisition will drive its push to provide personalized, consumer-centric healthcare.

Bright Health has been climbing the insurtech ranks—scooping up a booming telehealth platform will only accelerate its growth.

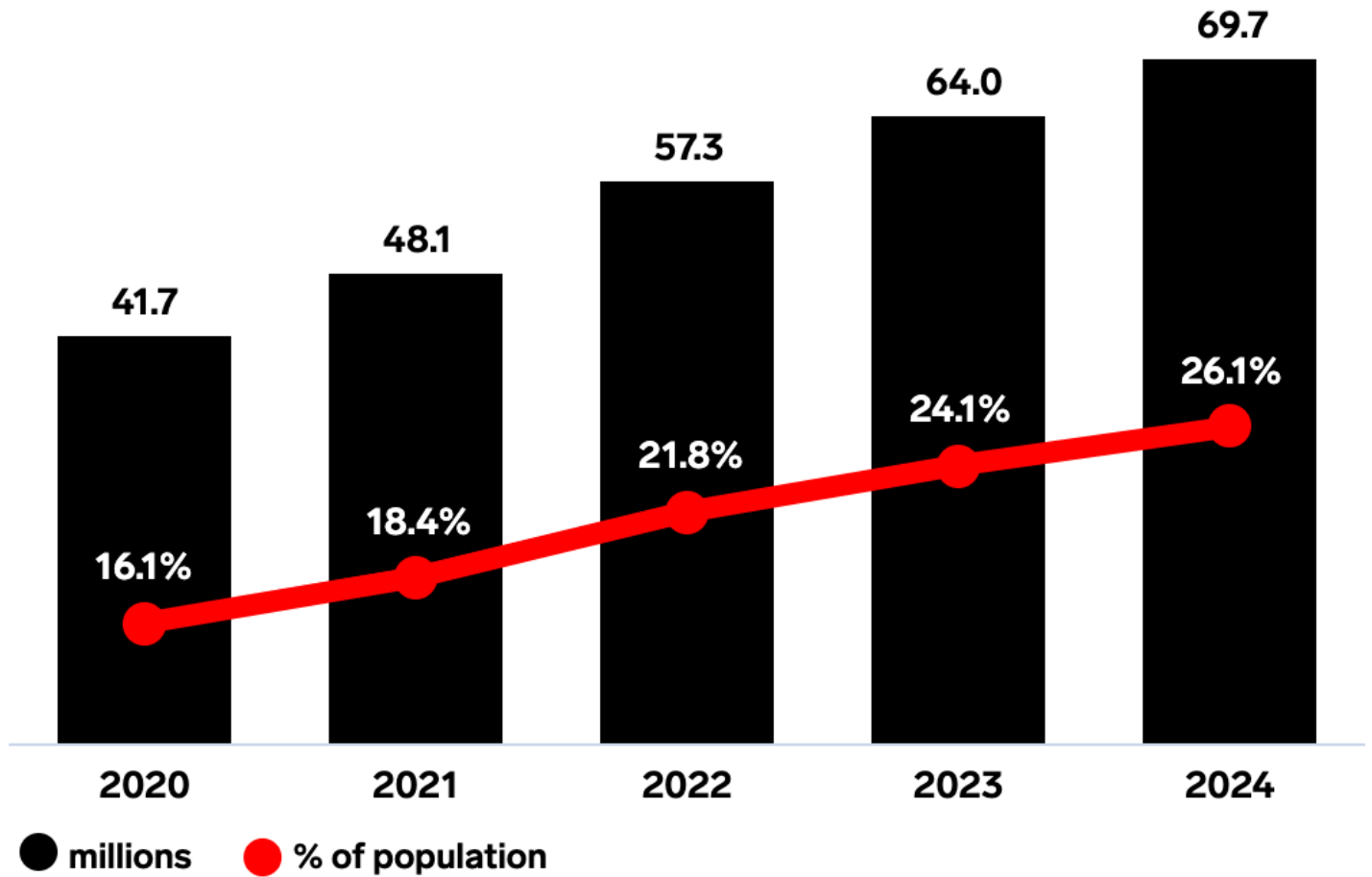
- Bright Health **scored** the largest insurtech funding haul (\$500 million) of 2020, and also reported **record** membership growth as it now covers over 500,000 consumers.
- Zipnosis has also been in growth mode since last March: Zipnosis is being used at 60 large health systems across the US, and its consumer base **grew** to over **2 million** patients in 2020. Further, it **partnered** with patient engagement startup **Upfront** last June to enhance its communication capabilities.

Insurers are eager to get their slice of the growing telehealth pie, but they're facing off against giants like Teladoc:

- For example, **Oscar Health** **rolled out** its \$0 Virtual Primary Care service in July 2020, and in February this year, **Cigna** **acquired** telehealth firm **MDLive**.
- It makes sense for insurers to bring telehealth services in-house— it allows them to save on costs that may come from contracting with telehealth vendors. And adopting a virtual-first approach can triage healthcare delivery in a way that maintains quality of care and **minimizes** healthcare spending down the road.
- Insurtechs will likely face stiff competition from legacy telehealth vendors like Teladoc—but an in-house telehealth service comes with the benefit of access to new troves of patient data that can be used to optimize their own tech-driven insurance policies.

Telemedicine Users

US, 2020-2024



Source: eMarketer, October 2020

eMarketer | InsiderIntelligence.com