

VIRTUAL HEALTH

A new patient management service for dermatologists.

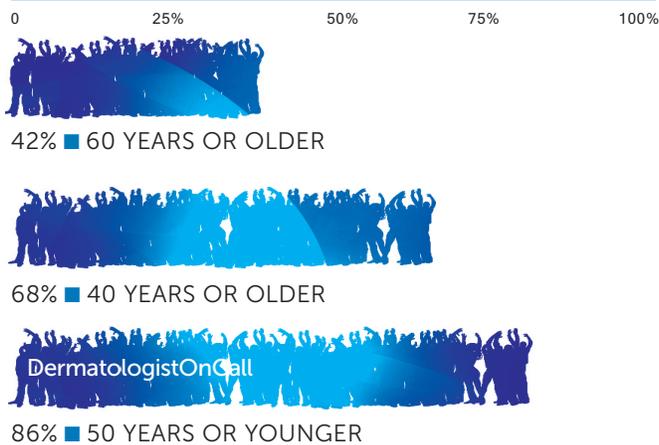
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A lack of specialized care provides a rare opportunity to transform the US health-care delivery system. Virtual health will be an increasingly important tool in delivering care. Dermatology is best positioned to benefit from this rapidly evolving delivery system, and dermatologists are best suited to take advantage of the virtual health boom.

Treatment of the approximately 3,000 skin, hair, and nail diseases depends on dermatologists recognizing skin conditions visually. These physician experts are able to analyze and understand images, a key and core process to our training, re-certification, self-assessment and ongoing learning experience. In essence, dermatologists are naturally trained teledermatologists.

The demand for dermatological services is increasing. As the US population ages it will need more skin care. It's estimated that 42% of all dermatology patients are older than 60, and 68% are 40 years or older. At DermatologistOnCall®, 86% of users are under the age of 50. This population is tech savvy and more at ease using our online services for dermatological care, creating in-office appointment slots for patients of all ages. The future of dermatology is trending to online care due to immediate access and convenience.

DERMATOLOGY PATIENTS



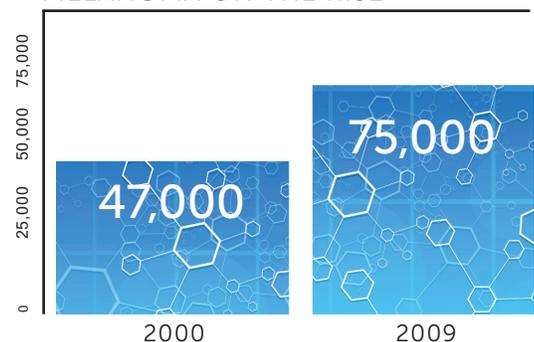
There is also a need to deliver care to the population that lives outside major metropolitan areas where access is limited. The US National Library of Medicine/National Institutes of Health has stated that the telemedicine can be effective for patients in rural or remote areas and also decrease "the cost of care for the diagnosed condition." Dermatologists also have to diagnose and treat more cases of skin cancer annually. According to the American Cancer Society, 2 million new cases of basal and squamous cell skin cancer are diagnosed each year. Melanoma, the most serious form of skin cancer, has increased from 47,000 diagnoses in the year 2000 to 75,000 in 2009.

Meeting this demand for treatment is problematic. According to the American Medical Association, the ratio of dermatologists to the US population is decreasing. IMS Health estimates there are only 9,600 dermatologists, and 7,800 dermatological practices, to serve the US population of 313.9 million. That's one dermatologist for a little less than 33,000 US residents. A scarcity of practitioners entering the field also exacerbates the shortage, with only 400 new dermatologists starting to provide care each year.

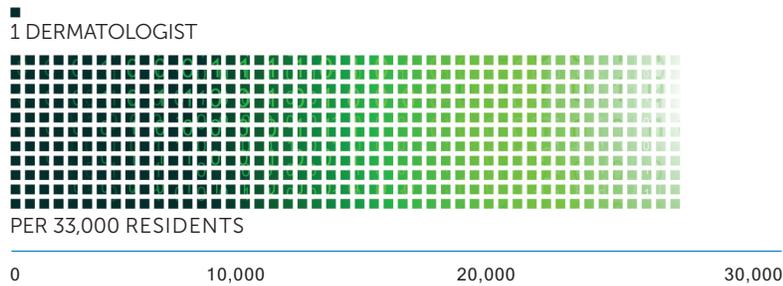
DermatologistOnCall®



MELANOMA ON THE RISE



DERMATOLOGISTS PER RESIDENTS



Because of impending cuts to traditional dermatology in-office services and the need to serve millions of newly insured patients via the Affordable Care Act, dermatologists will need new delivery systems. There will be an increased demand to efficiently manage patients, remain competitive, and continue to run dermatology practices in a profitable manner.

One solution is adding virtual health services to a dermatology practice. Like phototherapy, patch testing, Mohs' surgery and cosmetic procedures, virtual health can be an enhancement to any practice. At Iagnosis® we have developed DermatologistOnCall®, a certified virtual office platform for online skin care using store-and-forward technologies that features secure e-prescribing within the care experience. We offer dermatologists a HIPAA/Hitech compliant virtual health care tool that is an extension of an existing practice. DermatologistOnCall® is a better way to manage an existing patient population and provide new patients an access point to dermatological services. Here's how DermatologistOnCall® can make your practice more efficient and productive:

-  Low-risk, non-urgent, and acute care can be done virtually. Patients with common skin conditions can be treated online, freeing up office time for patients with more urgent conditions.
-  Triage procedural care into the office with greater efficiency and timeliness. Patients with serious conditions who use DermatologistOnCall® are contacted and asked to make an in-office appointment so they can get the care they urgently need.
-  Increase practice productivity. Dermatologists using our services average between 5-7 minutes to treat a patient virtually, freeing up office time to treat patients with serious conditions.
-  Provide established patients with a new access point to a practice. Instead of waiting weeks or months for in-office follow-up appointments, established patients can use DermatologistOnCall® to facilitate care.
-  Treat patients who may have opted for care elsewhere. Patients often seek skin care through primary care physicians or walk-in medical providers because they don't want to wait weeks or months for treatment. With DermatologistOnCall®, expert care from a board-certified dermatologist is available to all qualifying patients within three business days.
-  Patients can access care at any time of the day. Approximately 38% of patients access DermatologistOnCall® between 12 am and 6 am, and 36% of patients use the site between 7 pm and 11 pm. It's care for patients when they need it most.
-  No billing worries. We have a 100% collection rate. Just like online shopping, patients are required to submit their payment (MasterCard, Visa, Discover, Amex) prior to submitting their case. Patients also can use Health Spending Accounts (HSA) or Flexible Spending Accounts (FSA) to pay for treatment. Iagnosis® functions as your scheduler, biller, and MA to ensure you get paid for the patients you treat.
-  DermatologistOnCall.com provides high quality care. In evidence-based peer reviewed medical literature, online encounters between patients and dermatologists have proven to be as diagnostically reliable and effective as face-to-face encounters. DermatologistOnCall® is a pure form of consumer-centric health care, offering patients unimpeded access to our services, improved patient satisfaction, and a broader range of clinical services. DermatologistOnCall® offers a rare opportunity to expand a dermatological practice and also increase patient satisfaction. At Iagnosis®, we are not predicting the future of skin care, we are inventing it with DermatologistOnCall®!

To learn more about direct-to-consumer teledermatology via the DermatologistOnCall® virtual office platform, go to: www.LearnAboutDOC.com

