

Donna K. Lencki of Capital BlueCross to Discuss Virtual Care and Digital Transformation at the American Well® Client Forum

Donna K. Lencki, Chief Innovation and Digital Strategist for Capital BlueCross, will attend the 2019 American Well® Client Forum this Friday, June 14, in Boston to discuss how technology is enhancing the delivery of healthcare.

[Lencki](#) will participate on the panel “Opening the Digital Front Door” and will share how Capital BlueCross is a leader in the digital space for providing creative and innovative ways for consumers to access healthcare resources.

“Today's consumer dictates how and when they interact with us, so the digital experience we deliver is critical to our members,” Lencki said. “Building on the recent changes from the Center for Medicare and Medicaid Services (CMS) to encourage and expand telehealth access, Capital BlueCross pledges to stay ahead of the curve to anticipate the consumer demands of tomorrow, while satisfying their needs of today and gaining loyalty for the future.”

One way that Capital BlueCross is doing this is through [Virtual Care](#). Launched in 2018, in partnership with American Well®, a leading U.S. telehealth company, Virtual Care is an app that allows members to visit a physician at any time, via their smart phone, computer or tablet. New to the Capital BlueCross Virtual Care platform this past year is behavioral health and nutrition counseling.

“Our Virtual Care app makes it easy for members who are looking for ways to save on healthcare expenses to have a seamless experience with a medical professional with convenient 24/7 access, and we know our members are utilizing the app because our virtual care visits have more than doubled in 2019,” Lencki added. “Demand for virtual and personalized services is growing, and I’m excited to share our experiences and successes with the attendees at this year’s conference.”

Capital BlueCross’ Virtual Care app is offered in 21 different languages, including American Sign Language and can be found through the Apple and Google Play stores.

Capital BlueCross has a history of superior customer service and keeping the needs of its members top of mind. The company [recently received](#) the 2019 Best in Member Satisfaction Among Commercial Health Plans in Pennsylvania from J.D. Power, and earlier this year announced that it [scored higher than all health insurance providers](#) nationally (publicly) measured in the American Customer Satisfaction Index (ACSI) for the fifth consecutive year (2014-2018).

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