



[Visana](#) is a virtual platform that improves access to best-practice women's healthcare. Attract and retain female talent, improve access to quality care, and save money.



## The Problem

- » Health plans are still defining processes to contract with virtual-first care (V1C) providers.
- » There's a large variation in knowledge between plans, which can extend sales cycles and delay launches.



## The Resources

- » As we expand our V1C offering to better serve women's healthcare needs, we've referenced portions of the [IMPACT Payer-V1C Payer toolkit](#) in a variety of contracting conversations with health plans.
- » During these conversations, the [IMPACT Payer-V1C Payer toolkit](#) gives us an industry-vetted reference that we can point to as a "best practice" to help accelerate contracting conversations.



## The Impact

- ✓ Time savings
- ✓ Explanations are more robust or clearer
- ✓ Refined/improved systems or processes
- ✓ Transparency

*The contracting toolkit helps us accelerate our sales cycles and reduce our contracting times.*

— **Joe Connolly,**  
Co-Founder & CEO,  
Visana Health