

# SIMPLE TELEMEDICINE

## A REAL CHANGE IN HOW HEALTHCARE IS DELIVERED



USING 21ST CENTURY INNOVATION TO REDUCE HEALTHCARE COSTS AND INCREASE THE QUALITY OF LIFE

BROUGHT TO YOU BY 

# WHAT IS TELEMEDICINE?

Access to a state-licensed, board-certified physician, 24 hours a day, 7 days a week, including all holidays. Family members communicate on their own schedule by email, phone or by webcam. There are no appointments to set. No traffic. No parking. No waiting room and no claims to file. Because access is 24/7, treatment and advice can be provided at work, at home, while traveling or while commuting. The cost of the call is just \$5 to \$20 and is set by the employer. *Telemedicine will reduce the cost of healthcare.*

Telemedicine holds the promise of:

- Excellent quality of convenient care
- Lower healthcare costs
- Faster access to medical care
- Reduced absenteeism
- Improved productivity
- Increased employee satisfaction

## COMMON USES OF TELEMEDICINE:

- Colds
- Flu
- Sore Throat
- Coughs
- Nausea
- Allergies
- Headaches/Migraines
- Heartburn
- Urinary Tract Infections
- Cuts/Scrapes
- Strains/Sprains
- Motion Sickness
- Rashes/Burns
- Insect Bites/Stings
- Arthritis
- Sinus Infections
- Earaches
- Fevers
- Stomach Aches
- Second Opinions
- Advice in Seeking Treatment at an ER
- Peace-of-Mind Through Quick Contact

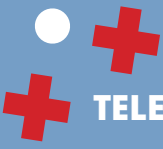


**TELEMEDICINE DOCTORS LISTEN, DIAGNOSE, PROVIDE TREATMENT RECOMMENDATIONS AND CALL IN A PRESCRIPTION TO THE PATIENT'S PHARMACY.**

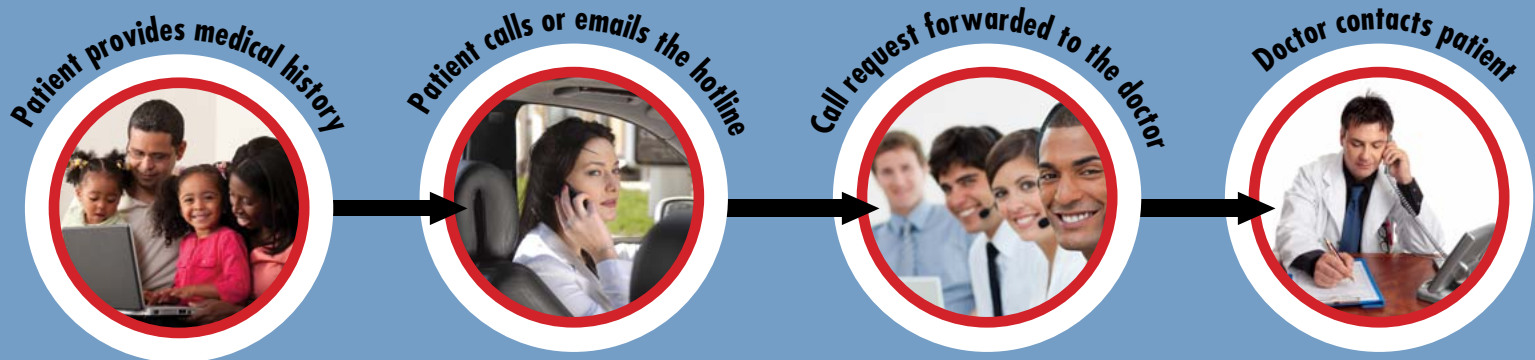
## TESTIMONIAL:

*"My 6 year old daughter had an earache, the night before we were leaving for our vacation. Her pediatrician asked that we visit the office the next day, but our flight left early in the morning! Instead, I called my toll-free telemedicine number and within an hour, my daughter was on an antibiotic to help start her treatment so we could enjoy our vacation. Thank you!"*

*-Kim S., Atlanta, GA*



# TELEMEDICINE: HOW IT WORKS



- Medical history for all family members is provided online or over the phone, prior to the first consultation, just as you would on your first visit to any medical doctor. A credit card is placed on file for future consultation fees.
- Call 24/7/365 for advice, diagnosis, treatment and prescriptions. The call center verifies eligibility and makes certain the situation isn't life threatening, requiring more urgent care in an ER.
- The call center forwards the patient's request for a consultation to a local doctor. A board-certified, state-licensed telemedicine physician contacts the patient within minutes.
- After speaking with the patient, the doctor will provide a diagnosis, treatment advice and prescription, when necessary.

## WHY EMPLOYEES LIKE TELEMEDICINE

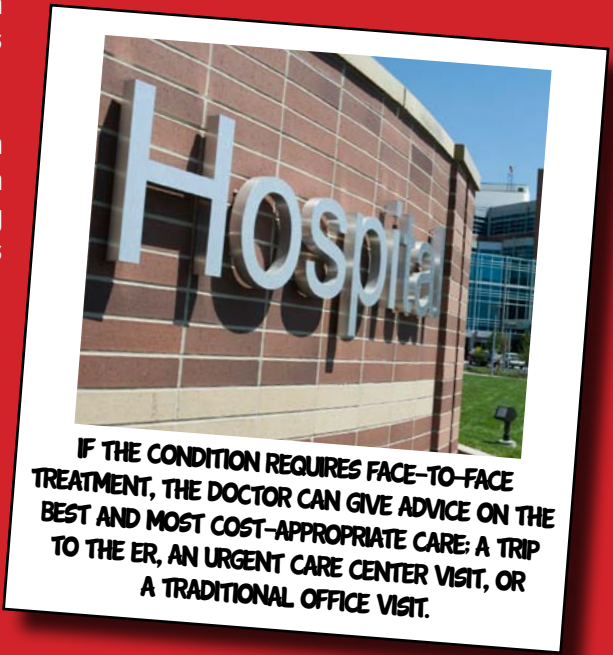
**CONVENIENCE:** Which would most employees prefer? Making an appointment, traveling, parking and waiting in the doctor's office to be seen, or being able to receive treatment and prescriptions from their home, work, traveling or while commuting?

**COST:** Employees are faced with higher premiums, copays and deductibles, every year. High deductible plans make employees feel they only have catastrophic care. Telemedicine provides quality care from state-licensed, board-certified doctors, for a fixed, reasonable cost.

**ACCESS TO CARE:** A doctor's office is only able to see patients about 30 hours a week. With these limited hours, most doctors only spend 6-7 minutes with each patient. Plus, it's often difficult to get an appointment for a non-urgent illness. General conditions such as recurring headaches, pain, arthritis, discomfort, and a consultation for a second opinion often requires a prolonged wait for an appointment, which sometimes discourages treatment altogether.

### PLUS....

- No Travel
- No Claims to File
- Immediate Care
- Extended Consultation Time
- Available Any Hour of the Day
- Privacy and Detail Allowed by Email
- Reduced Time Away from Work, School and Home
- Quicker Treatment Start



**IF THE CONDITION REQUIRES FACE-TO-FACE TREATMENT, THE DOCTOR CAN GIVE ADVICE ON THE BEST AND MOST COST-APPROPRIATE CARE: A TRIP TO THE ER, AN URGENT CARE CENTER VISIT, OR A TRADITIONAL OFFICE VISIT.**



## EMPLOYER BENEFITS

### REDUCED HEALTH PLAN COSTS

A traditional doctor's office visit costs from \$90 to \$195. The cost of a telemedicine visit is a small consultation fee of \$5 to \$20, paid by the employee. Telemedicine completely removes substantial expenses from the health plan.

Unfortunately, a visit to the ER is a quick solution when employees don't have immediate access to care. "Do I need stitches?" "Should I go to the ER?" With telemedicine, employees have quick access to a physician, to ask if the ER room is the best option. For every ER visit that is circumvented, the employer's health plan expenses are reduced by an average of \$1200.

### LESS ABSENCES, HEALTHY EMPLOYEES

When employees can receive a diagnosis and treatment by phone or email, they don't have to leave work. Productivity is greater. The convenience of having a doctor on call, reachable from home, work or while commuting means that employees seek treatment more often, and faster. This reduces workplace illnesses and the spread of the illness.

## TRADITIONAL OFFICE VISIT

VS.

## TELEMEDICINE



**11-50  
DAYS**

TIME TO GET AN APPOINTMENT IN MOST U.S. CITIES



**ABOUT  
6-7 MIN**

AVERAGE TIME SPENT WITH A TRADITIONAL DOCTOR



**30 HOURS  
PER WEEK**

AVAILABLE OFFICE HOURS FOR A TRADITIONAL DOCTOR



**20 MIN  
OR LESS**

RESPONSE TIME FOR A DOCTOR TO CALL



**ABOUT  
15 MIN**

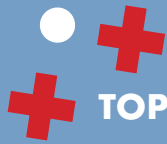
AVERAGE TIME TALKING WITH A TELEMEDICINE DOCTOR



**168 HOURS  
PER WEEK**

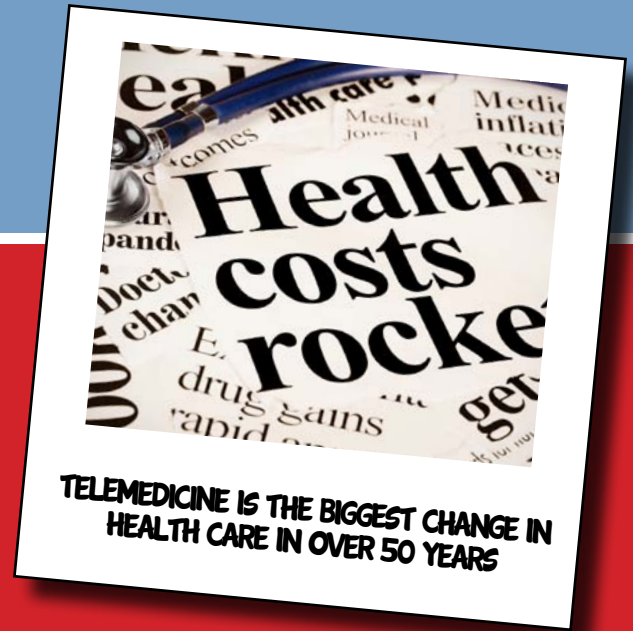
AVAILABILITY OF A TELEMEDICINE DOCTOR

WANT TO LEARN MORE?  
GO TO [WWW.SIMPLE.US](http://WWW.SIMPLE.US)



## TOP COMPLAINTS ABOUT TRADITIONAL HEALTHCARE

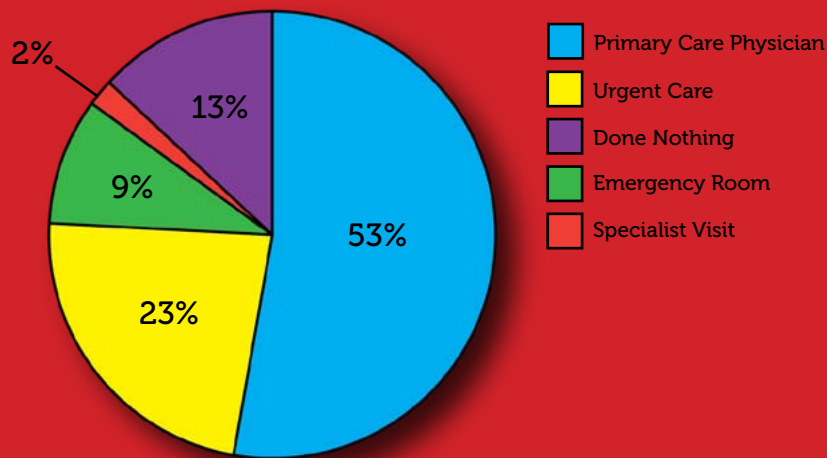
- Time to Get an Appointment
- Limited Face to Face Time with the Doctor
- Inability to Follow Up with the Doctor by Phone or Email for Additional Questions
- Time in a Waiting Room
- Seen by a Physician's Assistant or Nurse Instead of the Doctor
- Requirement for an Office Visit for a Prescription Refill
- Required Visits when Patient's Believe it could have been Handled by Phone



## HOW TELEMEDICINE SAVES DOLLARS

Telemedicine provides high quality access to board-certified physicians, at a lower cost. Telemedicine doctors don't have the overhead of a traditional doctor's office, which reduces the cost of healthcare. Telemedicine physicians don't need all the equipment, staff and overhead to treat routine, acute care illnesses, that don't require a face-to-face visit.

In a survey of patients with access to telemedicine, if they didn't use telemedicine, they would have used:



## TESTIMONIAL FROM A TELEMEDICINE DOCTOR:

*"One of the values we provide is being able to confirm to the patient that they should seek traditional care. Patients can call, just to hear from a doctor that they do indeed need a visit to the ER. For example, I talked to a patient a few days after he visited the ER room at my urging. Without my prompting, the patient said he would have just stayed home. But because I was available late in the evening for a thorough consultation, I confirmed that his condition warranted an ER visit. The ER determined a heart condition, with an eminent heart attack. The \$10 call to me may have saved the patient's life."*





**A NO BRAINER  
DO THE MATH**

HOW MUCH DOES AN EMPLOYER SAVE IF AN EMPLOYEE USES TELEMEDICINE?

**\$786 PER YEAR**

HOW?

- A traditional office visit costs **\$170**.
- The average family has **2.5** members and each family member visits a traditional office **3.7** times per year.
- If they use telemedicine just half the time, this saves **\$786** per year!
- Telemedicine cost? Just **\$5.95** per month per employee for all family members, on an employer paid basis, or **\$9.95** a month per employee for all family members on a voluntary basis.

Telemedicine is the biggest change in healthcare in over 50 years.

Salaried doctors, whose only incentive is to spend quality time and provide quality treatment, are a convenient, low cost option to traditional care. The facts are simple: routine, acute conditions like sore throats, allergies, cold, flu, headaches, nausea or sinus infections are simple to treat; so simple that they often don't require a face-to-face office visit. Telemedicine makes an immediate change in the delivery, quality and cost of healthcare.

It's time for a change.