

AMERICAN WELL

Introducing CareTalks™



Roy Schoenberg MD MPH
CEO, American Well Systems



- Founded in 2006 in Boston, MA
- Experienced Leadership
 - Consumer Portal Systems- CareKey™ (TriZetto's CareAdvance™)
 - Provider Systems - iMDSoft™ (MetaVision™)
 - Health plan Systems - MEDecision™
- Introducing CareTalks™ Health Communication Systems
 - For consumers - immediate access, from home, to healthcare services
 - For providers - new revenue stream while improving practicing life style
 - For health plans - introduce "retail" growth into their business

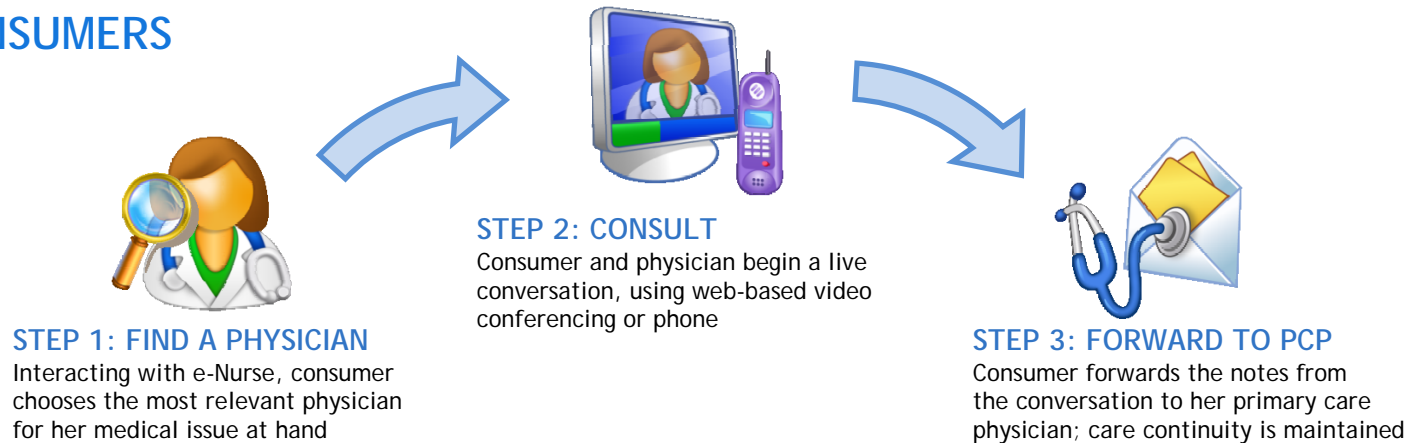
The need : Lack of healthcare consumption tools

- Consumption services in other markets
 - Expedia (travel)
 - iTunes (entertainment)
 - Amazon (retail)
 - e-Trade (banking)
 - Peapod (grocery shopping)
- Services that
 - Are available when you are
 - Allow comparison and decision making
 - Allow consumers to acquire services directly
 - Focus on transactions, not only on information

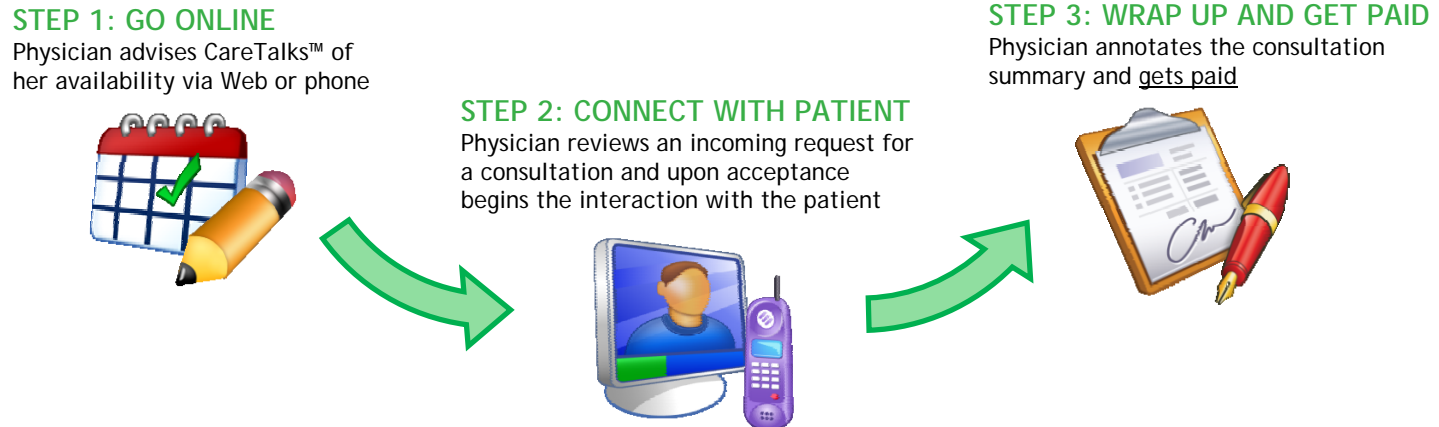


How CareTalks™ Works

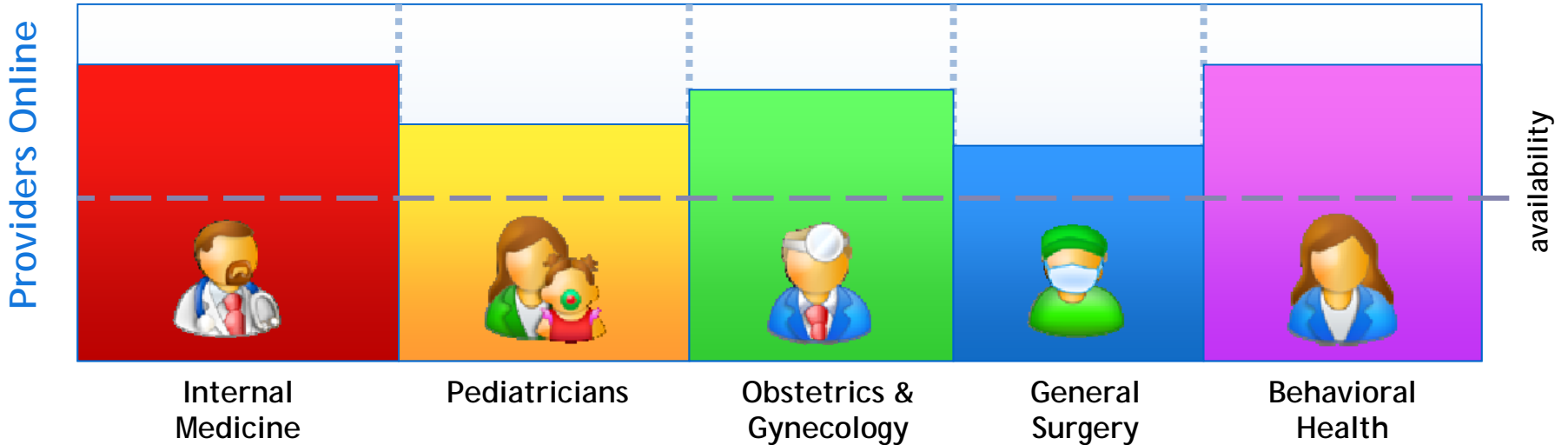
FOR CONSUMERS



FOR PROVIDERS



Core Patent : Availability Pooling and Brokerage




Provider notifies the system on availability

Maria Lopez | My Current Availability: **Available (Web & Phone)** | My Account | Log Out

CareTalks Home | Message Center | Provider Search | Analytics | Provider Reference | Help

Welcome to CareTalks

My Agenda

My Current Availability:
 Available (Web & Phone) ▾

SEPTEMBER 2007

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Upcoming Appointments

- 10:15 AM EDT 9/23/2007
- 10:30 AM EDT 9/23/2007
- 10:45 AM EDT 9/23/2007
- 2:00 PM EDT 9/26/2007
- 3:00 PM EDT 9/28/2007


[View All >](#)

Waiting Room

There are **3 Members** currently in your Waiting Room

Account Snapshot

THIS MONTH'S EARNINGS = \$360.00



CONVERSATIONS

- Complete
- Incomplete
- Bailed

YEAR TO-DATE EARNINGS = **\$8,460.00**
 CareTalks Rating: **Excellent** ★★★★★
[View All Earnings Activity](#)


Past Conversations

Date	Member	Status
3:20 PM EDT 9/5/2007	Betty Peterson	Complete Wrap-Up
3:00 PM EDT 9/5/2007	John Franklin	Complete Wrap-Up
2:40 PM EDT 9/5/2007	Timothy Longfellow	Complete Wrap-Up
10:15 AM EDT 9/4/2007	Sean Brady	View Report
10:00 AM EDT 9/4/2007	Ryan White	View Report

[View All >](#)


Tools

Message Center
 You have 4 New Messages!




Keep up on all the latest CareTalks updates and communications through our Message Center. *plac possim formas perdiet.*

Provider Reference





Duis cum soluta eleifend option congue nihil imper doming id quod mazim plac possim formas perdiet doming id quod.

Consult Another Provider



Duis cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim plac possim formas.

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Member selecting an available provider

Welcome Betty Peterson | My Account | Log Out


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Matching Providers

You Searched For: An OB/GYN, Female, within 20 miles of 02130, speaks English, Licensed in MA, Graduate of Harvard Medical School, with 10-20 yrs experience, is board certified, is "Trusted" by my PCP, Supports: Phone, Web, Video Capable. [Edit Search](#) | [Cancel Search](#)

To Discuss: Agenda Item - Conversation with an OBGYN
TOPICS: Irregular Menstruation; Conducting Breast Self-Exams; Mammography; Mirum est Notare Quam; Claram Anteposuerit.

View: **Online Providers** Partial Matches Results 1-10 [PREVIOUS](#) | [NEXT](#)

 Maria Lopez, MD Available ★★★★★	 <p>Maria Lopez, MD OB/GYN ★★★★★ "Trusted" by your PCP Gender: Female Location: Boston, MA Languages: English, Spanish Supports: Phone, Web, Video Capable</p> <p>Welcome! Hello – My name is Dr. Maria Lopez. I am an OB/GYN with a private practice in Cambridge, MA. I practice the philosophy that you know your body best, and I try to offer my patients the best possible care by listening to them and teaching them to trust their own instincts.</p> <p>Audio Welcome Video Welcome</p> <p>View your Engagement History with this provider</p>	<p>Status: AVAILABLE</p> <ul style="list-style-type: none"> Connect via Web Connect via Phone Schedule Appt. Leave Voice Msg. Send Secure Msg. Add to Preferred
 Juanita Phillips, MD Available ★★★★★		
 Jane B. Good, MD Available ★★★★★		
 Stephanie Biel, MD Available ★★★★★		
 Christina D. Juarez, MD Available ★★★★★		
 Janice Wilkins, MD Available ★★★★★		
 Rhonda Shepard, MD Available ★★★★★		
 Helena Espinal, MD Busy ★★★★★		
 Erin Harrison, MD Busy ★★★★★		
 Zoe Franklin, MD Busy ★★★★★		

Results 1-10 [PREVIOUS](#) | [NEXT](#)

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A Live Engagement

Welcome Betty Peterson | My Account | Log Out

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You are now connected to Maria Lopez, OB/GYN Time Remaining: 4:46 **END CONVERSATION**

Video Disable Camera



SPEAKER VOLUME **MIC VOLUME**

Provider has enabled audio

Phone Connect via Phone

Allow Phone Connection

Call me at this number: **617-564-7865**

Record Phone Calls (1.99 per minute)

Provider is accepting phone connection

Chat

Maria Lopez:
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut

Betty Peterson:
Abore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea

Maria Lopez:
Commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Betty Peterson:
Excepteur sint occaecat cupidatat consequat. Duis aute ir voluptate

[Maria Lopez has just inserted a note into the "Provider Notes" section]

Maria Lopez:
non proident, sunt in culpa qui officia deserunt mollit anim id est

B I U | A Font | Color | T Size

Irure dolor in reprehenderit in voluptate velit esse **SEND**

Provider is typing

Health History

Provider Entries

e-Nurse

Conversation Info

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Tight Digital Telephony Integration

Welcome Betty Peterson | My Account | Log Out

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You are now connected to Maria Lopez, OB/GYN Time Remaining: 4:46 **END CONVERSATION**

Video Disable C

Connect via Phone

You have asked to add a phone connection to this conversation. CareTalks is attempting to connect you.

STEP ONE: CareTalks is Calling 617-564-7865...
STEP TWO: CareTalks will Call Maria Lopez

Upon connection, the CareTalks system will prompt you to enter your CareTalks PIN

Your CareTalks PIN is: 9876

Cancel

Phone Connect via

Allow Phone Connection CLICK

Call me at this number: 617-564-78

Record Phone Calls (1.99 per minute)

Provider has enabled audio

Provider is accepting phone connection

Provider is typing

SEND

Health History






Provider Entries

e-Nurse

Conversation Info

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Value For:

 <p>Consumers</p>	<p>Talk to a doctor now</p>
 <p>Providers</p>	<p>Increase revenue while improving lifestyle</p>
 <p>Health Plans</p>	<ol style="list-style-type: none"> 1. Shift care towards home, a cheaper setting 2. Introduce Retail dynamics into business model
 <p>Employers</p>	<ol style="list-style-type: none"> 1. Employee benefit - anytime access to care 2. Address Latency, Absenteeism
 <p>Government</p>	<p>Open the market to competitive forces</p>

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