

# Press Release

## FOR IMMEDIATE RELEASE

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### BLUE CROSS BLUE SHIELD OF HAWAII AND AMERICAN WELL BRING ONLINE CARE TO THE STATE OF HAWAII

*First health plan in nation to offer Online Care to consumers*

Honolulu, Boston and San Francisco (AHIP Institute 2008)—June 18, 2008—American Well™ and the Hawaii Medical Service Association (HMSA), Blue Cross Blue Shield of Hawaii, today announced a comprehensive agreement for the purchase and deployment of American Well's Online Healthcare Marketplace™ platform, which will allow HMSA to offer online care services to 1.3 million people in the state of Hawaii.

The platform will allow credentialed healthcare providers from HMSA's network to make themselves available for online and phone consultations at their discretion, any time, from any location, and for as long as they choose. Eligible consumers, both HMSA members and nonmembers, will have immediate live access to such providers without scheduling appointments or leaving home. The ensuing interaction will allow providers to review relevant patient information, speak with and see the patients, prescribe medications as appropriate, and suggest follow-up care. This on-demand interaction between members and providers will be under the advisement of the patient's care coordinator, namely their primary care physician.

"We are committed to providing our community with the most convenient and effective care possible. By providing immediate, secure and private access to primary and specialty care, we are improving access to care for our members and extending care to nonmembers, including remote, underinsured and uninsured populations," said Michael Gold, chief operating officer of HMSA.

"We are proud to partner with HMSA to provide the people of Hawaii access to Online Care. In realizing our collaborative vision, HMSA is leading major transformation in U.S. healthcare," said Ido Schoenberg, M.D., CEO of American Well Corporation. "Together, we are bringing affordable and convenient quality healthcare to people's homes."

In a recent study by TNS Global® in the state of Hawaii, 45 percent of physicians said they are extremely or very likely to deliver care using the service. Physicians surveyed viewed convenience, improved patient care and satisfaction, as well as increased income, as key motivators to using the service. Additionally, 60 percent of physicians who participated in a series of opinion leader focus groups across Hawaii indicated they are extremely or very likely to use the service.

"American Well exemplifies Health 2.0 innovation. It has created a new marketplace for health services that literally did not exist before. A decade ago, e-commerce allowed consumers to buy medical goods and refill prescriptions; with this launch of Online Care, consumers can now obtain actual healthcare services from their homes. We expect health plans to adopt new technologies in this space over the next 12 to 24 months," said Lynne A. Dunbrack, program director, Health Industry Insights, an IDC company.

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Note: American Well is exhibiting its new Online Healthcare Marketplace at:  
AHIP Institute 2008  
Moscone Center, San Francisco  
Booth # 629  
June 18-20, 2008

### **About HMSA**

The Hawaii Medical Service Association is a nonprofit, mutual benefit association founded in Hawaii in 1938. It is governed by a community board of directors that includes representatives from health care, business, labor, government, education, clergy, and the community at large. HMSA is a member of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. Nationally, HMSA and 38 other Blue Cross and Blue Shield plans provide worldwide coverage to more than 100 million members. For more information, please visit [hmsa.com](http://hmsa.com).

### **About American Well**

American Well has created a new healthcare marketplace where consumers and physicians can come together online to acquire and provide convenient and immediate healthcare services. Using the latest technologies in Web communications and digital telephony, American Well extends traditional healthcare services to the home setting. American Well is committed to supporting health plans in meeting consumer and employer demand for affordable, efficient and immediate access to quality care. For more information, please visit [www.americanwell.com](http://www.americanwell.com).

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