

Grow Membership and Revenue. Contain Medical Costs.



Many health plans find themselves in an uncertain environment. They must navigate both changes in their business climate – amidst a backdrop of reform – and in their business model, as they aim to build enduring relationships with consumers. Along the way, they confront issues of:

- **Revenue growth**, as they differentiate their products from those of competitors, both among employer groups and in the eyes of consumers
- **Rising medical costs**, associated with inappropriate use of expensive care channels
- **Transformation into consumer-focused healthcare companies**, with the ability to serve broad health and wellness needs

Introducing Online Care

For payers across the country – and the globe – telehealth is playing an increasingly important role in managing these challenges. American Well™ Online Care is the industry's leading telehealth solution, allowing health plans to bring care directly into the homes and workplaces of consumers, anywhere and at any time. Online Care enables immediate, live online visits using video, secure text chat and/or phone.

Key Features

Online Care supports clinically meaningful encounters in the following ways:

- **Live, immediate online visits** using video, secure text chat, and/or phone
- Secure, HIPAA-compliant, **fee-based messaging** between providers and consumers
- Online visit **appointment scheduling**
- **ePrescribing** capabilities
- **Clinical tools** and assessments

Benefits of Online Care

- **Reduced medical costs**, by shifting appropriate encounters to the lowest-cost settings, as well as providing a foundation for accountable care and improved remote monitoring of at-risk patients
- **Revenue growth**, by offering a visible, desirable benefit that can capture employers and individual consumers alike
- **Advancement of strategic initiatives** to get closer to consumers, as well as a platform to extend existing programs and services focused on better health and wellness

Key Features (cont.)

- **Export of patient records** into EMR systems
- **A rules engine** to define and enforce member/consumer eligibility, online visit parameters and pricing
- **Automatic payment** from the patient's credit/debit card, at the conclusion of each visit

Bringing Online Care To Your Plan

With Online Care, American Well makes introducing telehealth services straightforward. We bring a turn-key deployment process so that you can quickly begin offering Online Care to your own members and providers or to others in the community. American Well's teams support your success with the following services:

- Telehealth service design
- Solution implementation and deployment
- Provider and consumer marketing and communications

How To Get Started

Some of the nation's leading healthcare organizations are already benefiting from Online Care. To learn more about bringing Online Care to your organization, contact:

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