



WASHINGTON  
**Medical  
Commission**

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# Educational Session

## Evolving Telemedicine Technologies

Featuring:

John Scott, MD, MSc & 98point6

October 30, 2020

3 pm to 5 pm

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# Educational Session: Evolving Telemedicine Technologies



## Agenda

3:00 pm – John Scott, MD, MSc

3:30 pm – Dr. Scott Q&A

4:00 pm – 98point6 Demo

4:30 pm – 98point6 Q&A

# Educational Session: Evolving Telemedicine Technologies

3:00 pm – John Scott, MD, MSc

**Dr. Scott** is a Professor of Medicine (Division of Allergy and Infectious Diseases) and Medical Director of Digital Health at the University of Washington. He graduated from Stanford University with a degree in Human Biology, attended Georgetown University School of Medicine cum laude, completed a residency in Internal Medicine at Stanford University Hospitals, and then obtained subspecialty training in Infectious Diseases at the University of Washington.

In 2009, he launched Project ECHO (Extension for Community Health Outcomes) in Washington State, the first place to replicate the ECHO model outside of New Mexico. This innovative telehealth program helps clinicians serving in rural and underserved areas with the evaluation and treatment of common, complex, chronic diseases. In 2015, he won the Warren Reid Award for excellence in health care for the state of Washington, in recognition of his telehealth work. He chairs the Washington State Telehealth Collaborative and serves on the Telehealth committee for the Infectious Disease Society of America.



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# Educational Session: Evolving Telemedicine Technologies



4:00 pm – 98point6

## **Brad Younggren, MD – Chief Medical Officer**

**Dr. Younggren** joined 98point6 in 2017, bringing nearly 20 years of experience working as a physician, most recently serving as chief medical officer at Cue. He also served as chief medical officer at Shift Labs and Mobisante. Brad still practices as an emergency physician at Evergreen Health and is medical director of emergency preparedness, trauma and urgent care. He received his BA from UCLA and his medical degree from the Uniformed Services University of the Health Sciences. He has earned both a Bronze Star and the Combat Medic Badge for his service in Iraq as a United States Army physician. Brad enjoys traveling through Central America with his twin daughters and is passionate about designing global health solutions.

## **Damon Lanphear – Chief Technology Officer**

**Damon Lanphear** joined 98point6 in 2015, bringing more than 20 years of experience designing, building and operating software products. He thrives on driving innovation to radically improve the status quo and has focused his career on building large-scale, customer-centric, data-driven services. He served as vice president of engineering for Usermind and led an engineering team for Amazon's Cloud Drive product. Additional companies on his executive leadership resume include Livemocha, Medio Systems, Exbiblio and RealNetworks. Damon holds a BA in computer science from Hamilton College. He balances the technological focus of his day job by running an organic farm and vineyard with his wife and two kids on Vashon Island.

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# Educational Session: Evolving Telemedicine Technologies

4:00 pm – 98point6 – continued

## **Tori Lallemond, JD, MPH – General Counsel**

**Tori Lallemond** joined 98point6 in 2015, with nearly a decade of legal practice experience focusing on all aspects of healthcare privacy and security, FDA regulations and clinical trials. Prior to 98point6, she served as a regulatory attorney for Quorum Review IRB, as counsel for Western IRB and as a regulatory analyst for the Seattle Children’s IRB. Tori is also a specialist regarding pharmaceutical and device development and pediatric research. She holds a JD and an MPH from the University of Washington. Tori loves to garden and lives in Seattle in a 1927 Dutch Colonial home with her husband and their toddler son.



# 98point6®: Unprecedented Access, Quality and Affordability for a New Era in Telemedicine

## Virtual Care on the Rise

During this uncertain time, virtual care has proven to be one of our most reliable, impactful tools available in the fight against infectious disease. As COVID-19 continues to surge across the United States, **this key preventive measure allows patients to evaluate symptoms without risking exposure or potentially passing the illness to others.**

But the opportunity for virtual care to truly make a meaningful difference for individuals and population health is deeper than the protective benefits it offers against the novel coronavirus or seasonal flu. Even before the pandemic, the busy, on-the-go nature of modern life and barriers such as convenience and cost made it difficult for individuals to prioritize getting routine care. This disconnection from health leads to poorer outcomes and ultimately, increased downstream costs for individuals, providers and the healthcare system. With people facing even greater burdens post-COVID-19—personal stress and economic instability due to job insecurity, plus the added challenges around childcare and hybrid/virtual learning, to name just a few—**having the most convenient access to affordable, quality medical care is absolutely critical.**

**That's exactly what 98point6 delivers.**

## Your Care, Your Way

Unlike traditional telehealth options, 98point6 recognizes people's needs, desires and behaviors around the services that matter most.

- Ubiquity of smartphones across all demographics
- Collective comfortability around texting (the preferred method of communication)
- Lower bandwidth requirements for text-based messaging

By meeting consumers where they are with quality, on-demand, text-based care delivered through the convenience of a mobile app, 98point6 is a virtual care solution built for how people live today.

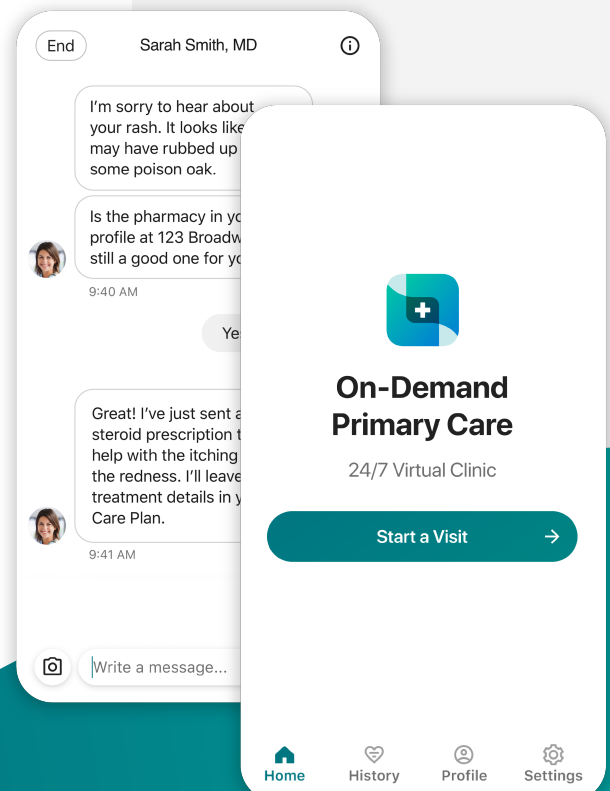
- **Anywhere access** promises greater reach, including rural areas
- **Unlimited access and affordable care** mean patients never need to delay care or weigh the costs, so health concerns are addressed when they should be
- **Our doctors are full-time employees, not contractors**, who play a central role in shaping a product that exceeds their own needs, as well as the needs of patients
- **Supported by robust technology**, these physicians have the passion and the means to deliver more empathetic, quality care that extends beyond a single visit—forging a true partnership on the road to long-term health

## About Us

Founded in 2015 and headquartered in Seattle, 98point6 employs more than 250 of the brightest minds in the technology, regulatory and medical arenas. Our goal is to be an accessible source of innovative, trusted and quality primary care for every human on Earth.

The product we have built addresses a significant need—and patients love it. We are seeing positive user feedback, strong utilization across all demographics and 45% of monthly visits are from repeat patients opting to seek care from 98point6 rather than more expensive alternatives.

With nearly 3 million members, 98point6's patient population includes employees and health plan members from Banner|Aetna and Boeing, as well as Walmart/Sam's Club customers.



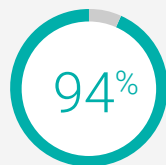
## Closing the Gaps with a Bridge to Better Care

We believe in the critical importance of primary care and its role in improving the quality of life for individuals, communities and the world. From diagnosing and treating common conditions to offering reassurance in the time of COVID-19 to better serving populations feeling the burden of health inequity, 98point6 readily demonstrates how virtual care can be a bridge to bringing patients and physicians closer together.

### Our Promise for the Future

More access to affordable, quality care with a doctor-driven, patient-focused, technology-augmented approach inspires early and frequent use that leads to better health outcomes and overall cost-of-care savings.

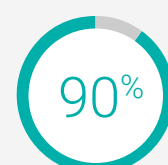
#### Patient Satisfaction



resolution rate



Net Promoter Score (NPS) '2019



of patients say they would use the service again

#### Utilization that Guarantees Success

In an internal study conducted with 10 employers, 98point6 drove a 7.8x higher adoption and utilization rate compared to previous telehealth solutions.

- 100% of groups had increased virtual care utilization with 98point6, compared to their previous traditional telemedicine offering
- The improvement ranged a 2x to 40x increase with 98point6 compared to their previous solution

7.8x  
higher adoption and utilization rate

#### Reaching Underserved Populations with a Universal Solution



Low-income Americans are more likely to have smartphones than a computer or home broadband access, and their reliance on smartphones has doubled since 2013.<sup>1</sup>



Because 98point6 is text-based, we have an advantage over video-based telemedicine in regards to connectivity, making us also a suitable option for those in rural areas, where a healthcare gap continues to widen.

# Technology-augmented Approach for Maximum Agility

## The COVID-19 pandemic

- Virtual care was immediately identified as one of the most impactful tools available in the fight against COVID-19 to help flatten the curve and prevent further spread of the virus
- This led to an exponential increase in telemedicine visits, with wait times spilling over into the next day for some providers

## The 98point6 difference

- 98point6's directly employed physician team, paired with a unique technology-assisted approach, enabled a swift reaction across all aspects of the business
- By quickly implementing a COVID-19 Assessment Tool into our app experience and tripling the physician team, 98point6 rose to the challenge the telemedicine surge posed, minimizing wait times and delivering effective, timely care when patients needed it most

# Billions in Savings—and a Boon to Population Health

## The seasonal flu burden

- Costs \$83 billion, including \$4 billion<sup>2</sup> in direct hospitalization costs, annually
- Antiviral therapy administered within the first 48 hours of symptom onset can reduce hospitalization by 63%<sup>3</sup>, as well as decrease other complications

## The 98point6 difference

- In the most recent flu season, 66% of flu patients were prescribed antiviral therapy within the first 48 hours
- Taken to scale, if all patients can be treated this quickly and effectively, the result is a savings of \$1–3 billion in reduced hospitalization costs, as well as reduced indirect costs from lost productivity

## The impact of low barrier to care

- A Harvard researcher<sup>4</sup> demonstrated that patients who went from a low-deductible to a high-deductible plan had higher rates of complication and expense, attributed to putting off care due to the deductible. This finding is especially significant since an estimated 43% of Americans<sup>5</sup> have high-deductible health plans and, therefore, may be putting off care

## The 98point6 difference

- With a subscription-based service, 24/7 access from anywhere and a platform based on the ubiquitous, consumer-preferred technology, 98point6 has the capability to offer care with the lowest possible barrier, and is a complementary option for the large percentage of the population with high-deductible plans
- This has the potential for more patients than ever before to seek care earlier, when timely diagnosis and treatment counts (e.g., bladder infections, heart disease and postpartum depression), ultimately shifting the cost curve for healthcare

## A population health deficit

- Traditional telemedicine adds some patient convenience, but does not build any capacity to reach broader patient populations
- By shifting care from in-person to in-person-via-screen, traditional telemedicine is not available to vulnerable populations who have more barriers to accessing digitally-enabled services

## The 98point6 difference

- Because 98point6 uses AI and automation to increase the number of patients who can be managed per physician, it's actually building capacity in a way that stands apart from traditional video telemedicine
- Through the use of a smartphone (a more widely available tool) and text-based messaging (preferred method of communication), 98point6 expands access
- Lower bandwidth requirements make the service more robust in the event of natural disaster vs. traditional telemedicine's phone or video methods
- Since having access to primary care is associated with better health and overall lower costs, this added capacity can directly boost population health and lower downstream costs



# Our Vision, Your Action

As an individual with the power to drive meaningful change, you can join us in our mission, by supporting efforts that broaden access and expand payment across telemedicine services.

**98point6**<sup>®</sup>

## A Source You Can Trust

We're serious about our commitment to providing individuals with the most up-to-date, credible information for more empowered decision-making around healthcare.

This resource was put together with guidance from 98point6 board-certified physicians. Additional studies and research cited can be further explored below:

<sup>1</sup> Pew Research Center; <https://www.pewresearch.org/fact-tank/2019/05/07/digital-divide-persists-even-as-lower-income-americans-make-gains-in-tech-adoption/>

<sup>2</sup> <https://www.cdc.gov/workplacehealthpromotion/health-strategies/flu-pneumonia/index.html>

<sup>3</sup> [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(14\)62449-1/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(14)62449-1/fulltext)

<sup>4</sup> Wharam, J. Frank, Christine Y. Lu, Fang Zhang, Matthew Callahan, Xin Xu, Jamie Wallace, Stephen Soumerai, Dennis Ross-Degnan, and Joseph P. Newhouse. 2018. "High-Deductible Insurance and Delay in Care for the Macrovascular Complications of Diabetes." *Annals of Internal Medicine* 169 (12): 845–54. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6934173/>

<sup>5</sup> <https://www.beckershospitalreview.com/payer-issues/cdc-finds-43-2-of-americans-have-high-deductible-health-plans-4-additional-stats.html#:~:text=Post%2DAcute-,CDC%20finds%2043.2%25%20of%20Americans%20have%20high%2Ddeductible,health%20plans%3A%204%20additional%20stats>