



Physician Overview



1.800MD offers physicians a competitive advantage

- No administrative headaches
- Guaranteed payment
- Directed patient volumes
- Increased revenue
- Flexible schedule

What is Telemedicine?

Telemedicine is defined by the American Telemedicine Association as a “use of medical information exchanged from one place to another via electronic communications to improve patients’ health status. This includes providing direct consumer outreach and services and the use of the internet and other technologies for tele-consultations, consumer medical education, remote patient monitoring, online medical records, specialist referrals and much more.”

Telemedicine has been used for many years among the medical profession to allow doctors in one location to assist doctors or patients in other locations. Specialists are able to consult with their patient’s primary care doctors in another city and are able to review X-rays, CT scans and live ultrasounds, for example. Telemedicine includes consultative, diagnostic and treatment services and has the following benefits:

- Improves patient care
- Increases patient access
- Reduces medical costs for payers and patients.

Telemedicine is becoming a competitive differentiator. With consumer-driven healthcare, patients are more willing to participate in their healthcare decisions and incorporate practices that offer the quality and convenience that telemedicine offers.

In addition to hospitals and other healthcare providers assisting each other through telemedicine, many believe that the virtual house call will inevitably be a part of everyday life in the not so distant future. The American Wellness Council identified that 70% of physician office visits could be treated over the phone and that over 40% of all physician office visits are informational only. The interactive telemedicine business has been growing by almost 10% annually and is expected to reach more than \$500 million in North America this year according to Datamonitor. It is part of the \$3.9 billion telemedicine category that includes monitoring devices in homes and hundreds of healthcare applications for smart phones. Moreover, a study conducted by Winter Green Research concluded that the global telemedicine market is expected to grow to \$16 billion by 2016. Accordingly, you won’t need to visit the doctor in the future, but will routinely have a virtual house call from your physician. 1.800MD is at the forefront of this trend and has the technology and organizational structure in place today to take advantage of this tremendous growth opportunity.



Who is 1.800MD?

1.800MD, headquartered in Charlotte, NC, is one of the nation's fastest growing telemedicine networks. The Company delivers telemedicine services through a national network of board certified physicians to individuals and covered lives of insurance companies, employers, affinity groups and trade associations throughout the United States.

The Company's network of physicians diagnose illnesses, recommend treatment and prescribe medication, when appropriate, via telephone, email or video. 1.800MD provides its members fast and convenient access to quality medical care 24/7, 365 days a year.

According to research conducted by the Wellness counsel of America in 2008, over 70% of in-office doctor visits could have been handled by a telephone call or email. 1.800MD offers a convenient and inexpensive alternative to non-emergency room visits, as well as after normal business hours and traveling related incidents. 1.800MD physicians provide medical diagnosis and treatment for common ailments such as:

- Allergies
- Arthritic Pain
- Cold/Flu
- Gastroenteritis
- Insect Bite
- Minor Burn
- Urinary Tract Infection
- Sore Throat
- Sinus Infection
- Bronchitis
- Respiratory Infection
- Sprain or Strain

By leveraging information technology, 1.800MD is able to significantly reduce healthcare costs for payers and patients, as well as reduce administrative headaches and overhead costs for physicians.

1.800MD's superior technology infrastructure provides a fully scalable, secure system to handle patient data according to HIPAA regulations, physician data, and service provider data all through a secure network. The 1.800MD portal provides secure history, EMR, PHR, on-line physician charting, in-network steering and a interface to various systems. Moreover, the Company's customer care center currently supports more than 2 million calls per month and meets all HIPAA regulations for health care services.

What is the 1.800MD Physician Network?

Accessing health care in the United States is a daunting challenge. Acute care in particular can be difficult. According to the Press Ganey 2008 Emergency Department Pulse Report, one can expect to spend an average of over 4 hours seeking treatment in the Emergency Department. This time is even higher in major metropolitan areas.

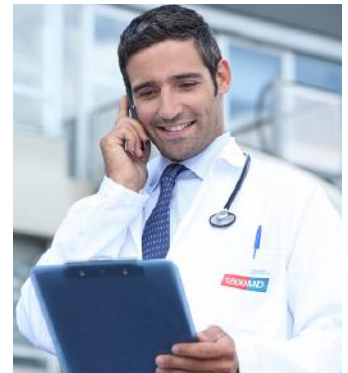
Most of these people do not even need to be in the ER. The most common ailments can be treated on an outpatient basis one on one with a provider committed to quality care.

The 1.800MD Physician Network is a national network of medical providers specializing in telemedicine. Our providers provide consultations via telephone, email and/or video to diagnose and develop treatment plans including prescription medications when appropriate.

Our clients include health insurers, TPA's, employer groups and associations and other groups that provide value added benefits.

The 1.800MD Physician Network participation is by invitation only. We screen our providers to ensure the utmost in quality care. All providers are required to participate in credentialing in accordance with universal standards of the American Association of Preferred Provider Organizations (AAPPO).

In addition, 1.800MD maintains strict guidelines for customer service.



What does 1.800MD provide Physicians?

1.800MD provides physicians with a unique business opportunity to generate incremental revenue to supplement existing practice operations. Our unique model takes away the normal headaches associated with expansion and leaves our doctors free to do what they do best – practice medicine.

- Flexible Schedules – Full and Part-time opportunities
- No office and overhead – work from the comfort of your home or current office.
- PMS Software and training provided.
- Guaranteed payment for services rendered.
- Regular payment for services – Paid on the 15th of each month.
- Telemedicine medical malpractice insurance coverage provided.
- No Big Brother – 1.800MD does not tell its physicians how to practice medicine.
- No administrative headaches – 1.800MD handles all initial calls, eligibility verification, billing, payment and insurance/claims handling.
- Competitive reimbursement rates.
- High conversion rate – patients come to 1.800MD via a single national toll-free number from their insurance company or affiliation.

What is the 1.800MD Physician Portal?

1.800MD provides physicians with training and access to the proprietary Physician's Portal.

Benefits

- Easy single point access for all information
- Built in charting/medical notes
- E-prescribe medications
- Embedded care guidelines
- Preloaded provider lists for in network steerage
- Drug interaction, health and wellness look up tools
- Simple access to perform video consultations



What does 1.800MD expect from Physicians?

1.800MD providers provide consultations via email, telephone and/or video for our members. Other than providing excellent, ethical care, our expectations are the following:

- The physician respond to consultation requests within 15 minutes.
- The physician contact the patient as soon as possible – within 2 hours.
- The physician thoroughly review the patient's Personal Health History Disclosure (PHD) prior to contacting the patient.
- The physician maintain detailed medical notes/records via the 1.800MD Physician's portal.
- The physician provide Covered Services with no less than the standard of care, skill and diligence in accordance with generally accepted community standards of care customarily used by healthcare providers in the state of service.



How does the 1.800MD consultation work?

- A member requests a physician consultation
 - 1.800MD.com online portal – 1800MD.com
 - Call center – 1-800-530-8666
- Member completes/updates Personal Health History Disclosure Form (PHD).
- Physician on call in member's state receives notification of consultation.
- Physician reviews the member's Personal Health History Disclosure Form (PHD).
- Physician determines appropriate type of consultation
 - Email
 - Telephone
 - Bi-directional video.
- Physician calls/responds to the member, within 2 hours, and conducts the consultation and recommends appropriate treatment.
- Physician may e-prescribes prescription medications directly to member's pharmacy of choice.
- Physician completes the patient encounter form via the 1.800MD.com online physician's portal and updates the Electronic Medical Record.
- Completed encounter is generated and available to the patient via the 1.800MD online portal.



Getting Started

Getting started as a 1.800MD provider is not difficult.

Phase 1: Initial Screen

Please send Curriculum Vitae to 1.800MD for initial screening.

- Email: srithianos@1800md.com
- Fax: 704-926-2045

Phase 2: Agreement

A 1.800MD representative will schedule a call to discuss the network agreement and terms. Once the terms are agreed to, the network agreement will be executed by all parties.

Phase 3: Credentialing

1.800MD will provide forms and required documentation for our credentialing process. Please complete/compile the required forms and documentation and return to 1.800MD. 1.800MD will then initiate and complete the credentialing process.

Phase 4: Training and Activation

Upon successful completion of the credentialing process, your information will be added to the 1.800MD Provider database as an authorized provider. A 1.800MD representative will provide you with access credentials and training for the 1.800MD Physician Portal. You will then be scheduled “on-call” and begin to receive calls from our customer care center.

**Contact 1.800MD at
704-247-9197
for more information
or to get started.**

