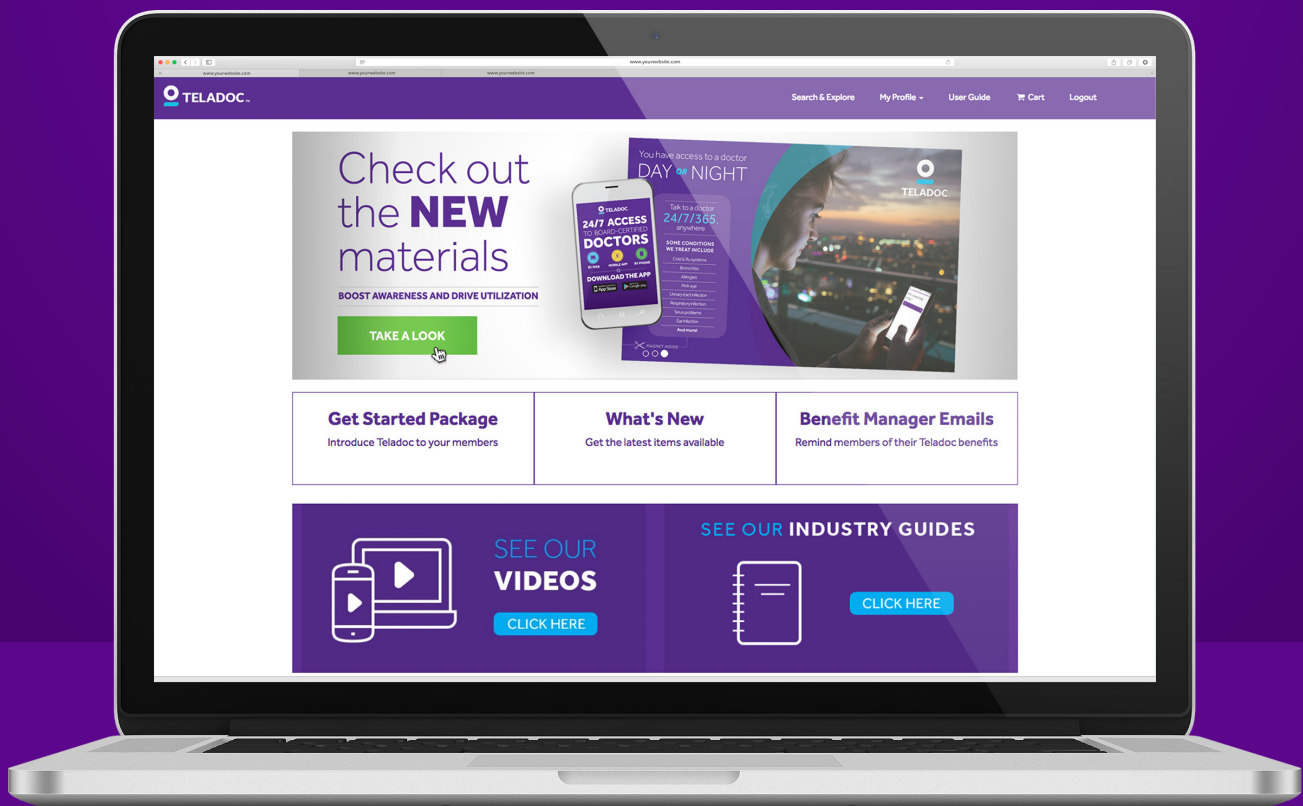




Teladoc: Tips & Tools

Your Guide to Getting the Most Out of Your Teladoc Benefit



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Welcome to Teladoc

Teladoc connects your employees and dependents, also known as members, 24/7/365 to a national network of U.S. board-certified doctors. When a member requests a doctor visit either by phone, web or mobile app, they'll be connected within minutes to an experienced physician who can diagnose and treat the non-emergency health issue.

If medically necessary, a prescription can also be sent to the members' pharmacy of choice.



24/7/365 ACCESS

Provides 24/7/365 access to U.S. board-certified doctors with an average of 20 years' experience.



GET A DIAGNOSIS

Diagnose, treat and prescribe medications (if necessary) for common health issues such as cold & flu, allergies, ear infections, rash and much more!



CONNECT IN MINUTES

Connect with a doctor by phone or video in minutes.



PROVEN ROI

Transition unnecessary ER and urgent care visits to a more cost-effective mode of care.

Why Teladoc?

Timely access to quality healthcare is a growing concern. Frustrated patients may use the emergency room (ER) or urgent care as their primary care physician (PCP), which drives up costs for health plans, employers and employees.

Teladoc's national network of board-certified physicians — while not intended to replace the primary care physician — can help members get the care they need when their own doctor is unavailable. Teladoc also helps cover access shortages in rural areas, and provides an alternative to costly ER or urgent care visits.

The Marketing Hub

The Marketing Hub was created as a value added tool to help increase member engagement, drive awareness and ultimately utilization of the Teladoc benefit. With over 200 customizable materials to choose from, the Marketing Hub is a great resource that will aid in onboarding and continued communication of the Teladoc benefit to members.

Through the Marketing Hub you can:

CREATE AND DOWNLOAD CUSTOM ITEMS FOR FREE

Build custom print and web materials and generate a preview with your company logo and contact information to review before downloading for free.

PURCHASE PROMOTIONAL COLLATERAL

Choose from an assortment of promotional items, including custom and non-custom items, which serve as a tangible reminder of the Teladoc benefit.

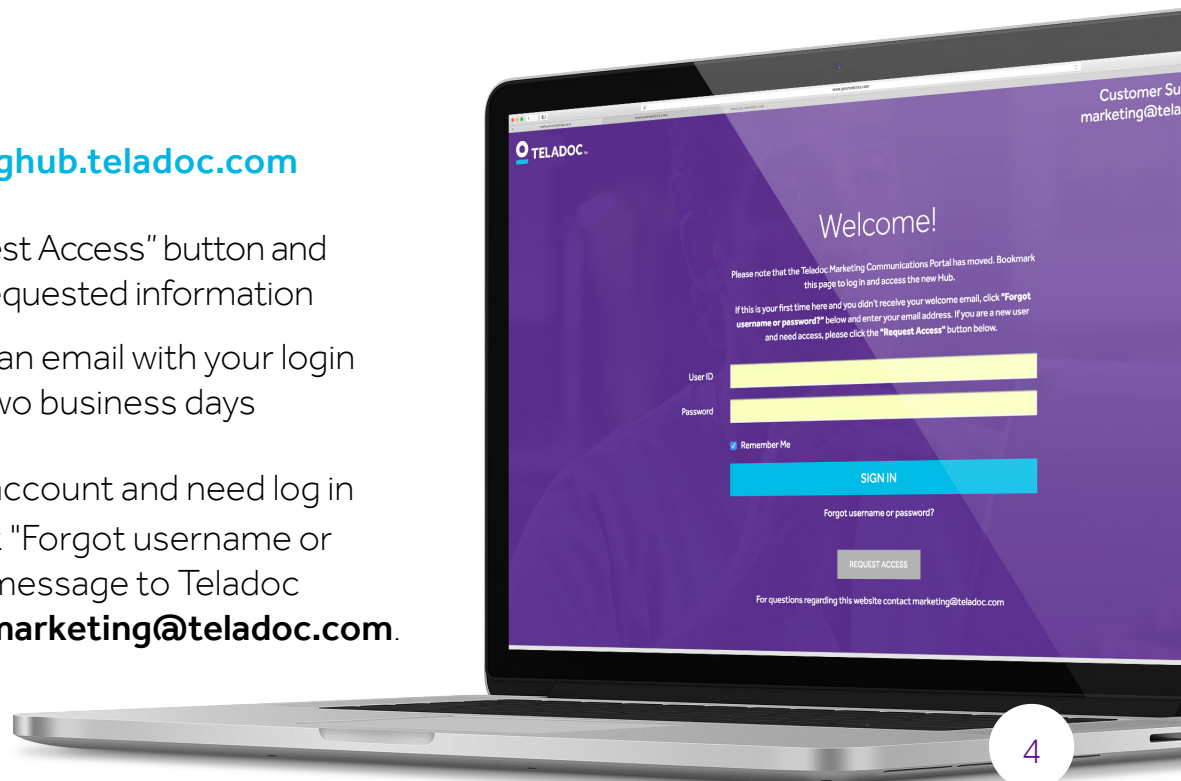
ACCESS COMMUNICATION GUIDES THAT WORK FOR YOU

Find a variety of communication guides that will help you create a communication plan that works best for you and your organization.

To request access:

- 1 Visit marketinghub.teladoc.com
- 2 Click the "Request Access" button and complete the requested information
- 3 You will receive an email with your login credentials in two business days

If you already have an account and need log in assistance, simply click "Forgot username or password?" or send a message to Teladoc Marketing Support at marketing@teladoc.com.



Webinars & Newsletters

MARKETING **M@NDAYS**

Join us live or watch an on demand webinar for a high level overview of the Marketing Hub. Learn how to navigate the portal, shop and explore catalogs and easily create a custom piece. If you need help before attending this webinar, reference the User Guide located in the top right after logging in to the Marketing Hub.

ENGAGE**CAST**

The Engagecast webinars are designed to support you, our customer, and focus on a variety of diverse member engagement strategies. You will learn insights for ongoing, successful engagement with your members about their Teladoc benefit as well as how to leverage multi-touch experiences to continually drive awareness.

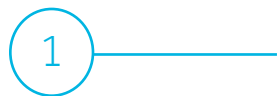
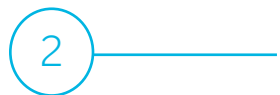

BENEFIT MANAGER **NEWSLETTER**

Once registered for the Marketing Hub, you'll automatically receive the Benefit Manager Newsletter, a monthly email provided by Teladoc. This includes tips & tools on how to promote the Teladoc benefit, as well as information and creative pieces that can be shared with members to boost utilization.

A Holistic Approach to Member Engagement

Breaking through the clutter means reaching our target member with multiple touchpoints, through distinct channels, with the contextually appropriate message. Teladoc has built the capabilities in-house to facilitate reaching our members across all of these channels cost efficiently, and on a timely basis. Our robust toolkit of tactics is built to reach members where they are – whether at home, on the go or when the need arises.

A few key elements of our reach are:

-  **INTRODUCTION TO TELADOC**
To introduce members to Teladoc, flyers are first provided to the various HR reps to be shared with members. Then, UMR re-prints ID cards with Teladoc information included, and this is followed by Teladoc member engagement kits sent directly to member households. The kit includes an introduction to Teladoc with instructions for getting started.
-  **SEASONAL CAMPAIGNS**
Our members need us the most during those times of the year when health issues peak. We invest in communications broadly during allergy season in the spring and flu season in the fall through fully integrated, multi-channel campaigns that are tailored to the client, specific plan design and customer segment.
-  **TARGETED EMAIL & DIGITAL**
Encouraging and reminding our members to use Teladoc whether need arises or reaching them where they are on their terms, our analytics power highly segmented and targeted email, social and digital communications to deliver the right message to the right person at the right time.

5 tips to drive awareness of & engagement with Teladoc

1

Utilize channels & tactics

USE A VARIETY OF COMMUNICATION CHANNELS AND TACTICS

- Use a mix of channels to reach the same member in multiple ways to reinforce the message.
- Leverage the materials on the Marketing Hub to drive awareness.

Some ways that you can remind your members that they have Teladoc as a benefit:



Flyers & Posters

Flyers can be distributed at health fairs, included with open enrollment materials, shared via email, placed in company newsletters, and integrated into new hire packets. Available in English and Spanish.



Digital Display Ads

An almost-effortless way to keep Teladoc top-of-mind for your members is to display messages on digital screens commonly positioned in main entry paths, waiting areas and break rooms. Digital display ads can also be added to your company intranet, email newsletters and benefit portal.



Signature Line Graphic

Generate awareness by placing a graphic in your HR/Benefits Department email signature. Be sure to include a link directly to your Teladoc landing page to allow for easy registration.



Emails

We provide a variety of emails that can reinforce the many benefits of Teladoc. Emails downloaded from the Marketing Hub are ready-to-send, available as Outlook file template (OFT), HTML, and PDF.



Videos

Leverage videos to bring the member experience to life. Get started with those featured on **teladoc.com/videos**.

5 tips to drive awareness of & engagement with Teladoc: (continued)

2

Make it personal

EDUCATE & EVANGELIZE

- Solicit feedback from those that have used Teladoc and find unique ways to share them.
- Enlist colleagues to talk about Teladoc - or even better, share their story during open enrollment or Town Hall meetings.

3

Integration

INTEGRATE TELADOC INTO BENEFIT COMMUNICATIONS

- Leverage all of your touchpoints to promote Teladoc.
- Consider how the Teladoc benefit can be incorporated into benefit guides, the employee/benefit portal, Health Fairs, and throughout open enrollment.

4

Give your members one thing to do

BE PREPARED, REGISTER NOW

- Encourage members to register and complete their medical history so that they are prepared when they need access to care.
- To drive registrations, offer an incentive or challenge.
- The Promotional Incentive flyer on the Marketing Hub can be customized, and includes prize options to get you started.

5

Benefits relevancy

MAKE IT RELEVANT FOR HOW THIS BENEFITS THEM NOW

- Drive awareness through relevant and topical issues.
- Help members understand that Teladoc is ideally suited to treat many common illnesses, and available anytime, anywhere.
- Topics include: new benefit/new year, allergy season, back-to-school sicknesses, cold & flu season, away from home/traveling for work.

Getting Started

It's quick and easy to set up your Teladoc account. Set up your account today so when you need care, **a doctor is just a call or click away**. Get started by following the steps below.

1

REGISTER

You can register your account by phone, web or mobile app. You will need basic information about yourself such as your name, date of birth, name of employer, and UMR ID (found on the wallet cards provided with your Teladoc welcome kit).

- Call 1-800-Teladoc (835-2362) and a member services agent will register your account over the phone
- Visit **Teladoc.com** and click "Set up account"
- Download the app and click "Activate account"



2

COMPLETE MEDICAL HISTORY

Once you register, you will need to complete your medical history which provides Teladoc doctors with the information they need to make an accurate diagnosis. Much like the paperwork you complete at a doctor's office, the medical history details past conditions, medications, allergies, as well as information about your family's medical history.

3

REGISTER MINOR DEPENDENTS (UNDER 18)

Be sure to register your eligible dependents under the age of 18. Once logged in to your account:

- Go to the "My Family" tab
- Click "Add Dependents"
- Enter required information
- Follow the instructions to register and complete minors' medical history
- Add adult consenters if you wish to designate another adult who can request a consult for your minor dependent

Adult dependents 18 and older must set up their own account (register and complete medical history).

Monthly Reports

Below are samples of the monthly Utilization Report that will be provided to measure business performance.

Teladoc Utilization Report Sample Company

Report Period: April 2016



There were
231
consultations in the
current report period



There have been
1,134
consultations
year to date

Utilization						
Primarys			Dependents		Eligible Lives	
	Consults	Utilization	Consults	Utilization	Consults	Utilization
Current Report Period	169	2.21%	62	0.89%	231	1.58%
YTD	848	11.14%	286	4.11%	1,134	7.79%

44.7%
Annualized
Utilization

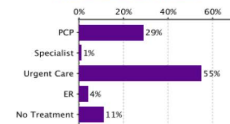
Current Report Period Utilization - Consults / Members. (e.g. Primary consults / primary members)
Annualized Utilization % - (YTD total consults/the number of months accrued x 12 months) / avg monthly primary member count.

Utilization Overview

Teladoc Utilization Report Sample Company

Report Period: April 2016

YTD Alternative Care Options



YTD Redirection Savings Illustration					
Redirection Location	Your YTD Consult Count	Average Industry Cost	Teladoc Consult Cost	Net Claim Savings per Consult	Total Net Claim Savings
Primary Care Physician	327	\$129	\$40	\$89	\$29,103
Specialist	10	\$183	\$40	\$143	\$1,430
Urgent Care Clinic	629	\$161	\$40	\$121	\$76,109
Emergency Room	43	\$1,456	\$40	\$1,416	\$60,888
No Treatment	125	\$0	\$40	(\$40)	(\$5,000)
Totals	1134	-	\$40	\$1,739	\$162,630

Cost Analysis Illustration



*Net Claim Savings Analysis only captures claims impact and does not include monthly administrative fees.
a. The productivity savings uses a four hour credit to productivity adjusted by the mix of primary v. dependent consults in order to achieve a per consult credit that accounts for a blend of employee and dependent utilization of the Teladoc program.
b. The productivity estimate = 4 hour credit * (total number of primary consults/total number consults) * an hourly salary rate of \$21.88 (assuming average annual salary of \$42k) * the total number of redirected consults (note: this does not include consults where the member indicated they would have "done nothing" had they not called Teladoc)

Savings Profile

Teladoc Utilization Report Sample Company

Report Period: April 2016

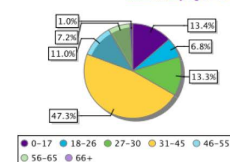
Eligible Lives			
Primarys		Dependents	Eligible Lives
Current Report Period		7,640	14,812
YTD Average		7,611	14,566

YTD Average: Sum of each month's eligible lives divided by # of calendar months the account is effective.
Eligible Lives: All members with access to the service (primarys and dependents)

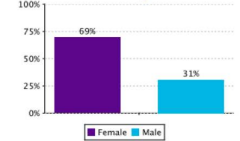
Teladoc Utilization Report Sample Company

Report Period: April 2016

Utilization By Age YTD



YTD Utilization By Gender

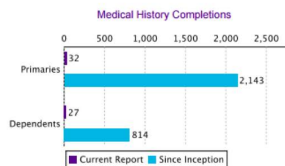


Medical History Completions

Current Period: **59**
Since Inception: **2,957**

0.40% Medical History Completion Percentage Current Period

Medical History Completion Percentage - Total medical history completions / total eligible lives



Primary vs. Dependents

Average Response Time Current Period

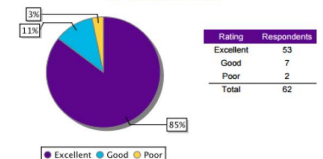
9 min

Average Response Time Year To Date

11 min

Average Response Time: The time between consult request and when physician contacts the member

YTD Satisfaction Results



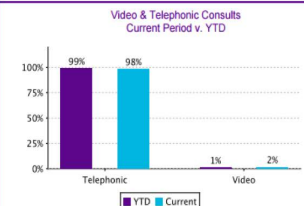
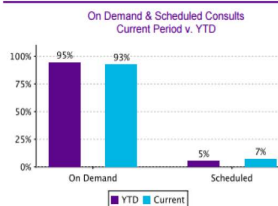
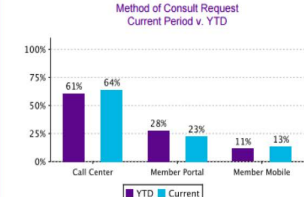
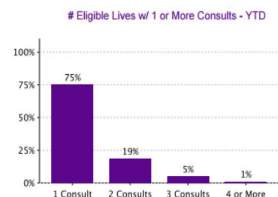
Member Demographics

Monthly Reports (continued)

There have been
1,134
consultations
year to date



YTD Utilization by State			
State	# Consults	State	# Consults
Arizona	302	Delaware	2
Pennsylvania	212	Wisconsin	2
California	95	Massachusetts	1
Florida	92	New Jersey	1
Texas	56	New York	1
Georgia	47	South Dakota	1
Virginia	40	Mississippi	1
South Carolina	39	Montana	1
Tennessee	39		
North Carolina	31		
Ohio	29		
Indiana	23		
Illinois	19		
Michigan	18		
Kentucky	18		
Colorado	12		
Minnesota	11		
Alabama	10		
Nevada	8		
Utah	5		
Kansas	5		
Maryland	4		
Oklahoma	4		
Missouri	3		
Washington	2		



Geography

Modality

YTD Top Diagnoses

- Acute sinusitis, unspecified
- Acute upper respiratory infection, unspecified
- Acute bronchitis, unspecified
- Acute pharyngitis, unspecified
- Acute frontal sinusitis, unspecified
- Urinary tract infection, site not specified
- Acute maxillary sinusitis, unspecified
- Cough
- Rash and other nonspecific skin eruption
- Acute vaginitis

YTD Top Prescriptions



Consults with Rx: 896
Consults w/out Rx: 238
% Consults with Rx: 79%
Total # Rx: 1,198
Avg # Rx per Consult: 1.1

- amoxicillin 500 mg oral capsule
- Azithromycin 5 Day Dose Pack 250 mg oral tablet
- benzonatate 200 mg oral capsule
- Medrol Dosepak 4 mg oral tablet
- Zithromax Z-Pak 250 mg oral tablet
- PredniSONE 20 mg oral tablet
- albuterol CFC free 90 mcg/inh inhalation aerosol
- Tamiflu 75 mg oral capsule
- azithromycin 250 mg oral tablet
- Diffucan 150 mg oral tablet

Top diagnoses & RX