



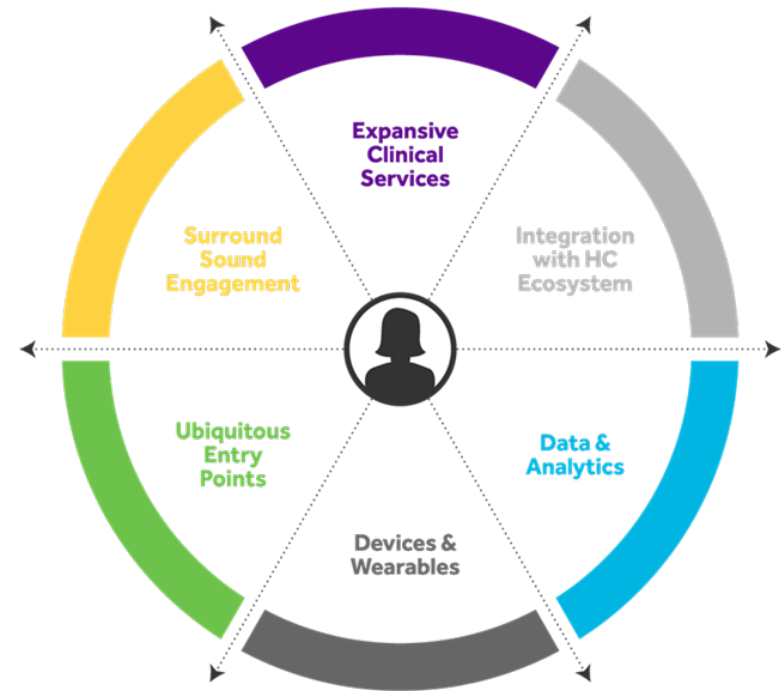
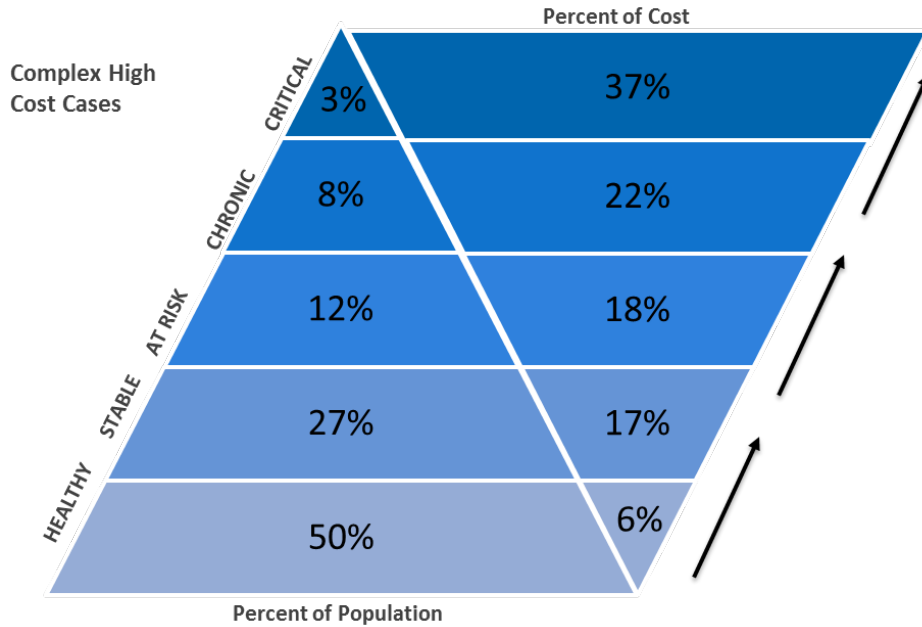
2017 Quarter 3 Report

Current Reporting Period:

1/1/2017 – 9/30/2017

Teladoc and Best Doctors – One stop access

2017 Quarter 3 Summary
1/1/17 – 9/30/17



Integrated Member Experience	
One phone number	One website
One mobile app	Both services free & confidential

Activity in Reporting Period



731

Total member
contact



509

Cases
opened



413

Cases
closed

Clinical Impact



44%

Change in
diagnosis



87%

Change in
treatment

How members reported they heard about Best Doctors

Top 4 responses only

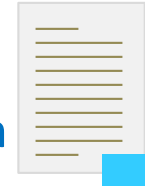
26%
Mailer



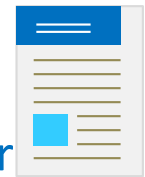
15%
Benefits
Team



12%
Letter with
magnet

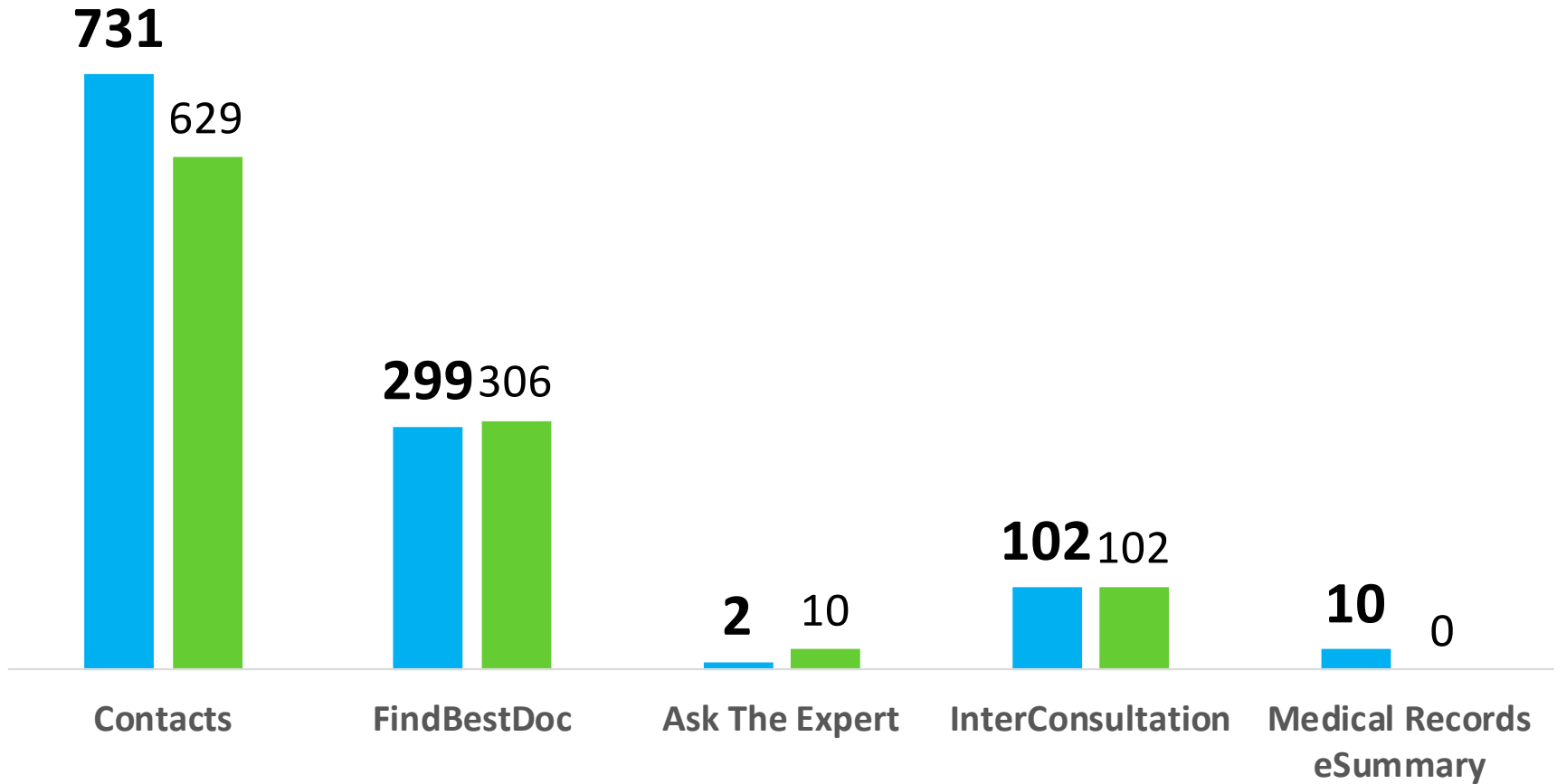


10%
Newsletter



Contacts and Closed Cases

■ 2017.Q3 ■ Target



Contacts and closed cases by origin

2017 Quarter 3 Summary
1/1/17 – 9/30/17

Service Line (closed cases)	Phone Calls	Online Form*	Member Portal**	Email	Total
Total Contacts	61%	2%	37%	1%	731
InterConsultation®	95%	1%	4%	0%	102
Find a Best Doctor	77%	1%	22%	0%	299
Ask The Expert	100%	0%	0%	0%	2
Medical Records eSummary	100%	0%	0%	0%	10

* *Online = www.BestDoctors.com*

** *Member Portal = <https://members.bestdoctors.com>*

A photograph of three medical professionals in a clinical setting. A woman in a white lab coat and glasses stands in the background, leaning over a desk. Two men are seated at the desk, looking at a laptop. One man is wearing a white lab coat and a watch, resting his chin on his hand. The other man is wearing blue scrubs and glasses. The scene is brightly lit, suggesting a modern medical office.

In-Depth Medical Review

Have your medical case fully reviewed by one of the world's Best Doctors with our patented InterConsultation™ service. Get a detailed report and a confidential recommendation about your diagnosis and/or treatment plan

Member Information: The member presents with a history of a heart attack, coronary artery bypass surgery, multiple small strokes, peripheral artery disease, and ischemic cardiomyopathy (decreased heart function).

Reason for InterConsultation: The member would like to prevent a future stroke and heart attack.

Expert Physician: Dr. Alan C. Braverman, Alumni Endowed Professor in Cardiovascular Diseases, Washington University School of Medicine

Impact: Treatment Clarification

The Best Doctors Expert confirmed the member's original diagnoses, identified additional testing and established a treatment plan for optimal management of coronary artery and cerebrovascular disease.

Member Experience: The report was well received and the member will share it with the treating cardiologist to discuss the Expert's medication recommendations.
“Each time I called Best Doctors, I got the answers promptly when I needed them.”

Member Information: The member presents with a long history of neck pain which has gotten worse over the past several years, with occasional pain in the trapezius muscles and the shoulders.

Reason for InterConsultation: The member seeks Best Doctors InterConsultation regarding diagnosis and treatment options.

Expert Physician: Dr. Frederic T. Schwartz, Clinical Professor of Neurosurgery, George Washington University School of Medicine

Impact: Treatment Clarification

The Expert confirmed the member's original diagnosis, and recommended additional imaging to assess for surgical indicators and unless those are found, suggested continuing physical therapy and adding nerve modulating medications.

Member Experience: The member appreciated the Expert report and will share it with his physician at the upcoming appointment. ***“This is very helpful. I did not think I needed surgery or more spinal injections and I am glad I have this to agree with me.”***

Member Information: The member presents with extreme fatigue, unintentional weight loss, abdominal and general body pain. Currently, the member is unable to participate in any physical activities.

Reason for InterConsultation: The member requested Best Doctors to identify the diagnosis and treatment.

Expert Physician: Dr. Harris H. McIlwain, Rheumatology, Adjunct Professor, University of South Florida School of Public Health

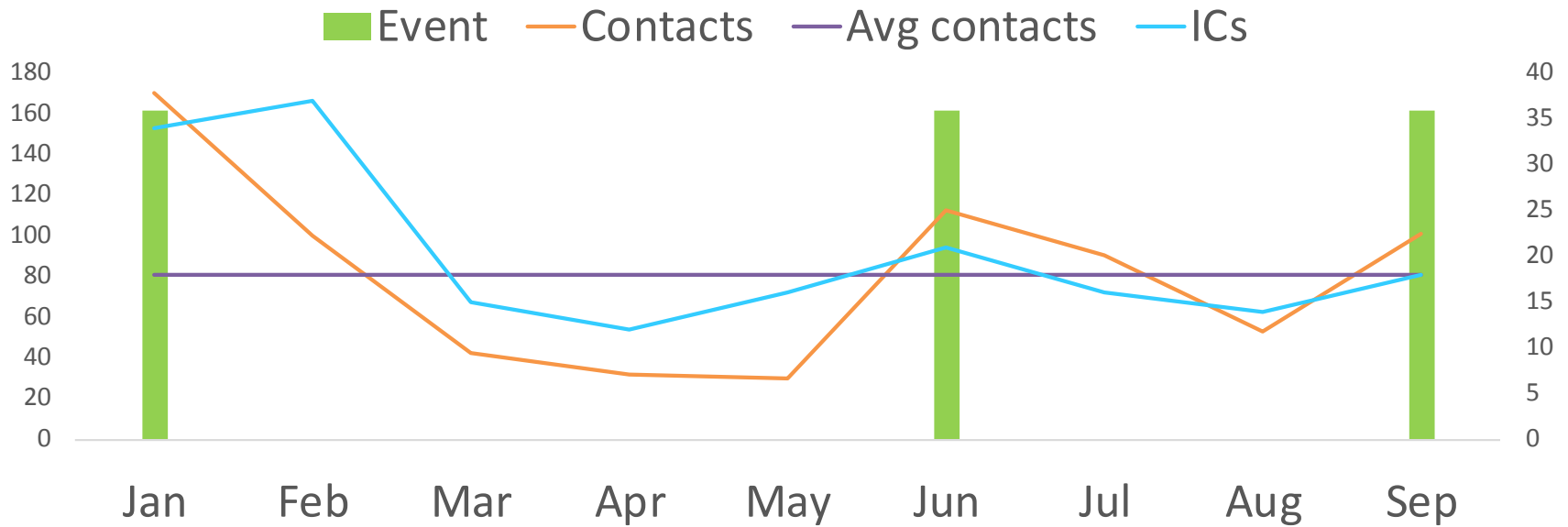
Impact: Diagnosis and Treatment Clarification

The Expert provided a unifying diagnosis and established a treatment plan for effective management of the member's symptoms, ensuring a return to optimal functioning capability.

Member Experience: The member will share the report with the primary care physician to begin following the Expert recommendations. ***"The Expert reassured me that my condition is treatable with conservative treatments and not necessarily with medications."***

Member Engagement





Best Doctors Mailers

Description

1/3/2017	Welcome Kit
6/19/2017	“Pop” postcard
9/18/2017	“Family” postcard

2017 Engagement Campaign	Responsible	Target Date	Completion Date
Mailing 1 – Welcome Kit	Best Doctors	January	1/3/2017
Mailing 2 – “Pop” card postcard	Best Doctors	April	Week of 6/19
eNewsletter content <i>(provided by Best Doctors)</i>	HSS	June	July 2017 issue
Open Enrollment presentation content <i>(provided by Best Doctors)</i>	Best Doctors	Mid-July	7/20
Mailing 3 – “Family” postcard	Best Doctors	August	Week of 9/18
October 23 – 27 Vendor Week	HSS	October 23-27	10/23 – 10/27
Mailing 4 – “Musculoskeletal” postcard	Best Doctors	October	Week of 11/20
Distribute webinar registration emails <i>(provided by Best Doctors)</i>	HSS	Monthly	
Distribute Health Matters education flyers <i>(provided by Best Doctors)</i>	HSS	Monthly	
Include Best Doctors information in new hire kits	HSS	On-Going	

2018 Engagement Campaign	Responsible	Target Date	Completion Date
Mailing – Welcome/Relaunch Kits	Best Doctors	January	Week of 1/29
Benefits website content review/edit	HSS	February	
Best Doctors digital display content	HSS	March	
Lunch and Learn webinar/recorded presentation	Best Doctors	April	
Mailing – Postcard <i>TBD theme</i>	Best Doctors	June	
eNewsletter content (<i>provided by Best Doctors</i>)	HSS	June	
Open Enrollment presentation content (<i>provided by Best Doctors</i>)	Best Doctors	Mid-July	
Lunch and Learn webinar/recorded presentation	Best Doctors	August	
Vendor Week – Last week in October	HSS	October	
eNewsletter content (<i>provided by Best Doctors</i>)	HSS	November	
Distribute webinar registration emails (<i>provided by Best Doctors</i>)	HSS	Monthly	
Distribute Health Matters education flyers (<i>provided by Best Doctors</i>)	HSS	Monthly	
Include Best Doctors information in new hire kits	HSS	On-Going	

Clinical Integration



Of total member contacts, 3% of completed cases were members referred by San Francisco Health Services System benefit providers.

Of total member contacts, Best Doctors referred 6% to benefit providers.

Benefit Partner	Referred to Best Doctors	Referred to Benefit Partner
Blue Shield of California	0	5
UHC	19	7
Kaiser	0	11
Blue Shield of California NurseHelp 24/7	0	4
UHC Telemedicine	0	1
HSS Wellness	0	13
Member unsure	2	0
Total	21	41

Thank you!