

CUSTOMER SATISFACTION SCORES AND RESPONSE RATES SOAR FOR TELEDERMATOLOGY

HOW TO EXCEED
PATIENT EXPECTATIONS



The healthcare industry as a whole has been struggling to meet customer expectations. Through regulatory guidelines for measuring and monitoring, an increased emphasis has been placed on improving overall satisfaction. Yet nationally, only about 82% of patients are willing to recommend their physician(s) to others (*SullivanLuallinGroup-MGMA Practice Benchmarks*).

So how has telemedicine provider DermatologistOnCall managed a 98% recommendation rating and email survey response rates that exceed 25% vs. average response rates of 10%-15% (*Survey Gizmo*)? Exceed customer expectations by providing high quality care that focused on quick, easy to use and convenient online access to skin care provided by board-certified dermatologists.

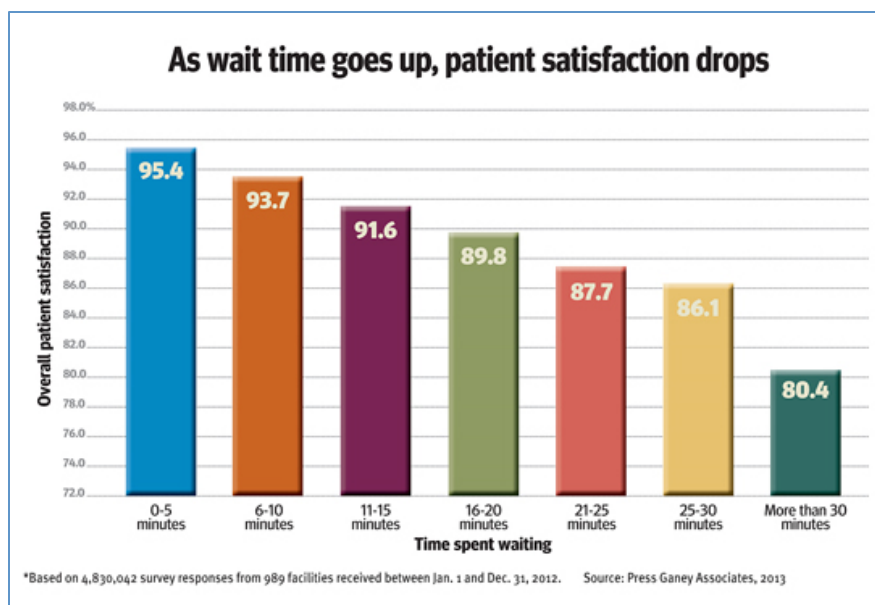
Telemedicine is expected to play an important role to help meet the demand for service and, according to the American Medical Association, is delivering a healthy 87% satisfaction rating. DermatologistOnCall, powered by Iagnosis, has managed to consistently deliver a 98% recommendation rating while garnering praise from both patients and physicians.

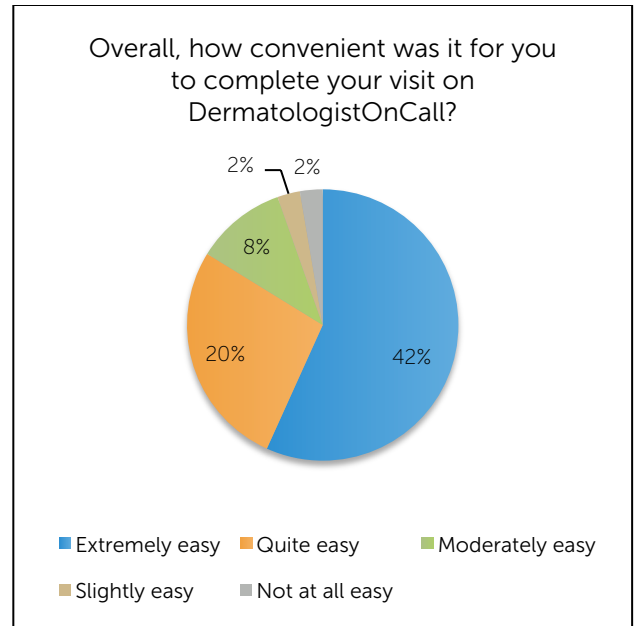
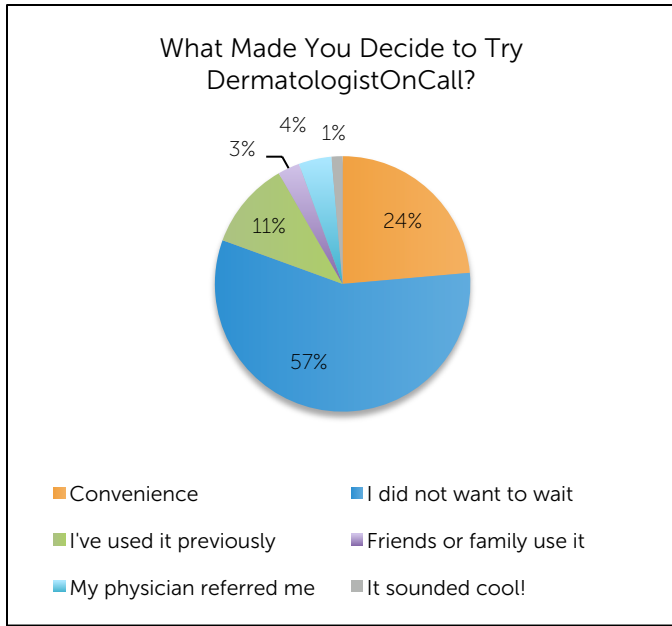
DermatologistOnCall allows me to offer quality and timely access to care for a patient who would normally have to wait up to four months. It provides an option for patients who may be experiencing distress to seek an immediate and quality solution.

Dr. Lisa Pawelski - Pittsburgh, PA

The secret to this success is very simple. First consider how inconvenient healthcare is in various stages of the appointment process:

- In some markets, wait time to see a dermatologist is two-and-a-half months (*Merritt Hawkins, 2014*).
- An office visit represents three or more missed hours of work (*Mercer Benefits*).
- Waiting room times average 22 minutes with satisfaction rates dropping significantly as waiting time increases (*Press Ganey 2013*).

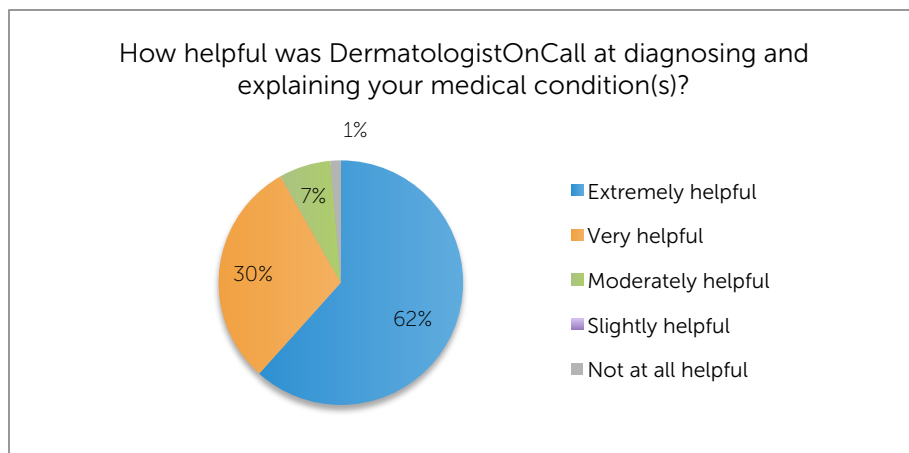




Responses from a DermatologistOnCall survey confirm the results of these studies. When asked “What made you decide to try DermatologistOnCall,” over 77% of patients answered either “Convenience” or “I did not want to wait for an in office appointment with a dermatologist.”

Making the overall experience easy for patients is also a significant factor to reaching a 98% recommendation rating. When patients were asked “Overall, how easy was it for you to complete your visit on DermatologistOnCall,” over 84% reported their experience to be either “Extremely Easy” or “Quite Easy.”

Based on these findings, being convenient and easy to use is clearly important to patients, but what is especially noteworthy is the exceptionally high ratings for how patients responded to the quality of the care they received. When asked “How helpful was DermatologistOnCall at diagnosing and explaining your medical condition(s),” an astounding 92% answered either “Extremely Helpful” or “Quite Helpful.”



Soon after a patient leaves a physician office little is retained and rarely will there be any follow-up interaction. A Mayo Clinic study showed patients did not remember 68% of the diagnosis discussed by their doctor. What makes the DermatologistOnCall service so unique is that it provides a fully documented diagnosis and treatment plan in addition to providing interactive messaging with that physician for up to 30 days. Patients are even able to get an e-prescription forgoing an extra stop at the pharmacy. Try asking any treatment provider for this level of attention during your next in person visit.

I truly enjoy being able to offer the latest technologies to my patients and also take pride in knowing that I am able to ease their concerns and address their issues within three business days.

Dr. David Horvath - Pittsburgh, PA

DermatologistOnCall has successfully removed the hassle that has plagued the healthcare industry to deliver a service that combines excellent results and convenience to patients. In addition to patient recommendation ratings that not only rival some of the top healthcare organizations, but those of the strongest national consumer brands, this platform brings effective and convenient treatment options for board-certified dermatologists. Treating patients through this virtual health system mirrors a typical in-office visit, but allows providers to diagnose whenever it's most convenient for them – after an appointment is cancelled at the office or while sitting on the couch at home.

Iagnosis established a large network of state-licensed, U.S. Board Certified dermatologists that specialize in the delivery of online skin care. Through the secure HIPAA/HITECH-compliant DermatologistOnCall.com platform, dermatologists can address more than 3,000 diseases of the skin, hair and nails, including common problems such as acne, shingles, hair loss, poison ivy, and psoriasis. To learn more about this service, or to request a free demonstration, please visit iagnosis.com or email sales@iagnosis.com.