



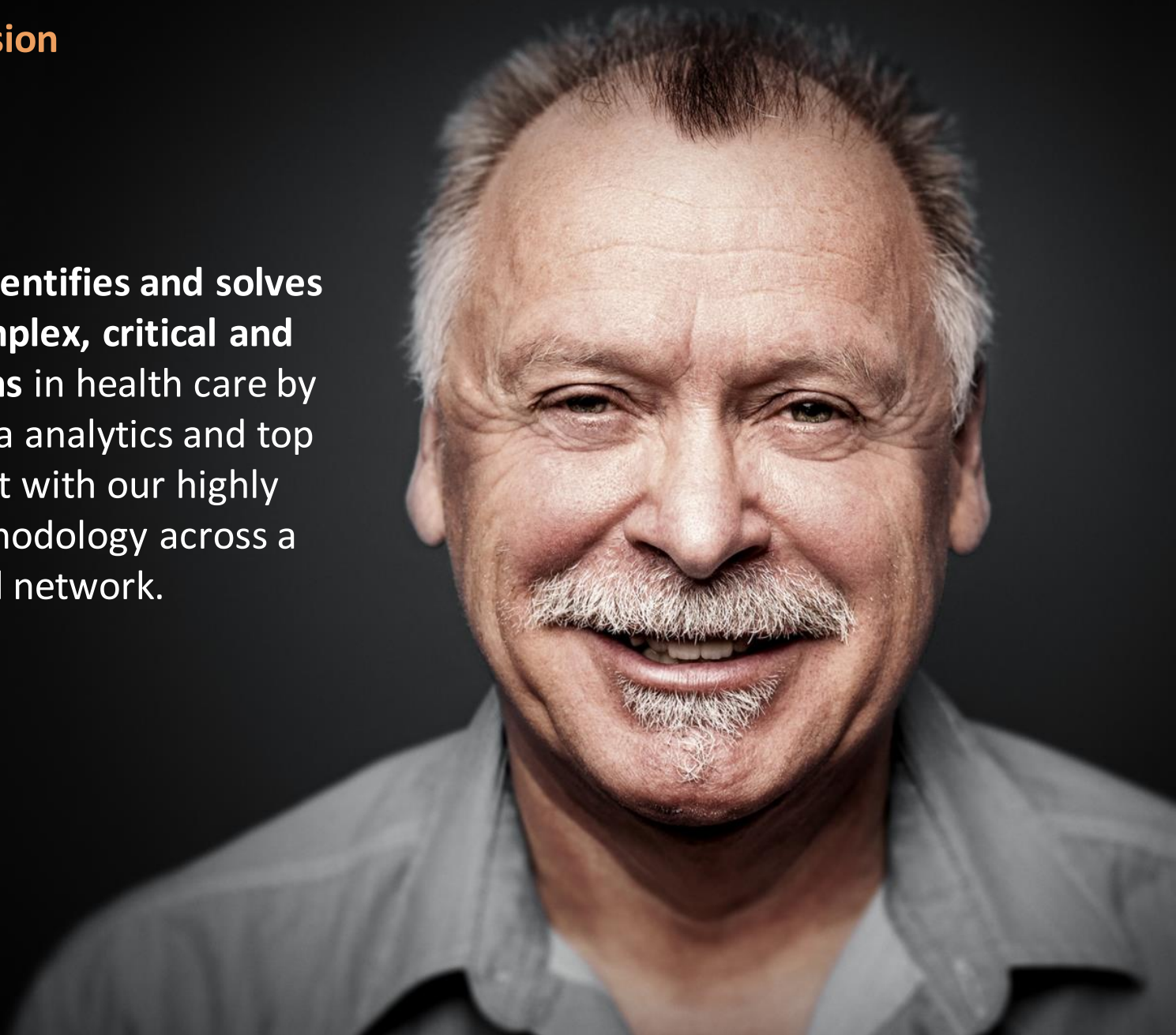
January 2017 – February 2017 Summary

Current Reporting Period:

1/1/2017 – 2/28/2017

Best Doctors Mission

Best Doctors **identifies and solves the most complex, critical and costly problems** in health care by combining data analytics and top clinical talent with our highly personal methodology across a global network.



How we do it

2017 Jan '17 – Feb '17 Summary
1/1/17 – 2/28/17

Through Best Doctors, the world's top physicians review the medical cases of your employees and their families to help avoid significant medical inaccuracies—such as the 38% of patients who undergo unnecessary surgery each year.

Employers and their associates have immediate access to the Best Doctors database of more than 53,000 expert physicians in over 450 specialties and subspecialties. As a result, employees make better informed healthcare decisions while your company decreases its medical costs.



53,000+

Leading Doctors
Worldwide



450+

Medical
Specialties



Top 5%

Physicians
Nationwide



40M+

Covered
Members

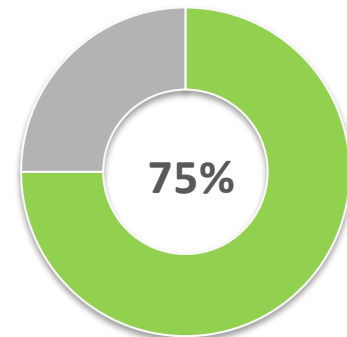


28 years

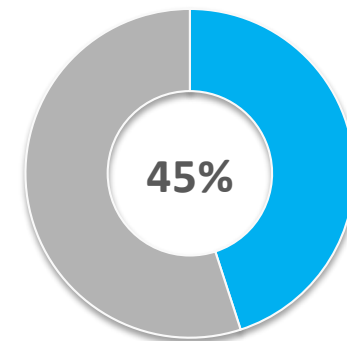
Health Care
Leadership



**Treatment Plan
refined or corrected:**



**Diagnosis refined or
corrected:**



Activity in Reporting Period



276

Total Member
Contacts



200

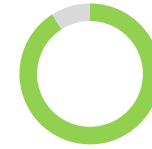
Cases
Opened

Clinical Impact



45%

Change in
Diagnosis



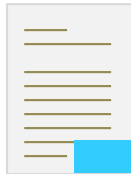
91%

Change in
Treatment

How members reported they heard about Best Doctors*

25%

Letter with
magnet



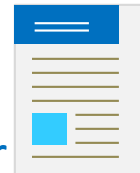
22%

Intranet



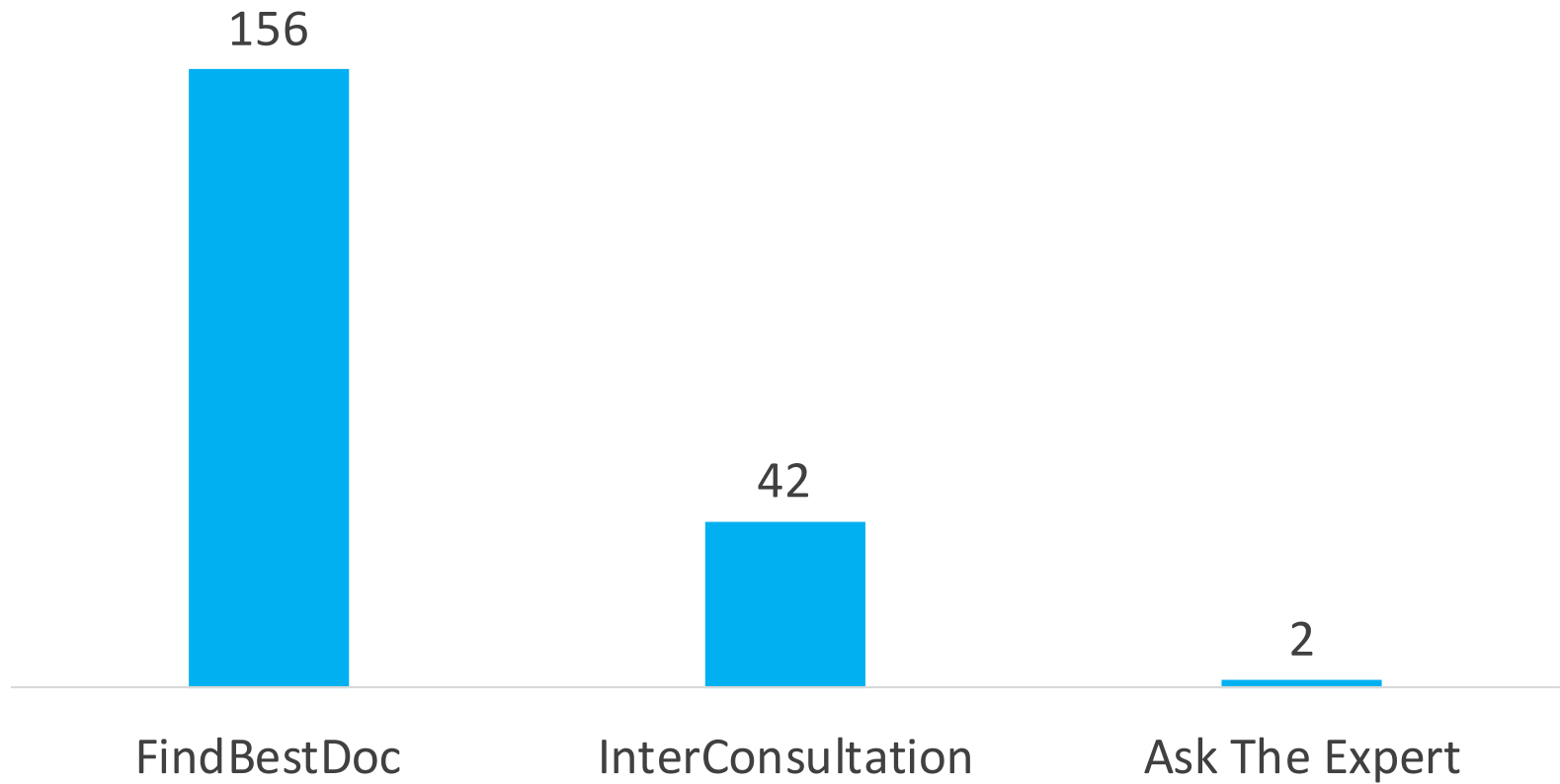
16%

Newsletter

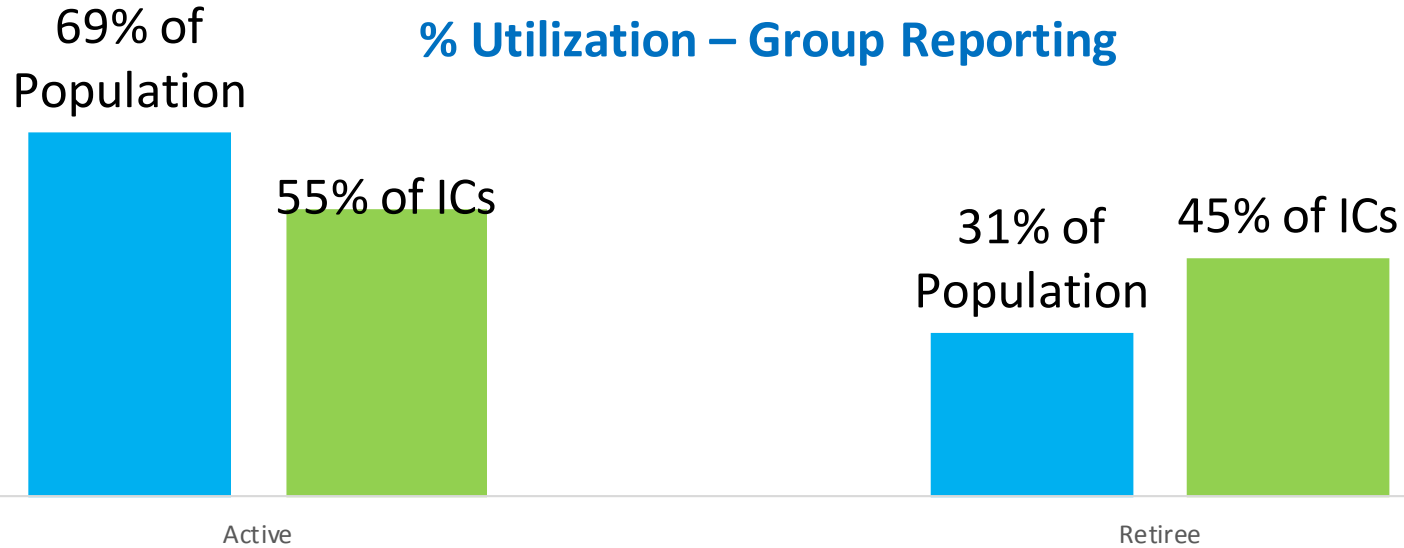


** Top 3 or 4 responses only*

Best Doctors Cases Opened



Contacts and Cases by Group



Group	Population	Contacts	InterConsult- ation®	Find Best Doctor	Ask The Expert
Active	69%	19%	55%	22%	0%
Retiree	31%	76%	45%	69%	100%
Confirmed Unknown	0%	5%	0%	9%	0%
Total	-	276	42	156	2

Contacts by Origin

Service Line	Phone Calls	Online Form*	Member Portal**	Email
Total Contacts	85%	1%	14%	0%
InterConsultation®	73%	0%	18%	9%
Find a Best Doctor	65%	0%	35%	0%
Ask The Expert	100%	0%	0%	0%

* *Online = www.BestDoctors.com*

** *Member Portal = <https://members.bestdoctors.com>*



In-Depth Medical Review

Have your medical case fully reviewed by one of the world's Best Doctors with our patented InterConsultation™ service. Get a detailed report and a confidential recommendation about your diagnosis and/or treatment plan

Member Information: A 65-70 year-old man presents with lung nodules newly discovered on screening lung imaging. Given that he is a former smoker and has significant asbestos exposure, his physician ordered a CT for a baseline.

Reason for Inter Consultation: “I was diagnosed with a lesion on my lungs and I want to use this service for a second opinion.”

Original Diagnosis: Three small pulmonary nodules within the right lower lobe up to four millimeters in size, as well as aortic and coronary atherosclerosis.

Previous Treatments: None

Current Treatment Plan: He has been recommended a follow-up CT at twelve months and no further imaging if no change is detected.

Case Study: Lung Nodules—Best Doctors Impact

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Expert Physician: Dr. James P. Lamberti, Assistant Clinical Professor of Medicine, Georgetown University School of Medicine Medical Director, Respiratory Care Services, Inova Fairfax Hospital

Impact: Treatment Clarification

The Best Doctors Expert confirmed the member's likely benign pulmonary nodules and clarified the follow-up imaging plan explaining that repeat imaging should be done **sooner** due to his history of smoking and asbestos exposure.

- **Expert Diagnosis:** The Expert confirmed the member's diagnosis of small pulmonary nodules. Lung nodules of this size usually represent old infection, granulomas, scar or intrapulmonary lymph node and are rarely malignant.
- **Expert Recommended Treatments:** The Expert clarified that the next imaging scan should be done in **six months** with a low dose CT scan. If there is no change then he can be followed yearly. He needs the imaging at a shorter interval because of his smoking history and asbestos exposure.
- **Member Quote:** "I am much more comfortable with my doctor's recommendations now. Best Doctors really is heaven sent. I'm very grateful for the clear and honest report. "

Member Information: 35-40 year-old woman who developed a change in her menses early last year consisting of heavy menstrual bleeding. She underwent evaluation and diagnostics and was diagnosed with a large 10cm fibroid tumor that was treated with surgical removal. Approximately three months following surgery she began to experience vaginal bleeding.

Reason for Inter Consultation: “My doctor is recommending another surgery and I would like to get another opinion.”

Original Diagnosis: Fibroid

Previous Treatments: Surgery (myomectomy) was performed to remove the initial fibroid tumor.

Current Treatment Plan: Her gynecologist has recommended **another surgery** (hysteroscopic myomectomy) to remove the fibroid. Endometrial ablation and uterine artery embolization were also presented but discouraged due to child bearing implications. The member is also taking an iron supplement for anemia and is on birth control medication.

Case Study: Fibroid—Best Doctors Impact

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Expert Physician: Dr. Bradley S. Hurst, Director of Assisted Reproduction, Carolinas Medical Center; Clinical Professor of Obstetrics and Gynecology, University of North Carolina; Director, Assisted Reproduction, Carolinas Medical Center

Impact: Treatment Change

The Expert report provided the member with a conservative treatment option for management of her fibroids that is anticipated to **avert the need** for surgery.

- **Expert Diagnosis:** The vaginal bleeding is from uterine fibroids.
- **Expert Tests:** Saline infusion sonohysterography to assess location of the fibroids and also to verify if they could be removed using a vaginal scope rather than an abdominal incision.
- **Expert Recommended Treatment:** It is reasonable to try a levonorgestrel IUD, and if it is not effective, surgical options may be considered. If surgery is considered, hysteroscopic myomectomy, possibly combined with endometrial ablation, should be considered as the best option.
- **Member Quote:** “I was very impressed with this report. It was very thorough and provided me with a new plan. I am really glad I did this!”

2017 Member Engagement



2017 Member Engagement Campaign	Responsible	Target Date	Completion Date
Mailing 1– Welcome Kit	Best Doctors	January	1/3/2017
Benefits portal text review/edit	HSS	February	In Progress
Best Doctors digital display content <i>(provided by Best Doctors)</i>	HSS	March	In Progress
PDF flyers to intranet and displayed – TBD themes <i>(provided by Best Doctors)</i>	HSS	March	In Progress
Best Doctors Lunch and Learn webinar/recorded presentation	Best Doctors	March	In Progress
Mailing 2 – “Pop” card postcard	Best Doctors	April	In Progress
Open Enrollment presentation content <i>(provided by Best Doctors)</i>	Best Doctors	Mid-July	
Mailing 3 – postcard	Best Doctors	August	
2017 Open Enrollment	HSS	October	
Distribute webinar registration emails <i>(provided by Best Doctors)</i>	HSS	Monthly	
Distribute Health Matters education flyers <i>(provided by Best Doctors)</i>	HSS	Monthly	
Include Best Doctors information in new hire kits	HSS	On-Going	

Thank you

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Development

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