



# 2020 NRTRC TAO VIRTUAL CONFERENCE



## Northwest Regional Telehealth Resource Center and the Telehealth Alliance of Oregon **Welcome You**

Bronze Sponsors:



Exhibitors:




Non-profit:

[Pacific Northwest University of Health Sciences](#)

[University of Utah Health Clinical Neuroscience](#)

# VIRTUAL SESSION INSTRUCTIONS

- Audio and video are muted for all participants
- Use the Q&A feature to ask questions An icon consisting of two overlapping speech bubbles, one orange and one blue, representing a question and answer feature.
- Moderator will read questions to the speaker
- Presentation slides are posted at <https://nrtrc.org/sessions>. Recordings will be posted after the conference.

# Vendor Presentations

- Moderator: Brian Hoots
- Presenter:
  - Zoom, George Lillig, Head of Healthcare
  - WGU, Jeanie Belcher, NW Regional Manager, Partnership Team
  - Poly, Shawn Ammons, Account Manager
  - Amwell, Kelly Lewis, Vice President Virtual Sales
  - JotForm: Coronavirus Responders Program, Chad Reid, VP Marketing and Communications
  - SimpleVisit



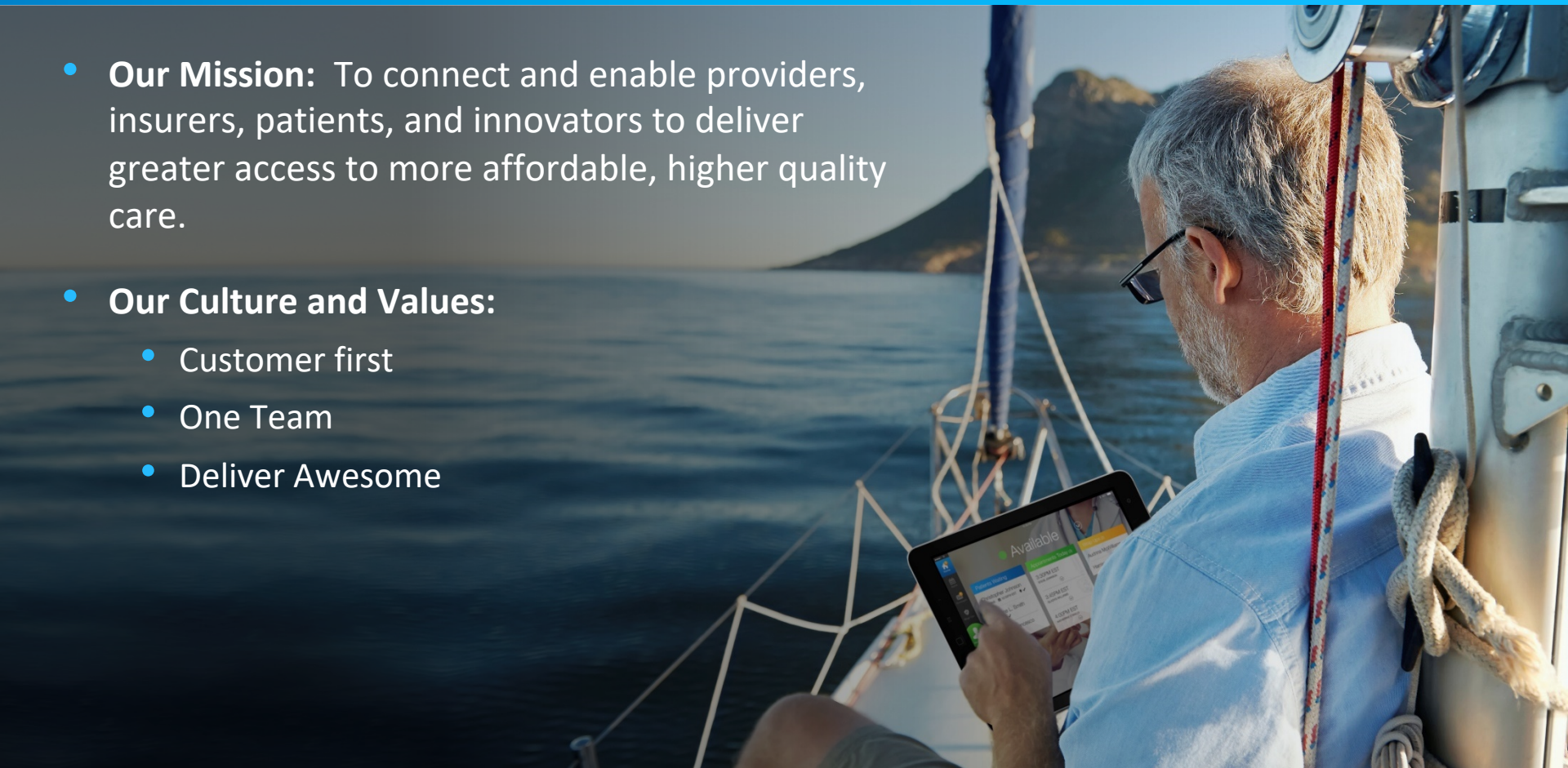
# Amwell Overview



April 16<sup>th</sup>, 2020

# Who we are

- **Our Mission:** To connect and enable providers, insurers, patients, and innovators to deliver greater access to more affordable, higher quality care.
- **Our Culture and Values:**
  - Customer first
  - One Team
  - Deliver Awesome

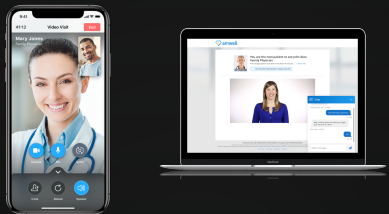




# Amwell offers a full-spectrum telehealth solution

## Software platform and connected devices

Multiple touchpoints to treat patients where they are

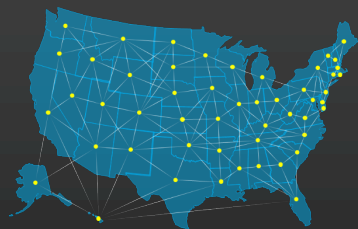


Full suite of purpose-built devices

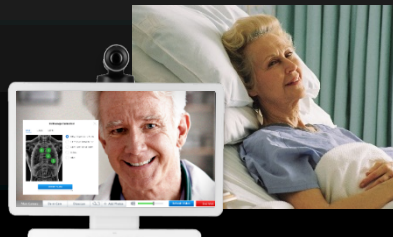


## Clinical Network

Amwell Medical Group  
4,700 providers covering 50 states



Aligned Telehealth  
150+ acute telepsychiatrists  
On-demand and scheduled consults

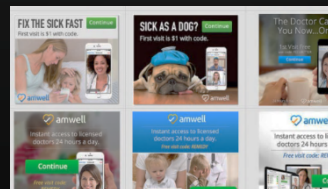


## Success Services

Professional Services



Engagement Services



White Labeling



## Connectivity and Integration

Multiple clinician and patient entry points

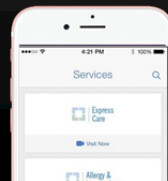


Integrate with EHRs and existing digital assets

The Exchange



APIs & SDK



# Security is a top priority for Amwell

Amwell goes above and beyond to ensure our clients data and information is always secure.

Exceeds security and  
privacy protections  
required by HIPAA



Internationally  
recognized standard  
for protecting  
healthcare data



Internationally recognized  
standard for Information  
Security Management  
Systems



Payment Card Industry  
Security Standard



Visa Global Registry  
approved service provider



Framework for securing data  
between the US and the EU



Communication software companies have limited security certifications.

# A deeper look at Amwell's best-in-class technology & services



## STRATEGY

- Use case mapping
- Patient survey
- Market analysis
- Best practices



## WORKFLOW

- Configurable workflows
- Provider supply (Amwell Medical Group)
- Provider dashboard
- Visit reminders
- Custom intake forms
- Waiting room
- Payment processing
- Real-time eligibility
- Co-pay collection
- E-prescribing
- Surescripts integration
- Visit summary
- Admin permissions



## TRAINING

- Platform training
- Provider enrollment
- Technical support
- Billing guidelines



## MARKETING

- White-labeling
- Print materials
- Email copy
- Best practice guides



## TRACKING

- Reporting & analytics
- Suggested KPIs
- ROI analysis



# Urgent care to attract and retain patients



## PROBLEM

- Expand brand in region
- Improve utilization of telehealth



## SOLUTION

- Worked with Amwell engagement services

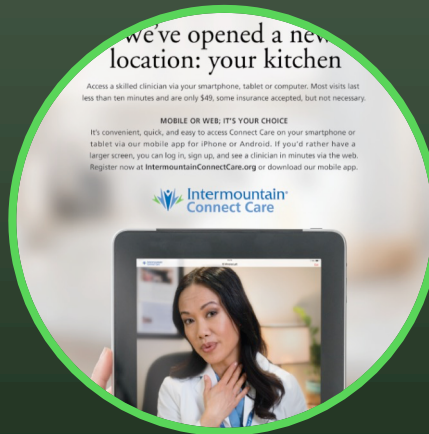


## RESULT



**70,000**

Enrollments



**4X**

Improvement in  
brand awareness



**10%**

Of patients new to  
system