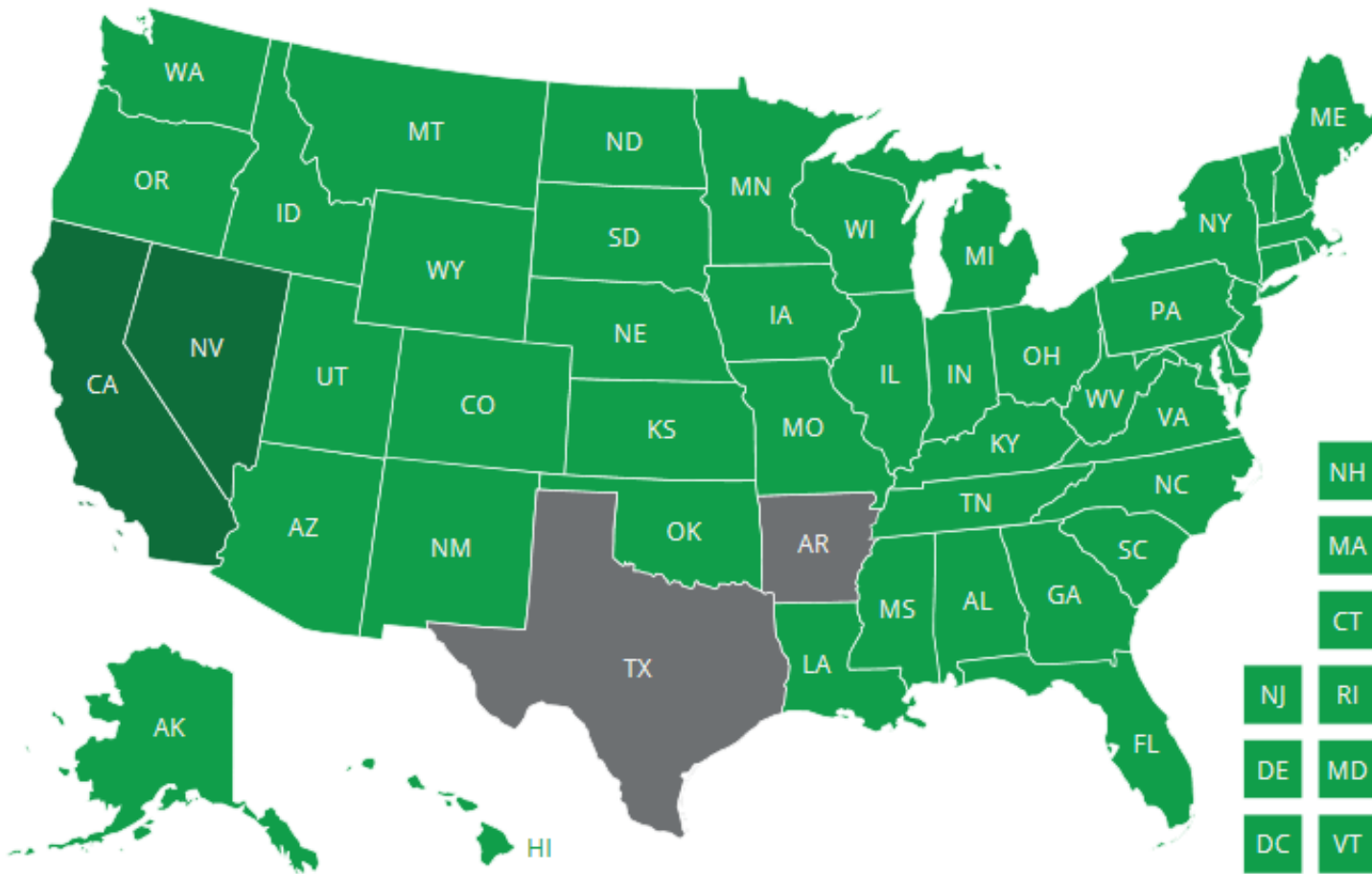




Where Are We Now & Where Are We Heading

Availability



Color Key

- LiveHealth Online is available 24 hours a day, 7 days a week. The doctors can also provide prescriptions*, if needed. Spanish-speaking doctors are available using Cuidado Médico on LiveHealth Online from 7a-11pm PST, 7 days a week.
- Doctor visits are available and doctors may provide prescriptions* if needed.
- LiveHealth Online isn't available. Check back frequently for updates.

* Prescription availability is defined by physician judgment and state regulations.

Utilization

90% of large employers to make telehealth a benefit in 2017*

1 in 5 Americans lack adequate access to primary care**

The telemedicine consultation between physician and patient costs around **\$40** compared to an in-person office visit that can cost **\$125**.***

60% Female / 40% Male

Over **30%** of users are ages 30 – 39 years

57% used Mobile device

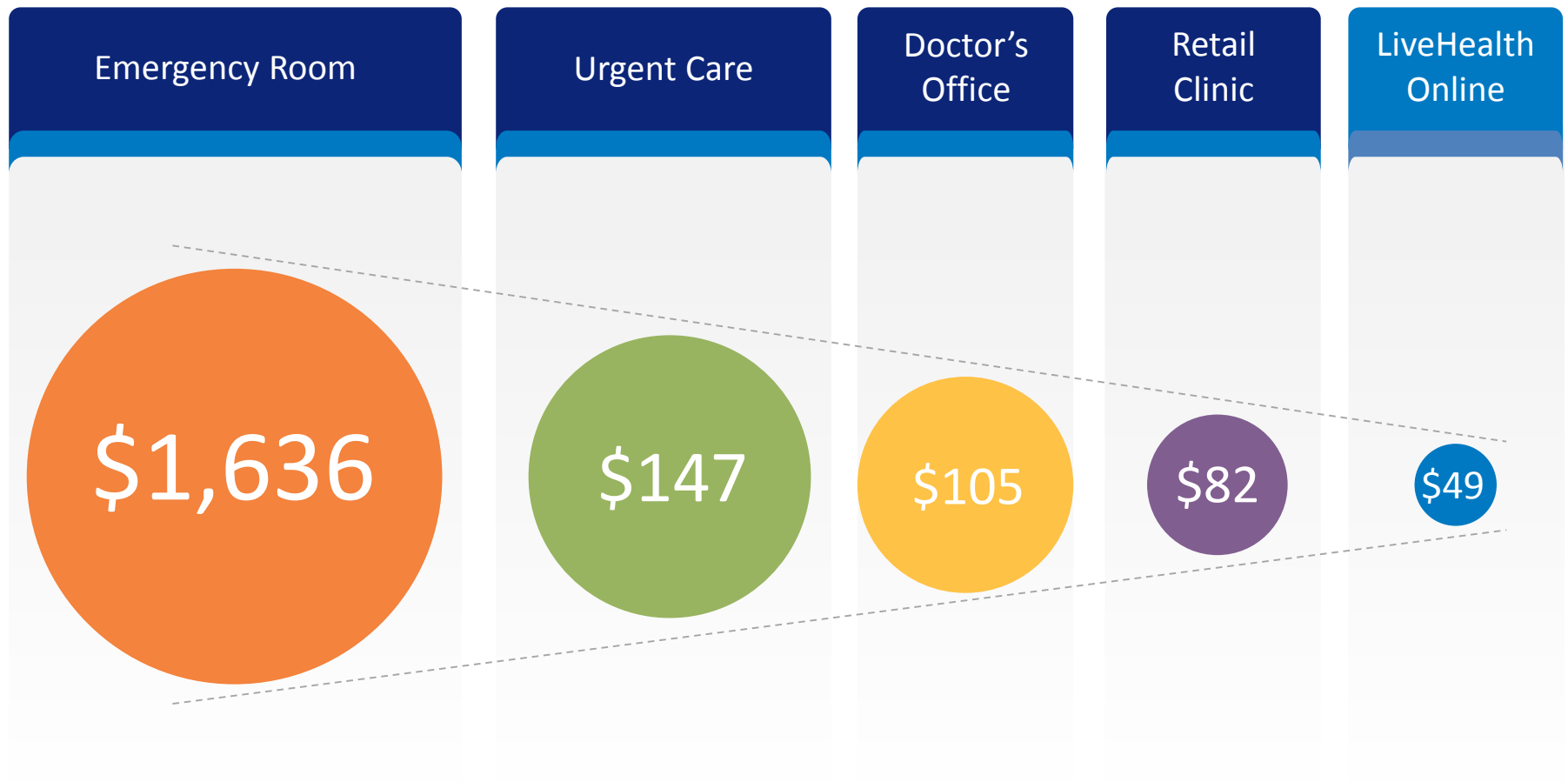


The Large Employers' 2017 Health Plan Design [survey](#) was based on responses from 133 large U.S. employers that offer coverage to more than 15 million Americans. The survey was conducted between May and June 2016.

**Source: <http://theprimarycareproject.org/get-the-facts/>

***Forbes: <https://www.forbes.com/sites/brucejapsen/2016/10/28/most-employers-now-cover-doctor-telemedicine-visits/#1aaf98f222d0>

Allowable amount savings



*National average allowed amounts; 2016 claims data based on Local Group and Ind, Non Refunding Members only, for LHO fully treatable diagnosis codes in WLP's 14 Blue states.

A great consumer experience



94%

Visit Satisfaction Rating

"I absolutely love this service! I have used others in the past, but this is much more personalized."



96%

Doctor Satisfaction Rating

"It's amazing to have access to a doctor anytime, anywhere for a modest fee."



81%

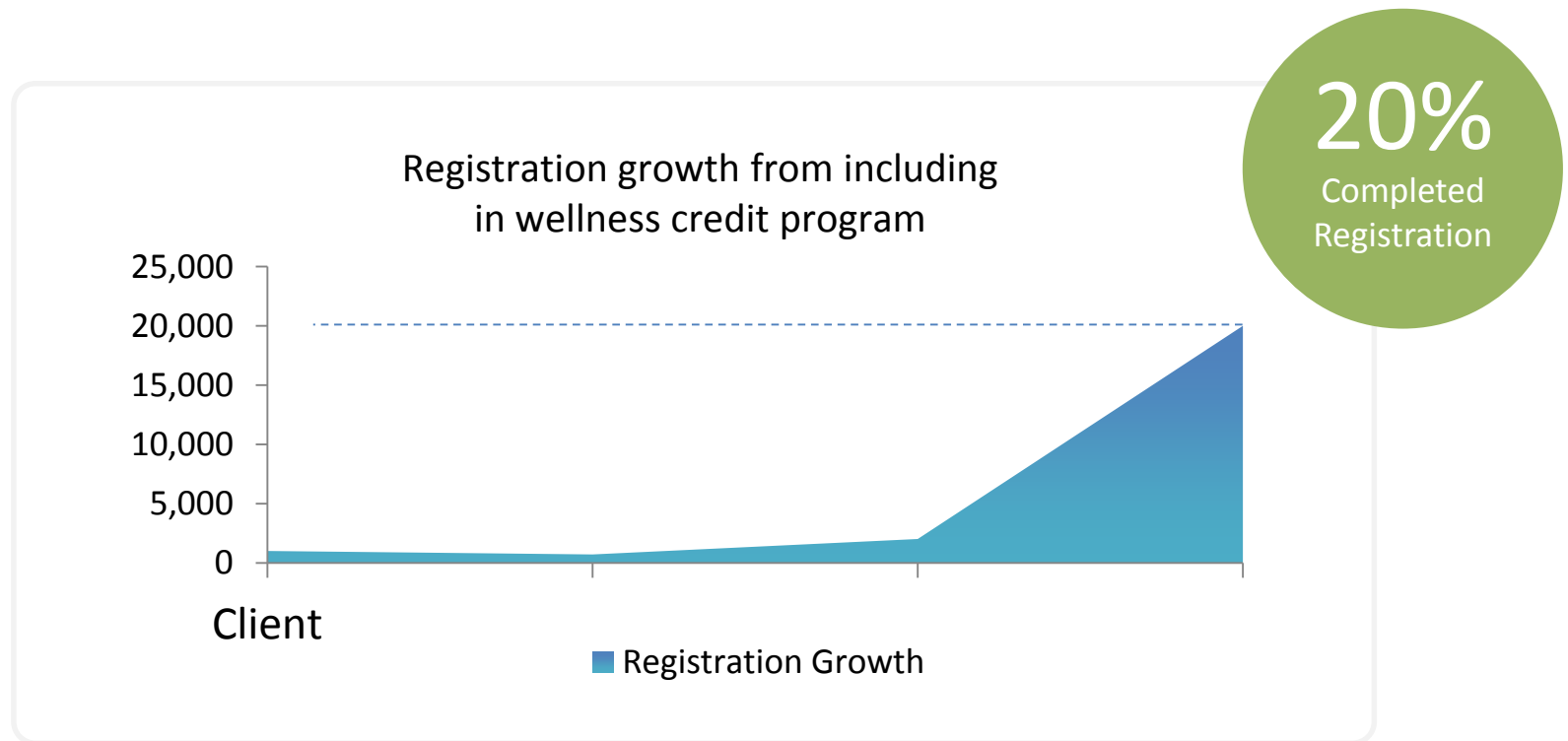
Saved 1 Hour or More

"Much quicker than the emergency room or urgent care and felt more personable."

Engaging your associates

Integrate telehealth promotion into your open enrollment and wellness credit program to drive registrations

- Clients who include telehealth registration within their wellness credit program have seen a 20% registration rate through this effort alone!



Engaging your associates

Opt into the Season Promotions offered

- Each campaign is estimated to drive an additional 5% in registrations if incentives are used.
 - If you placed your company on the 'do not contact' list they will not receive this campaign
 - Optimal registration rates only occur when members receive all 3 channels: email, IVR calls and direct mail



Engaging your associates

Execute employer led campaigns with incentives

- Identify executive champion
- It's best to execute promotions during key seasonal times of the year
- Using incentives during a distinct 30 day campaign time period creates action

Best Time of the Year to Promote Telehealth



Cold & Flu Season

- December
- January
- February



Vacation Season

- June
- July
- August

Communication considerations

For each registration effort

1. Determine your target audience
2. Identify an executive sponsor
3. Agree on an incentive value
4. Update promotional materials with specific customizations if needed
5. Determine campaign timeline and cadence



Behavioral Health Commonly Treated Conditions

- Stress
- Anxiety
- Depression
- Relationship troubles
- Parenting issues
- Grief
- Panic attacks
- Coping with an illness



Results



96%

Said provider was
professional and
helpful



95%

Felt provider
understood their
concerns



92%

Wait time for
appointment was
reasonable



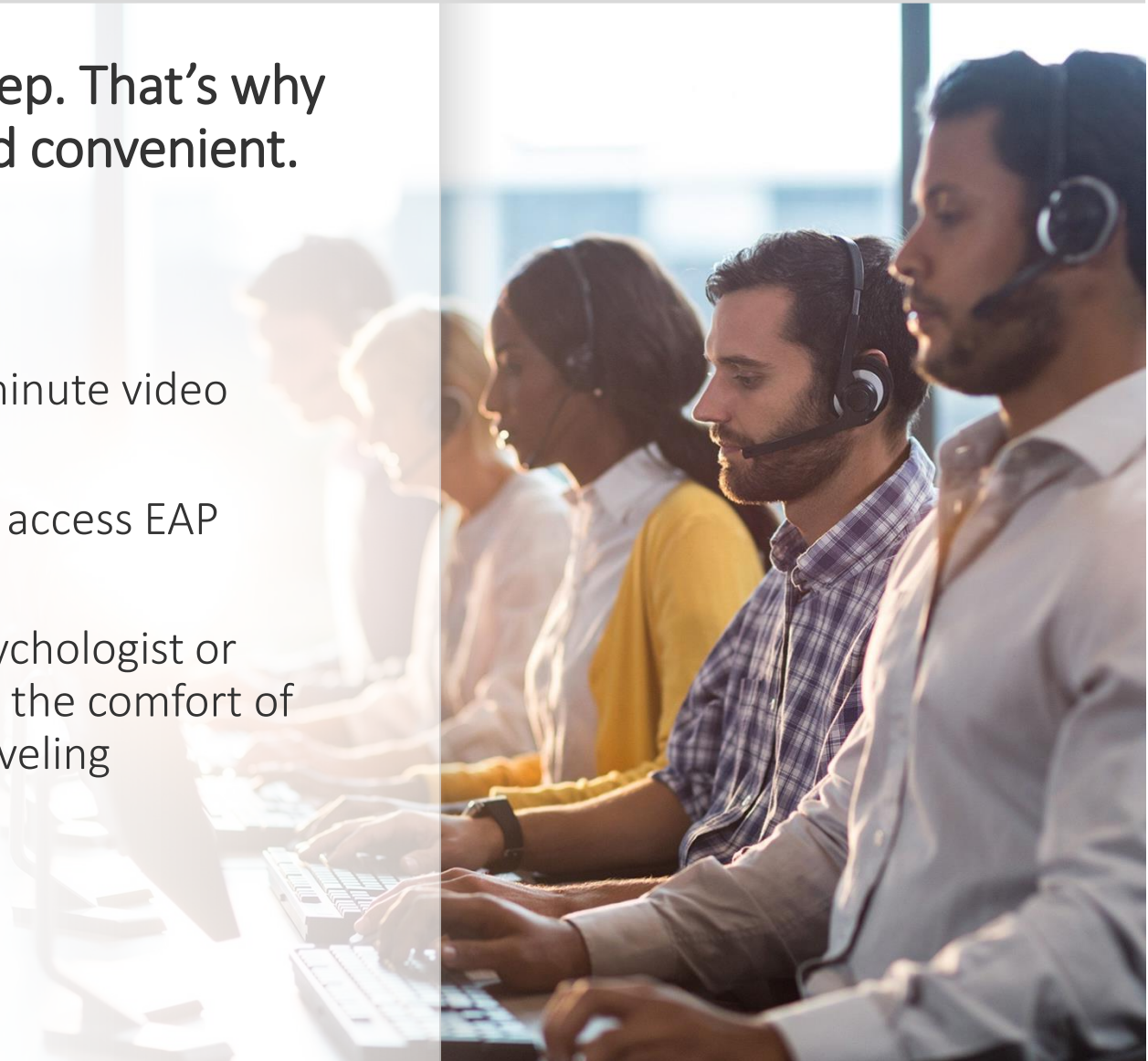
90%

Were able to book
a visit on LiveHealth
Online sooner than
an office-based visit

EAP

Seeking help is a big step. That's why we've made it easy and convenient.

1. Follow EAP process
2. You'll be offered a 45 minute video visit, if appropriate
3. Use the EAP coupon to access EAP visits using LHO
4. Talk privately with a psychologist or licensed therapist from the comfort of your home or while traveling



Cuidado Medico

- Available in CA & NV
- Expanding to all 48 states, June 2017
- Scheduled visits between 7am-11pm, 7 days a week
- Same day appointments
- Available via the LiveHealth Online app
- Spanish online visit experience and access to in-network Spanish speaking board-certified doctors
- e-prescriptions sent directly to selected pharmacy
- Accepts payments via Visa, MasterCard, American Express and Discover
- Secure, convenient and easy-to-use



Supporting employees who breastfeed saves you money & increases productivity

Employees miss work less often

- One-day absences to care for sick children occur more than twice as often for mothers of formula feeding infants.¹

Breastfeeding lowers health care costs

- For every 1,000 babies not breastfed, there are 2,033 extra physician visits, 212 extra hospitalization days, and 609 extra prescriptions for three illnesses alone – ear, respiratory, and gastrointestinal infection.²

Higher productivity, loyalty and positive public relations

- Companies that provide breastfeeding support have employees that report improved morale, better satisfaction with their jobs, and higher productivity.³ Employees also feel the support eases their transition back to work and enables them to return from maternity leave sooner.

1 Cohen R, Mrtek MB & Mrtek RG. (1995). Comparison of maternal absenteeism and infant illness rates among breastfeeding and formula-feeding women in two corporations. *American Journal of Health Promotion*, 10 (2), 148-153.

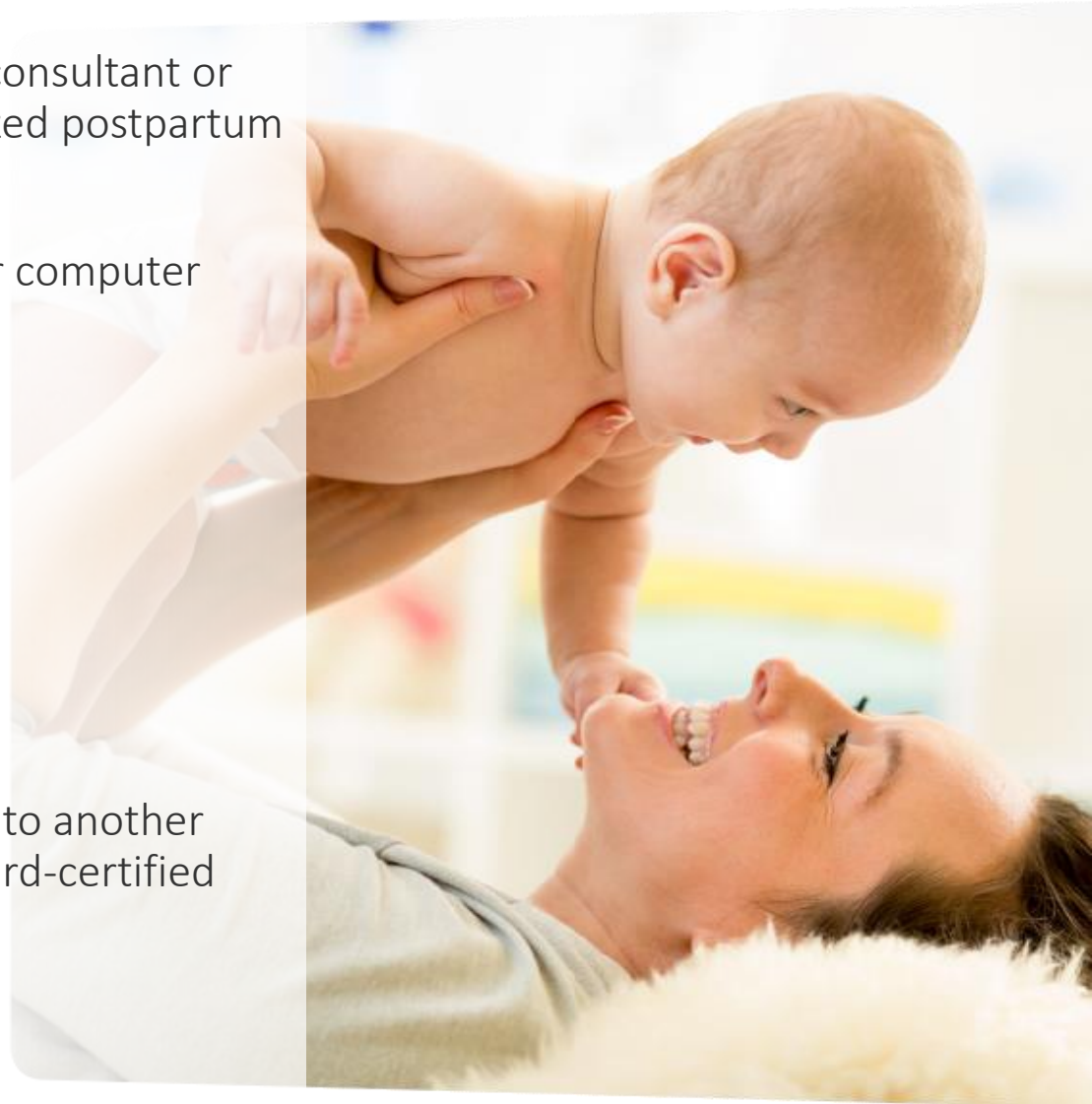
2 Ball T & Wright A. (1999). Health care costs of formula-feeding in the first year of life. *Pediatrics*, 103 (4), 871-876.

3 Galtry J. (1997). Lactation and the labor market: breastfeeding, labor market changes, and public policy in the United States. *Health Care Women Int.*, 18, 467-480.



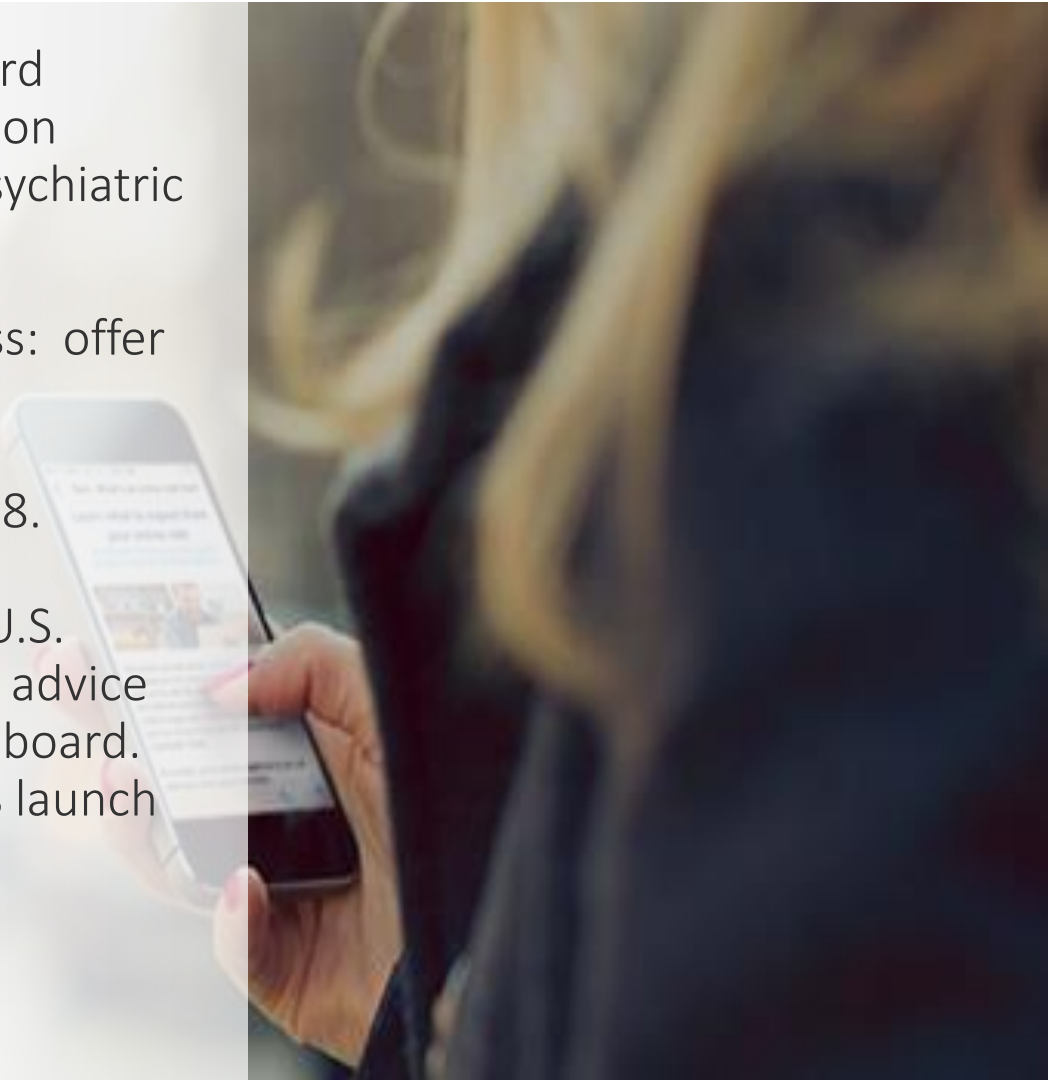
Breastfeeding support

- Live video visits with a lactation consultant or registered dietitian for personalized postpartum nutrition and lactation support
- Access via smart phone, tablet or computer
- Education and guidance on:
 - Breastfeeding
 - Formula feeding
 - Nutrition while breastfeeding
 - Introducing solids to your baby
 - Weight loss after delivery
 - Stress management
- Holistic approach – easy transfer to another health professional such as a board-certified doctor or licensed therapist.



What is on the horizon

- Psychiatry: offering access to board certified psychiatrists for medication management of non controlled psychiatric medications. January 2018
- Integration with Health & Wellness: offer coaching to assist with weight management & blood pressure. Anticipated roll out in 2017 & 2018.
- International: develop access to U.S. board certified doctors to provide advice to U.S employees while they are aboard. In development this year for 2018 launch



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