



NEWS RELEASE

FOR MORE INFORMATION:

Jim McManus
Blue Cross and Blue Shield of Minnesota
jim.mcmanus@bluecrossmn.com, 651.662.2882

Christina Hwang Smith
Doctor On Demand
csmith@doctorondemand.com, 925.400.3867

Blue Cross and Blue Shield of Minnesota names Doctor On Demand as preferred telehealth destination

Video medicine provider to offer the most integrated online care experience, starting in 2016

EAGAN, Minnesota (September 1, 2015) – As part of its ongoing commitment to expand covered health care delivery options, Blue Cross and Blue Shield of Minnesota (Blue Cross) has announced Doctor On Demand as the company's preferred telehealth service provider, starting in 2016.

Based in San Francisco, Doctor On Demand provides immediate access to Board Certified physicians or next-day appointments with psychologists from any smartphone, tablet or computer. Doctor On Demand physicians can treat most common non-emergency medical issues through live, face-to-face video visits. Through partnerships with some of the nation's top health systems, the Doctor On Demand network has grown to include thousands of medical professionals nationwide.

Beginning January 1, 2016, a Doctor On Demand video visit will be the most affordable and convenient telehealth option for Blue Cross members, as an extension of the provider network. Once a member creates an account with Doctor On Demand, the service provides real-time benefits eligibility and claims processing specific to their plan. Members also have the option to set up automatic payment through their Health Savings Account, Flexible Spending Account or major credit card. These features, designed to bring the same type of administrative efficiencies from a traditional office visit to the telehealth space, will be available to Blue Cross members only through Doctor On Demand. A standard medical visit costs \$40 and behavioral health visits range from \$50 for a 25-minute session to \$95 for a 50-minute session. Depending on the patient's health plan, all or some of these costs may be covered.

— more —

“Doctor On Demand is an innovator in telehealth with easy to use technology and national access to high quality medical and behavioral health services,” said Garrett Black, senior vice president of health collaboration and provider relations at Blue Cross. “Our focus on providing convenient, high quality care to all of our members, whether they are in rural or metro areas, is brought to life through the services provided by Doctor On Demand. Doctor On Demand delivers on what our customers told us they wanted from telehealth – more available health care services, an easy to use experience and a cost-effective solution available on mobile technology.”

“We are pleased that Blue Cross has chosen Doctor On Demand as their preferred telehealth service provider,” said Adam Jackson, co-founder and CEO of Doctor On Demand. “We built Doctor On Demand to provide the easiest, most convenient access to some of the best physicians in the country and look forward to helping more Minnesotans get the care they need. Starting next year, we will be offering our no subscription fee model to key Blue Cross commercial customers.”

Blue Cross and Blue Shield of Minnesota is the first Blues plan to select Doctor On Demand as a preferred provider of telehealth services. The Blue Cross and Blue Shield Association has named Doctor On Demand as an officially approved nationwide telehealth vendor.

###

About Doctor On Demand

Doctor On Demand is a healthcare service that provides Video Visits with Board Certified Physicians, Psychologists, and Lactation Consultants via smartphones, tablets, and desktop computers. Doctor On Demand delivers services through employers, health systems, health plans, and directly to consumers. Patients simply download the Doctor On Demand app or visit www.doctorondemand.com, provide a list of their symptoms, and are instantly connected for a Video Visit. Consumers rate Doctor On Demand as the best Video Visit provider. The company has more 5 star App Store reviews than every other telemedicine app combined. 87% of patients love Doctor On Demand so much they have recommended it to their family and friends. Entrepreneurs Dr. Phil McGraw, Jay McGraw and Adam Jackson founded the company in 2012 to provide fast, easy, and cost-effective access to high quality medical and behavioral health care. Doctor On Demand is based in San Francisco.

About Blue Cross and Blue Shield of Minnesota

Blue Cross and Blue Shield of Minnesota, with headquarters in the St. Paul suburb of Eagan, was chartered in 1933 as Minnesota's first health plan and continues to carry out its charter mission today: to promote a wider, more economical and timely availability of health services for the people of Minnesota. A nonprofit, taxable organization, Blue Cross is the largest health plan based in Minnesota, covering 2.6 million members in Minnesota and nationally through its health plans or plans administered by its affiliated companies. Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association, headquartered in Chicago. Go to bluecrossmn.com to learn more about Blue Cross and Blue Shield of Minnesota.