



A REVOLUTION IN HEALTHCARE

Telemedicine is a new program where board certified medical doctors provide advice, diagnose and prescribe medications for a fraction of the cost of traditional healthcare.

HOW IS THIS ACCOMPLISHED?

These board-certified doctors provide care for the 70% of consultations that don't require a face-to-face visit. They consult with patients by phone, email and web-video consultations. They provide care for a fraction of the cost of a traditional office visit, because they are salaried doctors, with no incentive to provide any additional services that may be unnecessary. Their goal is to provide quality care and avoid expenses that are not needed. They are an opposing force to traditional healthcare options where the cost of the treatment is not considered.

WHY IS THIS A REVOLUTION?

Health insurance costs are increasing every year at a rate far greater than general inflation. Benefit costs are approaching 30% of payroll for an employer. This trend has been in place for over 20 years. It is impossible to sustain.

Employers now have an option to offer their employees. Employees and family members can call a board-certified physician, 24/7/365, from home, from work, on their cell phone while commuting, while traveling, or in the early morning hours when their child is sick. The cost of the call is typically from \$5 to \$10.

Employers win because they provide greater, more immediate access to healthcare to their employees. Telemedicine doctors also can avert about 50% of the Emergency Room visits, which require an average of a 4-hour wait (time away from work, school, or family) and an average \$1200 ER expense. Employers win because they have increased productivity due to fewer absences.

Both the employer and the employee win because they have lower costs.

WHO ARE THE DOCTORS PARTICIPATING AND WHY DO THEY PARTICIPATE?

Most doctors are ex-military doctors who no longer treat patients in the field, and who did not enter medicine to run their own medical business. They simply want to provide quality care for a salary.

Many other doctors are ER physicians who may be on ER duty for 3 full days, and then have 4 days off. They are very willing to provide basic healthcare advice from their home.

CONCLUSION

Healthcare costs are out of control. Access to care is limited. The average doctor is miles away from their patients, and their offices are only open for a 40-hour week. How many times are patients able to talk to their traditional doctor in this environment without making an appointment? No insurance is needed. There are no pre-existing conditions. Telemedicine is free enterprise—the free market finding a solution.