



A Better Way to Deliver Health



Developer Program  
Approved Application



# Why be in this space?

- Stats
  - 22% employers offer telemedicine
    - 37% by end of 2015, 34% more by end of 2017
  - Deloitte—75mm virtual visits in 2015
  - Healthtap—69K network physicians



## Follow the dollars...

- Recent Venture capital infusions
  - \$81mm American Well
  - \$50mm teledoc
  - \$24mm MD live
  - \$21mm Doc on Demand



Just for the young/techy? Think again...

- 33% of U.S. smartphone users 41-64 y.o.
- 25% over age 65 using smart phones



When your child is sick in the middle of the night



You want **CONVINIENT** access to a physician

**ASAP**



# Choice # 1 - ED



# Choice # 2 – 20 Min Video Call



# Choice # 3 – Answer Questions – Get Meds



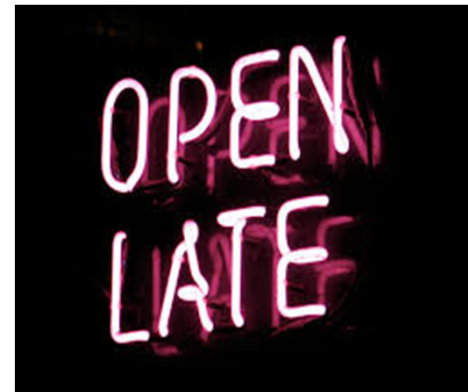


## Synchronous vs. Asynchronous

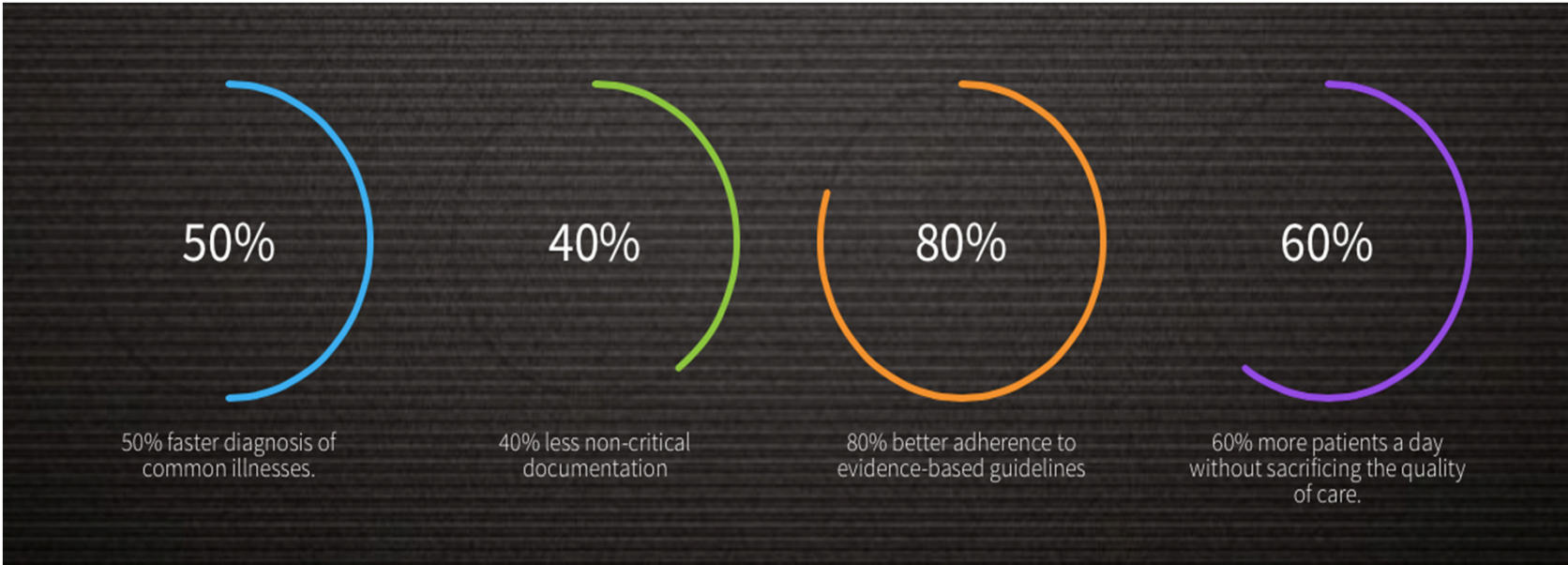
- Patient convenience—both
- Doc convenience—asynchronous
- Doc productivity—asynchronous
- Guideline adherence—asynchronous
- Triage/scheduling--asynchronous



# Benefits to Consumers



# Benefits to Clinicians



# Benefits to Health Systems

- Retaining existing patients
- Increasing foot print
- Reducing cost of care



# Friendly Health Technologies



BUILD YOUR OWN  
GUIDELINES



FAST & EASY ACCESS  
RAPID DIAGNOSIS



# Key Takeaways

- An increasing population of patients are looking for better access and convenience to primary care services
- Asynchronous patient-doctor communication offer significant advantages to both patients and clinicians
- Health Systems need to become aware and endorse this new paradigm to keep their patients and continue to attract new ones





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