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Rebuilding Primary Care for What's Next:

The Models Driving High-Value Health





RECORDING:

Today's webinar is being recorded and will be available on-demand following the event.



Q+A

Submit your questions throughout the presentation and we will answer at the end during the Q+A.



CONTENT:

Watch for clickable links throughout the discussion.

Springbuk Joins Truven

In late 2025, Merative acquired Springbuk, bringing it into its standalone business unit, Truven.

This powerful combination now provides healthcare analytics solutions to:

- **40 percent of Fortune 100 employees**
- **7 of the top 10 U.S. health plans by enrollment**
- **7,500+ small- and mid-market employers**

Check out the **Truven and Springbuk** Annual Health Trends **webinar replays!**

Annual Trends Report:
Full EHT'26 Report available
at springbuk.com/eht26

2026



Employee Health Trends 2026

The 2026 Employee Health Trends Report transforms billions of data points into clear, actionable insight on what's shaping employee health today and where it's headed next.



Complete the form below to access the 2026 Employee Health Trends Report

First Name

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Company

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Today's Speakers

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Will Kimbrough, MD, MSPH

Primary Care Internist
Amazon One Medical



Brittany Hardaway

Director of Strategic
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Rachael Baumgartner

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Poll Question

Among privately insured adults aged 21 to 64, what percentage said they trust AI tools as much as or more than their provider?

- A. 15%
- B. 27%
- C. 38%
- D. 45%

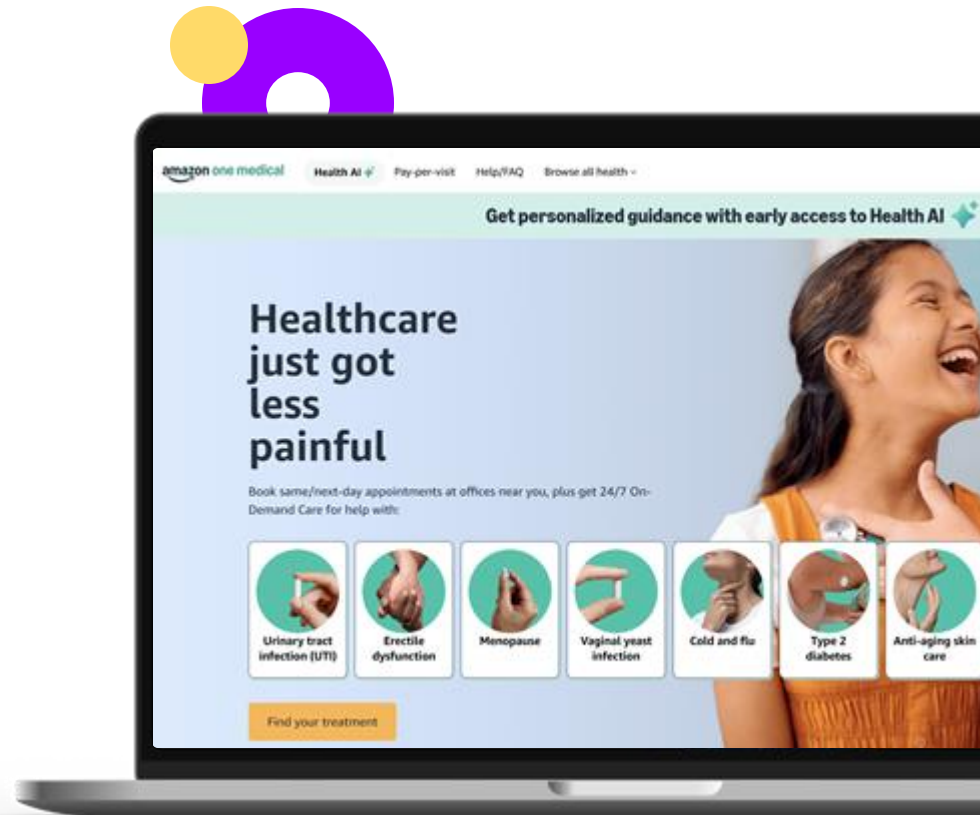
Source: [EBRI/Greenwald Research Consumer Engagement in Health Care Survey](#)

The Evolution of Virtual Primary Care:

- **Virtual visits represent ~5–7% of commercial primary care encounters**
- Epic Research (Feb 2026)
- **Commercial members in metropolitan areas use virtual primary care at nearly twice the rate of rural members**
- Epic Research (Feb 2026)
- **~60% of visits are preventive or longitudinal, not urgent episodic care** - Healthcare Business Today / Marathon Health
- **73% of large employers express interest in advancing a primary care strategy that includes virtual primary care or virtual-first plan designs**
- Benefits Magazine / IFEBP
- **76.7% of primary care physicians say they can deliver care of similar quality virtually vs. in person**
- CDC NCHS Data Brief (2024)

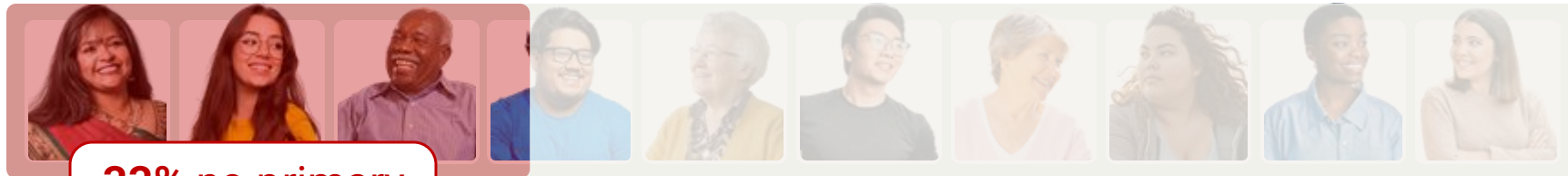


Let's Hear from the Expert!



Challenges

US population



33% no primary care physician¹

21 days



wait for appointment²

20 mins



in waiting room³

10-15 mins



in provider appointments⁴

Source: 1. National Association of Community Health Centers report 2023, 2. Renken, Elena. 2020. As Out-Of-Pocket Health Costs Rise, Insured Adults Are Seeking Less Primary Care. NPR., 3. One Medical Experience and Engagement data 2019 through June 2023, including COVID visits 4. Merritt Hawkins. 2022. Survey of Physician Appointment Wait Times

What Do We Do?



Source: *Included in membership

Q2 2026 Amazon One Medical updates

Menopause services launched nationally



Now offering specialized perimenopause and menopause care nationally. Patients receive comprehensive symptom management and treatment options tailored to their needs.

Weight loss and GLP-1 Services

Launched personalized GLP-1 care in select markets, offering employees customized weight loss treatment integrated with primary care—expanding nationally in 2026.



New Client Offerings

Expanded Virtual Primary Care Solution: We now offer expanded virtual care that goes beyond urgent needs to support whole-person health, through virtual scheduled visits.

Health Stations: Small onsite locations that bring primary care directly to the workplace—from acute care to chronic management to preventive services—without the cost, time, and complexity of building a health center.

One Medical App advancements

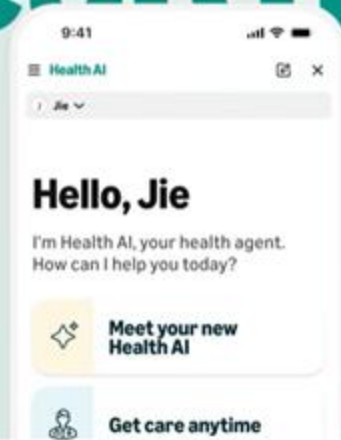
- 1. Health AI (beta):** This AI-powered health assistant provides health guidance and takes action to connect members to a provider, book appointments, read labs, and manage meds.
- 2. Health Insights (beta),** gives members a deeper insight into their lab data, analyzing over 50 biomarkers from standard blood tests to deliver actionable insights such as your Health Score.

Amazon Pharmacy Kiosks

Physical prescription dispensers located in select One Medical offices, starting in LA, enabling employees to pick up medications during their visit.



Meet Health AI





Poll Question

Which statement best reflects your organization's view of virtual primary care?

- A. Primarily a convenience benefit with limited strategic or financial impact
- B. A helpful complement to in-person primary care for access and engagement
- C. A strategic lever that can improve outcomes, experience, and total cost of care
- D. Conceptually interesting, but not yet proven enough to scale



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Interested? Check out:

health.amazon.com/onemedical



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Director of Strategic
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Learn more about the partnership:

springbuk.com/partners



Remember to check out [The Annual Health Trends Webinars and Report!](#)