



AMERICAN WELL

Telehealth for Health Systems

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



Healthcare, evolved

As the industry evolves, health systems are absorbing responsibility to provide 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.

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 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 consumerism.

American Well's telehealth service includes:

- Award-winning, patented software
- Ability to include your providers on the platform
- Account team for operational excellence
- Customizable offerings, white-labeled to your brand
- Clinical telehealth expertise transfer
- Complete communication program
- Ability to connect and exchange services through the Exchange with other healthcare organizations

Telehealth in Action

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

Application	Use	Why It Works
Urgent care	Consumer-directed service; patients self-select telehealth over other acute care options (urgent care, retail, PCP).	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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



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.

Award-winning technology. 5-star patient experience.

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 his 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
- White-labeling to your brand
- Enterprise-grade hosting and federally-certified security program, including HITRUST certification
- Real-time patient eligibility and claims processing
- SureScripts ePrescribing and view of patients' medication history and formulary
- Diagnosis, coding and notes-taking feature
- Medical malpractice coverage for every telehealth consultation
- Interfaces and integration tools needed for two-way EMR integration
- Mobile SDK that embeds telehealth into existing mobile applications
- Exchange for connecting and exchanging healthcare services with other healthcare companies
- Multiway video capabilities for care coordination
- Integration with remote devices and Apple HealthKit
- Configurable practices that cater to your population
- On-demand and scheduled visits for patient and provider-initiated video visits



Operational Excellence for Sustainable Success

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:

- Implementation and ongoing support
- System configuration
- Medical board regulations and assistance
- 24/7 Level 1 phone and email support
- Level 2 Support for escalated issues

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 include:

- Provider onboarding: licensing, credentialing and training
- Telehealth clinical guidelines, quality oversight and performance management
- Registered dietitians providing nutrition counseling in 50 states
- 24/7 primary care physicians covering 48 states
- Clinical psychologists, psychiatrists and LICSWs providing talk therapy in 50 states
- International board-certified lactation consultants offering breastfeeding support in 50 states
- Clinical use case development and workflow integration
- Virtual Grand Rounds and community of providers



Communication Program for Patients, Providers and Staff Engagements

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 engagement team provides custom communication support and materials. Communication program support includes:

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

American Well®

www.americanwell.com