AMERICAN WELL
Telehealth for Health Systems

Partnering with health systems to increase access, acquire new patients and improve care.

www.americanwell.com

Application Use Why It Works

Urgent care
Consumer-directed service; patients self-select telehealth over other acute care options (urgent care, retail, PCP).

- Patients lack access to timely primary care
- Telehealth visits are quick and efficient

Chronic condition management
PCP or medical home manager creates a schedule of regular virtual visits with the patient, and warm transfers to other team members as necessary.

- Patient compliance and management are significant challenges
- Scheduled visits are quick and easy, and only require the patient to click on a link
- Providers can easily bring in specialists

Complex case coordination
Care team members collaborate to coordinate the patient’s care.

- Provider collaboration is challenging and time-consuming
- Telehealth lets providers have virtual curbsides in real-time and asynchronously via the Telemed Tablet
- Multiway video allows multiple care team members to join a visit

Home health services
Home health worker uses telehealth to bring specialists directly to the patient’s bedside.

- Patient receives the immediate care they need
- Home health worker provides hands-on exam for remote specialist

Post-discharge
The provider creates a follow-up plan for the patient to meet with necessary care team members and PCP to share lab results. Ensures compliance with medications and necessary check-ins during the first 30 days.

- Readmissions can be avoided with better patient and care team communication
- Providers can stay on top of adherence to post-discharge regimen

Pre- and post-operative care
The surgeon easily connects with the patient through scheduled pre- and post-op telehealth visits.

- The surgeon and/or care team connect with the patient/caregiver without additional patient travel

Behavioral health
Patients and therapists connect for talk therapy sessions with clients. The therapist can warm transfer the patient to a prescribing provider as needed.

- Stigma and access are the two biggest barriers to patients seeking treatment for behavioral health conditions
- Telehealth lets patients seek care privately and conveniently.

Provider-to-Provider
Physicians connect to specialists for on-demand video consults across the healthcare system.

- Specialty care is clustered in urban areas but patients live everywhere
- Physicians can conduct immediate visits with specialists without the cost of onsite staff or travel
- Skilled nursing facilities can bring specialty consults to a patient’s bedside

Population Health
Care managers, health coaches and physicians use telehealth to maintain patients’ health and help treat ongoing conditions.

- Patients with chronic conditions or illnesses need ongoing care and coordination
- Providers can treat patients from their home, reducing unnecessary travel time for patients
- Providers can use telehealth to engage patients with outreach, reminders and pre-visit planning

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As the industry evolves, health systems are absorbing responsibility to provide more complete health care for their patients. Health systems have a need to deliver quality care, reduce readmissions and increase efficiency as healthcare shifts to value-based care.

At the same time, patients are paying more for healthcare, and expect more from their providers. Ensuring patients have access to the right care at the right time is critical in keeping them happy, healthy, and loyal. American Well works with top health systems and hospitals to engage their patients while providing increased access.

Telehealth empowers your organization to meet the demands of accountable care and healthcare consumption.

American Well’s telehealth service includes:
- Award-winning, patented software
- Medical malpractice coverage for every telehealth consultation
- Diagnosis, coding and notes-taking feature
- SureScripts ePrescribing and view of patients’ medication history and formulary
- Real-time patient eligibility and claims processing
- White-labeling to your brand
- Mobile SDK that embeds telehealth into existing mobile applications
- Integration with remote devices and Apple HealthKit
- Multiway video capabilities for care coordination
- On-demand and scheduled visits for patient and provider-initiated
- Configureable practices that cater to your population
- Exchange for connecting and exchanging healthcare services with other healthcare organizations
- Mobile integration
- Interfaces and integration tools needed for two-way EMR
- Clinical psychologists, psychiatrists and LICSWs providing talk therapy in 50 states
- 24/7 primary care physicians covering 48 states
- Registered dieticians providing nutrition counseling in 50 states
- Telehealth clinical guidelines, quality oversight and performance management
- Provider onboarding: licensing, credentialing and training
- Virtual Grand Rounds and community of providers
- Clinical use case development and workflow integration
- Clinical Services and Operational Know-how
- 50 states

American Well is the most experienced player in the industry and brings its telehealth clinical and operational expertise and staff to help health systems staff build your telehealth services.

Clinical Services and Operational Know-how

American Well is honored to work with some of the country’s most prestigious health systems to bring telehealth to their patients. We provide American Well’s Approach

- Medical malpractice coverage for every telehealth consultation
- Diagnosis, coding and notes-taking feature
- SureScripts ePrescribing and view of patients’ medication history and formulary
- Real-time patient eligibility and claims processing
- White-labeling to your brand
- Easy-to-use interface on mobile, web, kiosk and telephone
- Award-winning technology. 5-star patient experience.
- On-demand and scheduled visits for patient and provider-initiated
- Configureable practices that cater to your population
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- Clinical use case development and workflow integration
- Clinical Services and Operational Know-how

Engaging patients, providers and staff in the launch is a critical component of any telehealth program. To help our partners effectively market to these groups, American Well’s client program support includes:

- Launch and ongoing marketing resources
- Employer group sales decks and trainings
- Marketing services, including paid digital advertising and email marketing
- Physician awareness and recruitment materials
- Patient and member communication
- Physician onboarding support
- Level 2 Support for escalated issues
- 24/7 Level 1 phone and email support
- Medical board regulations and assistance
- System configuration
- Implementation and ongoing support

American Well’s goal is to work with our partners to build integrated and sustainable telehealth programs. Each of our partners is assigned a dedicated account team led by a senior executive from the Account Management team and supported by the Account Management, Professional Services and Technical Services teams. The account team’s responsibility includes:

- Level 1 support
- Standardized telehealth practices and guidelines
- Data analytics
- Quality assurance and performance management
- Clinical, regulatory and medical board support
- Level 2 Support for escalated issues
- 24/7 Level 1 phone and email support
- Medical board regulations and assistance
- System configuration
- Implementation and ongoing support
## Telehealth in Action

Telehealth has been shown to be clinically effective and efficient across many different clinical applications. Common use cases include:

<table>
<thead>
<tr>
<th>Application</th>
<th>Use</th>
<th>Why It Works</th>
</tr>
</thead>
</table>
| Urgent care                  | Consumer directed service; patients self select telehealth over other acute care options (urgent care, ED). | - Patients lack access to timely primary care  
- Telehealth visits are quick and convenient. |
| Chronic condition management | POP or medical home manager creates a schedule of regular virtual visits with the patient, and group sessions in other team members as necessary. | - Patient compliance and care management are simplified.  
- Telehealth enables quick and efficient care. |
| Complex case coordination    | Care team members collaborate to coordinate the patient’s care.       | - Provider collaboration is challenging and time-consuming.  
- Telehealth provides better patient coordination in real-time and asynchronously for the “yellow team.”  
- Scheduling tools allow multiple care team members to join a visit. |
| Home health services         | Home health services allows the patient to receive care remotely and by video. | - Patient receives the immediate care they need.  
- Home health worker provides hands-on exam for remote specialists. |
| Post-discharge               | The surgeon needs access to the patient for follow-up visits.         | - Surgeon interacts with patient/caregiver without additional patient travel. |
| Pre- and post-operative care | Patient is transferred to a specialty care facility for follow-up visits. | - Specialty care is clustered in urban areas but patients live everywhere.  
- Physicians can conduct immediate visits with specialties without the cost of onsite staff or travel.  
- Skilled nursing facilities can bring specialty consults to a patient’s bedside. |
| Behavioral health            | Patients and therapists connect for therapy sessions remotely.        | - Stigma and access are the two biggest barriers to patients seeking treatment for behavioral health conditions.  
- Telehealth provides private, convenient care. |
| Provider-to-Provider         | Physicians connect to specialists for on-demand video consults across the healthcare system. | - Specialty care is clustered in urban areas but patients live everywhere.  
- Physicians can conduct immediate visits with specialties without the cost of on-site staff or travel.  
- Skilled nursing facilities can bring specialty consults to a patient’s bedside. |
| Population Health            | Care managers, health coaches and physicians can coordinate to manage patients’ health and keep them engaged. | - Patients with chronic conditions or disabilities need ongoing care and coordination.  
- Providers can treat patients from home, reducing unnecessary travel time for patients.  
- Providers can collaborate on critical patient needs from the comfort of their homes. |

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American Well’s Approach

American Well is honored to work with some of the country’s most prestigious health systems to bring telehealth to their patients. We provide technology, clinical services and ongoing support from our operational experts to help make your telehealth program successful.

Remote Patient Monitoring

• Real-time patient monitoring
• Data visualization
• Secure, HIPAA-compliant data

Flexible Patient Scheduling

• Patient-initiated video visits
• Providers’ availability
• On-demand visits

Universal Accessibility

• Available anytime, anywhere
• Available in English, Spanish, French

Award-winning technology. 5-star patient experience.

American Well’s award-winning technology is unique in the industry. Behind the user interface is a sophisticated platform dedicated to making telehealth visits real healthcare encounters over smartphones, tablets, computers and our health kiosks. Key features of the platform include:

• SureScripts ePrescribing and view of patients’ medication history and formulary

Clinical Services and Operational Know-how

Creating clinical telehealth programs from scratch can be complicated and time-consuming. American Well is the most experienced player in the industry and brings its telehealth clinical know-how and staff to help health systems staff build your telehealth services. Clinical Services and Operational Know-how include:

• Virtual Grand Rounds and community of providers
• Clinical use case development and workflow integration
• International board-certified lactation consultants offering breastfeeding support in 50 states
• Clinical psychologists, psychiatrists and LICSWs providing talk therapy in 50 states
• 24/7 primary care physicians covering 48 states
• Registered dieticians providing nutrition counseling in 50 states
• Telehealth clinical guidelines, quality oversight and performance management
• Medical malpractice coverage for every telehealth consultation
• Diagnosis, coding and notes-taking feature
• Enterprise-grade hosting and federally-certified security program, including HITRUST certification

Communication Program for Patients, Providers and Staff Engagements

American Well’s goal is to work with our partners to build integrated and sustainable programs that meet the needs of all stakeholders. Successful telehealth programs require a 360-degree approach to patient engagement. The American Well’s engagement team provides custom communication support and materials. Communication program support includes:

• Launch and ongoing marketing resources
• Employer group sales decks and trainings
• Marketing services, including paid digital advertising and email marketing
• Physician awareness and recruitment materials
• Patient and member communication

American Well’s team’s responsibility includes:

• Interfaces and integration tools needed for two-way BMI integration
• Mobile SDK that embeds telehealth into existing mobile applications
• Exchange for connecting and exchanging healthcare services with other healthcare companies
• Multiple video capabilities for care coordination
• Integration with remote devices and Apple HealthKit
• Configurable profiles that cater to your population
• On-demand and scheduled visits for patient and provider-initiated video visits

As patients become healthcare consumers, they shop for services that meet their needs, and expect them to be as convenient and user-friendly as any other consumer product. American Well’s system is built to do just that. Patients can find and connect with providers in minutes, and doctors can schedule visits that let patients simply click on a link to connect directly with him or her provider. It’s no wonder patients and providers alike rate us “5 stars” in post-visit surveys and in iTunes and Google Play.

But achieving such simplicity, while understanding and complying with the complexities of healthcare is no easy task. That’s what makes American Well’s award-winning technology unique in the industry. Behind the user interface is a sophisticated platform dedicated to making telehealth visits real healthcare encounters over smartphones, tablets, computers and our health kiosks. Key features of the platform include:

• Easy-to-use interface on mobile, web, kiosk and telephone
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Evolved Healthcare, with top health systems and hospitals to engage their patients while providing increased access. Telehealth empowers your organization to meet the demands of shifting to value-based care. At the same time, patients are paying more for healthcare, and expect more from their providers. Ensuring patients have access to the right care at the right time is critical to keeping them happy, healthy, and loyal. American Well works with other healthcare organizations to connect and exchange services through the Exchange with other healthcare organizations. American Well’s telehealth visits real healthcare encounters over smartphones, tablets, computers and our health kiosks. Key features of the platform include:

- Award-winning technology unique in the industry.
- Behind the user interface is a sophisticated platform dedicated to making health systems and hospitals more complete healthcare for their patients.
- Health systems have a need to deliver quality care, reduce readmissions and increase efficiency as healthcare shifts to value-based care.
- American Well’s telehealth solutions include:
  - Medical malpractice coverage for every telehealth consultation
  - Diagnosis, coding and notes-taking feature
  - SureScripts ePrescribing and view of patients’ medication history and formulary
  - Real-time patient eligibility and claims processing
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- System configuration
- Implementation and ongoing support
- Level 2 Support for escalated issues
- Prevention
- 24/7 Level 1 phone and email support
- Launch and ongoing marketing resources

American Well’s Approach
American Well’s goal is to work with our partners to build integrated and sustainable telehealth programs. Each of our partners is assigned a dedicated account team experienced working with health systems to deploy telehealth services. The team is led by a senior executive from the Account Management team and supported by experts from the Professional Services and Technical Services teams. The account team’s responsibility includes:

- Implementing and ongoing support
- System configuration
- Medical board regulations and assistance
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