

## Swedish launches the all new Express Care App

SEATTLE – June 30, 2017 – Today Swedish Hospitals introduced its redesigned Express Care Virtual app, which enables patients to talk to a board-certified doctor or a nurse practitioner via video chat, get diagnosed, have prescriptions created for them instantly and sent to their pharmacy or delivered to their home, scan their insurance and credit cards, interact with their medical reports and have a seamless experience without leaving their home or place of work. This entire virtual service will cost the patient only \$39 if he has no insurance. Most of the insurance providers do cover this service. Based on the severity of the patient's condition, they can be advised to go in person to a clinic or the emergency room at a nearby hospital. The low cost of \$39 totally disrupts the industry by saving insurance companies the need to pay about \$250 per visit for conditions that can be treated virtually.

The patient is also given access to a knowledgebase of FAQs related to their condition, choice of treatments and analytics of recovery related to prescription medication.

Patients can share information from their wearable devices like Apple Watch, Fitbit, Medtronic CGM, Dexcom G5 CGM, QardioCore ECG, QardioArm and others.

The smart dashboard interprets the data collected from these devices and advises the patient on next steps, including diet, exercise and monitoring medication effects.

## Swedish Express Care App Customer FAQs

- 1. How will patients sign up with Swedish Express Care? Do they need to be Swedish patients to sign up?**

Existing patients can use their username and password to sign in to the Swedish Express Care App. It can be cumbersome for someone who is feeling under the weather to sign a lengthy registration form and correcting the errors can be equally frustrating. As part of the onboarding strategy, Swedish will give new patients the option of signing up with Swedish, or using their existing credentials with Amazon, Microsoft or Google. This not only helps them onboard sooner, but can help use their payment systems within the app instead of entering their credit

card number again.

**2. How will patients share their medical history and diagnostics from their medical devices?**

Due to the agreements signed on with the various device manufacturers as well as the information sharing agreement that the patient is asked to sign and accept within the app, all diagnostic information from smart diagnostic devices can be fed into the app, so the virtual visit can be more effective and seamless.

**3. How will patients know if their insurance covers the virtual visit?**

The Real-time insurance eligibility check widget will lookup the patient and his insurance and give any copay cost in seconds when a service is chosen.

**4. What conditions can doctors and nurse practitioners diagnose via the Swedish Express Care app?**

- a. Common ailments
  - i. Fever
  - ii. Cough
  - iii. Cold
  - iv. Flu
  - v. Headaches/migraines
  
- b. Nose & throat
  - i. Sore throat/strep throat
  - ii. Sinus infection
  - iii. Stuffy nose
  - iv. Laryngitis
  - v. Pharyngitis
  
- c. Respiratory
  - i. Infections
  - ii. Bronchitis
  - iii. Pet allergies
  - iv. Seasonal allergies
  - v. Chest congestion
  
- d. Eye
  - i. Eye infection
  - ii. Eye irritation
  - iii. Conjunctivitis/pink eye

- iv. Stye
  - e. Skin & nails
    - i. Rashes/hives, infections
    - ii. Dry skin/eczema
    - iii. Poison ivy/oak
    - iv. Athlete's foot, ingrown nail
    - v. Acne, lesions
  - f. Gastrointestinal
    - i. Heartburn/GERD
    - ii. Nausea
    - iii. Vomiting
    - iv. Diarrhea
    - v. Upset stomach
  - g. Other problems
    - i. Joint or back pain
    - ii. Minor cuts/scrapes
    - iii. Strains/sprains
    - iv. Insect bites/stings
    - v. Minor burns
  - h. Wellness & women's
    - i. Smoking cessation
    - ii. Weight loss
    - iii. Urinary tract infection
    - iv. Yeast infection
    - v. Breastfeeding support
- 5. **How do patients pay for the visit? Do they need to enter their credit card information? Is it safe?**

It can be cumbersome to manually entering a 16 digit credit card number using a mobile phone, and correcting the errors can be equally frustrating. Before, adding a card took over 60 seconds when typed correctly. With Scan My Card it now takes less than one second. Scan My Card also prevents any mistakes when a customer manually enters the card number.

Swedish ensures that scanning the card using the camera is completely secure. Customer trust and information security are their highest priorities. The card image is not saved anywhere. In fact, the image of the card is never transferred across any cellular or wireless network.

Customers can add a credit or debit card while checking out with their order or by visit the Your Account section of the app and clicking on the “scan your card” option. Once activated the device’s camera and brings up a card-shaped target on the screen. After aligning the front of the card with the target, the Swedish Express Care app automatically detects the card, reads the card number and expiration date, and adds the information directly into the checkout page.

Swedish is striving to make it convenient for patients to get diagnosed virtually without having to leave their home or place of work. This new feature is a step towards that goal by simplifying the checkout and account management processes for patients. Swedish is also providing a feature to scan the insurance card and check eligibility.

**6. How safe is this service? Will my health information be kept private?**

All of the information that Swedish shares from the patient and their devices with the doctor are only allowed after the patient signs and accepts the **Right to treat agreement** and the **Right to share agreement** in the app. The information is retained within Amazon’s secure data center and is not shared with any third parties for commercial purposes. The patient can configure fingerprint scan, two-factor authentication to make access to the app more secure.

## Swedish Express Care App Stakeholder FAQs

**1. What are the project goals and success metrics for the project?**

The goals of this project are to make it easier for customers to onboard via their mobile phones, to go through onboarding, connecting and sharing information from their devices, finding a provider, adding insurance and payment information and eventually connecting with them for a virtual visit. Success will be measured by 1) % of patients being able to find the provider 2) % of patients being able to get a complete diagnosis based on the ailments treatable via virtual visits, 3) the % of credit/debit card and insurance card additions that are made using the card scanning feature, 4) the average amount of time that it takes to successfully add a new card, 5) the accuracy of credit card scans, 6) the quality of audio and video

during the virtual visit 7) the effectiveness of the diagnostic data shared by the patient with the provider during the virtual visit.

2. **Will you be able to track onboarding rate increases resulting from giving the patient alternate ways of onboarding?**

We do not have accurate baseline measures for onboarding rate or abandonment. As a result, we will not be able to determine the lift in conversion rate from onboarding options feature. For the same reason, we will most likely not reach significance during the pre-launch test dial-up so will use the success metrics above to determine whether to dial-up to 100%.

3. **What can we learn from other sites that offer a virtual experience?**

- a. **Great signup and onboarding:** The patient can join in a few clicks using his Amazon (or Microsoft/Google) account. Automatically the payment instrument is assigned as Amazon Payments, eliminating the need for the patient to add his credit card to the Swedish app. The patient can shop for wearable devices as well as assign Amazon to send prescription medications to his home. Swedish can be a featured healthcare provider on Amazon's healthcare page and can download the app from the Amazon App Store.
- b. **Social media and gamification:** Once the patient starts sharing his health improvement patterns on social media, he gets rewarded from various channels like the device manufacturers as well as the insurance companies with lower premiums and gifts. The feeling that you're working hard for better health, monitoring your diet, medications and progress and benefiting from the camaraderie, it becomes addictive: the transformation cycle has begun.
- c. **Seamless experience:** The Swedish app can synchronize with various devices that monitor the patient's health. This continuous monitoring helps the healthcare provider study the patterns of the subject's health as well as effects of dosage and medications. Patients can share information from their wearable devices like Apple Watch, Fitbit, Medtronic CGM, Dexcom G5 CGM, QardioCore ECG, QardioArm and others.

4. **What is the difference between Swedish Express Care app and the apps from other healthcare providers?**

All the healthcare providers like Virginia Mason, Stanford, Overlake, etc. have the following features: find a provider, schedule a provider, add insurance, add payment instrument, have a virtual visit via video camera on the phone or tablet,

share medical information via Epic EMR (Epic is an electronic medical record system (EMR) and a world leader in providing hospitals with enterprise solutions for inpatient and ambulatory clinical, departmental, access, revenue cycle and practice management functions.)

The following are the features that make the Swedish Express Care app unique:

- a. Swedish Express Care allows the user to onboard using existing memberships from Amazon, Microsoft Health or Google.
  - b. It can integrate various payment systems including PayPal.
  - c. It can provide options for insurance providers in case the patient doesn't have insurance.
  - d. It can connect the patient with a PRR (Patient Registration Representative) via a phone call or video chat to assist in registering, scheduling or getting answers to any questions.
  - e. The patient can share data from their medical devices with the app's powerful logic platform so the healthcare provider can monitor and analyze patterns of medication and health progression or regression of the patient.
  - f. The patient gets rewarded by his insurance company and/or the device manufacturer using a gamification paradigm to provide an incentive to the patient to improve his health and lifestyle.
5. **How important is a good user experience to Swedish Healthcare Services?**  
A good user experience is very important. Healthcare has several fringe and non-normal scenarios when it comes to patients trying to find information or a service provider. His tasks need to be completed seamlessly and quickly with little or no space for abandonment. The app should also be compliant with accessibility guidelines (section 508 compliance) for people with disabilities.
6. **What are the tenets for the Swedish Express Care app?**
1. **We have two key customers to serve on the app: patients and healthcare service providers.** While patients look for providers and schedule appointments via the app, the providers are critical in getting them the correct diagnosis, medications etc. and to be successful, we must meet the needs of both.
  2. **Our primary focus is to get new patients, getting them the necessary help so they can improve their health on a recurring basis.** This means acquiring new patients, helping them find a provider, look up FAQs on their condition, give them the ability to synchronize their devices and share the

information with the provider. Also, monitoring the patterns of their health as a result of diet, medications and exercise.

3. **We will be successful by remaining focused on price, convenience & availability.** Low health care costs, device synchronization and easy 24/7 scheduling are what will make us compelling to both patients and health care providers.
4. **Secure virtual conferencing and device synchronization are a ‘must win’ for the virtual service.** Today’s generation of users are digital natives. We take it as an article of faith that driving adoption of our digital ecosystem is critical to our long-term relationship with them.
5. **We are using operational cost savings to provide a higher level of service to our patients.** The ability to synchronize various smart devices to measure blood sugars, electrocardiograms, blood pressure, pathogens, etc. create unique opportunities to reduce health care costs. We will re-invest these savings to give our patients a faster, more convenient health care experience.