



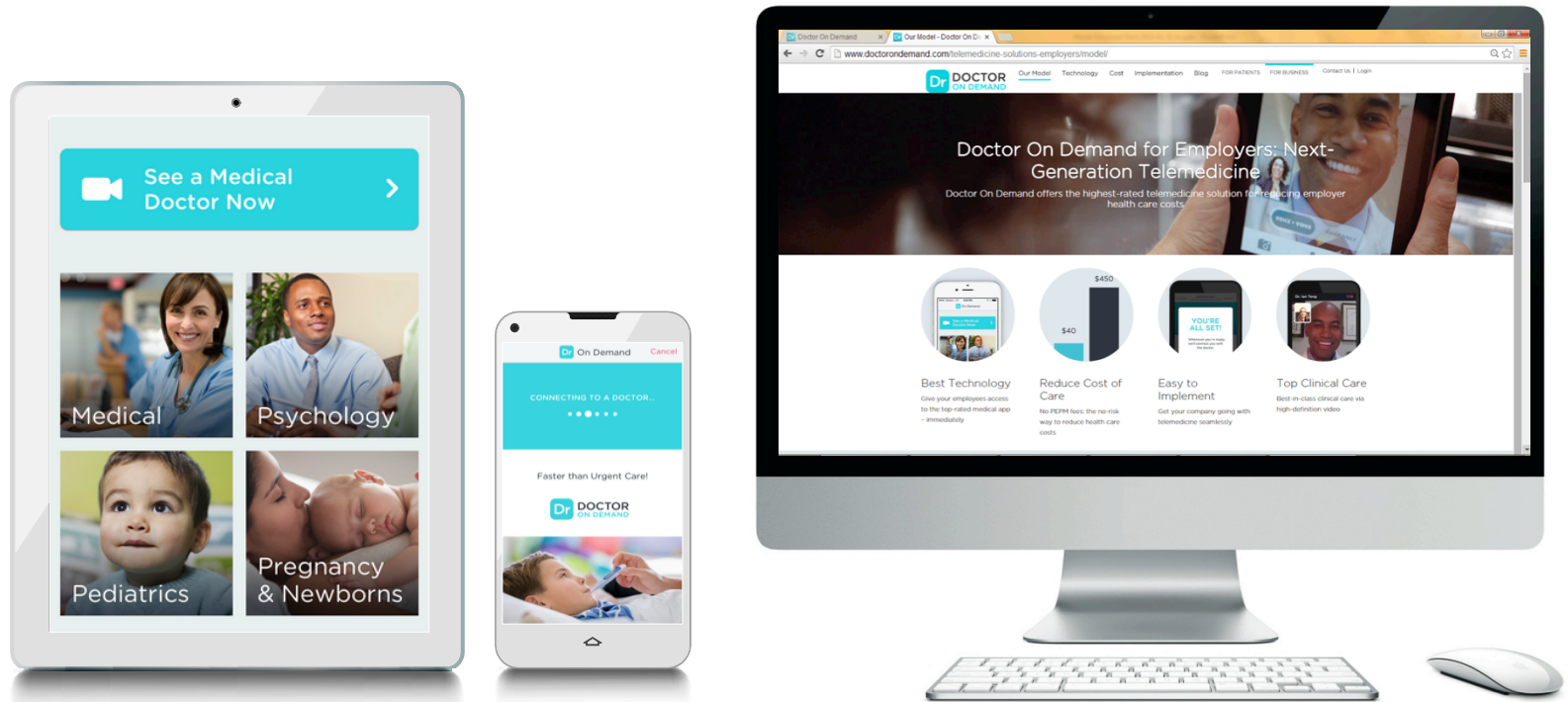
DOCTOR
ON DEMAND

Demand Better from Health Care

Dr. Ian Tong, Medical Director
Pat Basu, Chief Medical Officer

How It Works

Works on any tablet, smartphone, or computer on demand or schedule in the future



Clinical Video Consultation

- \$40 for 15 uninterrupted minutes with licensed physician (visit length can be extended as necessary)
- Video-based platform supports telemedicine exam techniques
 - Visual face-to-face
 - Peripheral devices
 - Physician directed exams
 - High resolution images
 - Medication history via the SureScripts eRX network
 - Medical/lab record sharing



Pre-Call Questions: Simple

Carrier 10:10 AM

< Back PURPOSE OF VISIT Skip >

Please briefly describe the purpose of your visit:

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
123 🌐 🗣️ space return

Carrier 10:10 AM

< Back MEDICATIONS Next >

Please tell us if you are currently taking any medications, and if so, how long?

Medication	How long? ▼
Medication	How long? ▼

+ Add Another Medication

Carrier 10:10 AM

< Back ALLERGIES Next >

Please tell us any allergies you have:

+ Add Another Allergy

Additional Symptoms & Medical Conditions: Simple

Carrier 10:10 AM

< Back SYMPTOMS Next >

Do you have any of these symptoms? Tap all that apply.

GENERAL SYMPTOMS

Fever	<input type="checkbox"/>
Weight loss/gain	<input type="checkbox"/>
Difficulty sleeping	<input checked="" type="checkbox"/>
Loss of appetite	<input type="checkbox"/>
Mood changes	<input type="checkbox"/>
Fatigue/weakness	<input type="checkbox"/>
Foreign travel (past month)	<input type="checkbox"/>

Carrier 10:10 AM

< Back MEDICAL CONDITIONS Next >

Please let us know if you have any medical conditions. Tap all that apply.

CONDITIONS

Cancer	<input type="checkbox"/>
Diabetes	<input type="checkbox"/>
Heart disease	<input type="checkbox"/>
Stroke	<input type="checkbox"/>
High blood pressure	<input type="checkbox"/>
High cholesterol	<input type="checkbox"/>

Build It When They Come

Carrier 10:10 AM

< Back Add Employer

Enter your Employer below:

Submit

Carrier 10:10 AM

< Back Add Employer

Enter your social security number so we can confirm your eligibility:

Submit



Disrupt Don't Destroy

Dr

Small Practices ▶



Public Health Needs:

- Influenza
- At Risk Pregnancy
- Behavioral Health
- Suicide Prevention
- Diabetes education
- Medication adherence

Use Doctor on Demand:

- Expand access and handle overflow
- Improve outreach to practice's own patient population (software-as-a-service)
- Use DOD for population health/ACO's
- Optimize Efficiency and Operations

Dr

Hospitals ▶



Emphasis on Patient Service

Call Rating

Call Duration/Date/Time:
12 min. 39 sec. | 09.03.13 | 05:05:34 pm

Call Cost: \$40.00

REMOVE DR. WATSON FROM FAVORITES

 **Rate Dr. John Watson**
★ ★ ★ ★ ☆

THANKS FOR THE FEEDBACK!
What could we have done better to make this a 5-star experience?

Leave feedback here

Average DOD
Post Consult
rating = **4.8**

In the App Store

Consistently ranked #1 app in Medical category on iTunes & Google Play

Customer Ratings

Current Version:
★★★★★ 64 Ratings

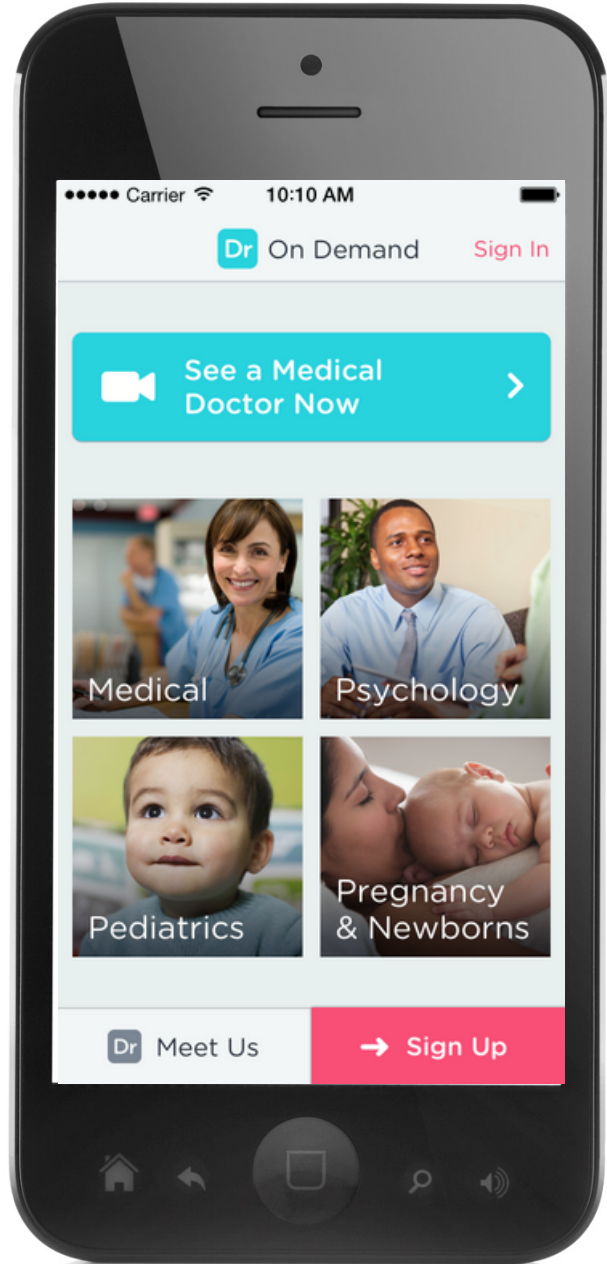
All Versions:
★★★★★ 515 Ratings

Star Rating	Count
★ 5	1,884
★ 4	157
★ 3	64
★ 2	45
★ 1	176

4.5
★★★★★
2,326 total

Summary

- Unlearn what you already “know about how it works” – maximize iterative cycles
- Simplicity – “dummy proofing”
- Justify each product before building it
- Customer Service, Customer Service, Customer Service



DOCTOR
ON DEMAND