

2017 member engagement portfolio





“ I was very happy with my whole experience. I am so glad this is a perk my company offers. The staff made everything so easy and gave excellent service.”

 **Best Doctors**[®]
member engagement portfolio
2017

The value of messaging

Introduction | Re-introduction of benefits

Mail-to-home communication

Targeted outreach

Email communication

Educational materials

Webinars | Events

Workplace awareness

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HR leader kits

Your engagement strategy

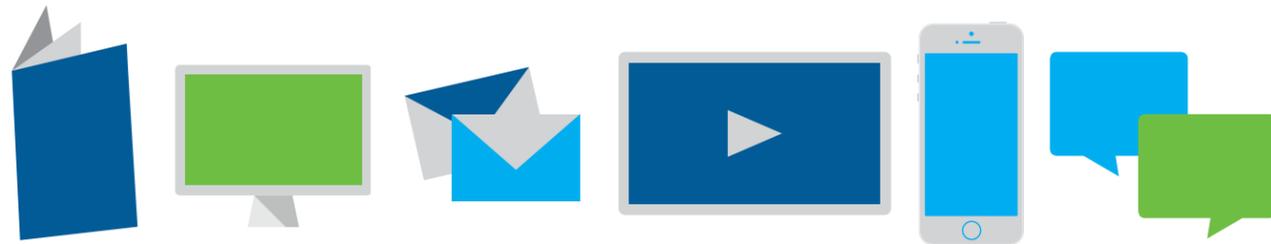
The value of messaging



When communicating a message, it takes 7 touches to affect behavior.

This portfolio is intended to highlight the many ways Best Doctors can work with your employee population to communicate the services available to them. When building your engagement strategy, consider the rule of seven.

As you'll see later in this portfolio, we recommend that two of your seven touches be 1) an annual launch/re-launch kit, and 2) a mid-year short-form mailer. In and around that, we have a myriad of high-impact options for you to consider deploying.



Component one: an introduction... or re-introduction

The Best Doctors welcome kit, or re-launch kit in the event your population already has Best Doctors, is our most powerful and effective form of communication because it acquaints members to the who and the what of Best Doctors. Each kit includes a customized letter with an affixed magnet and a benefits guide that highlights each of the services offered.

This is a direct-to-home mailing and is typically used as the first mailing of the year.

The collage features several pieces of marketing material:

- A letter addressed to a GenериCorp employee, detailing the benefits of Best Doctors and providing contact information.
- A benefits guide titled "Your Solution To Medical Uncertainty" with a doctor and staff in a clinical setting.
- A testimonial card with a quote: "Best Doctors changed my son's life, and mine, forever when he was correctly diagnosed. I am still in shock—we finally have a real answer of a physical reason for all the years of pain and suffering. Best Doctors is the best organization ever! I have been telling everyone about Best Doctors and what it has done for us."
- A magnet with the text: "Your solution to medical uncertainty" and the Best Doctors logo.



Component two: options for a midyear mail-to-home communication

In addition to the initial outreach of the welcome kit, Best Doctors also utilizes variations of postcards and letters to communicate with members through mail-to-home campaigns.

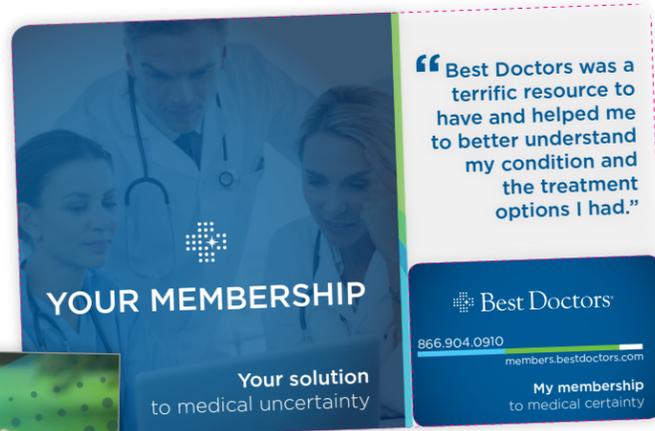
The Best Doctors marketing team crafts each piece of communication to better inform members of the available services and drive utilization. The team does this with different sizes, layouts and messaging.

Available topics for mailings include:

- Finding peace-of-mind through second opinions
- When it's your family, there's no room for error
- Getting better starts with getting answers
- A member's story
- An expert opinion is only a phone call away
- Pain comes in different forms. So do treatment options

Best Doctors can also highlight specific conditions/treatments:

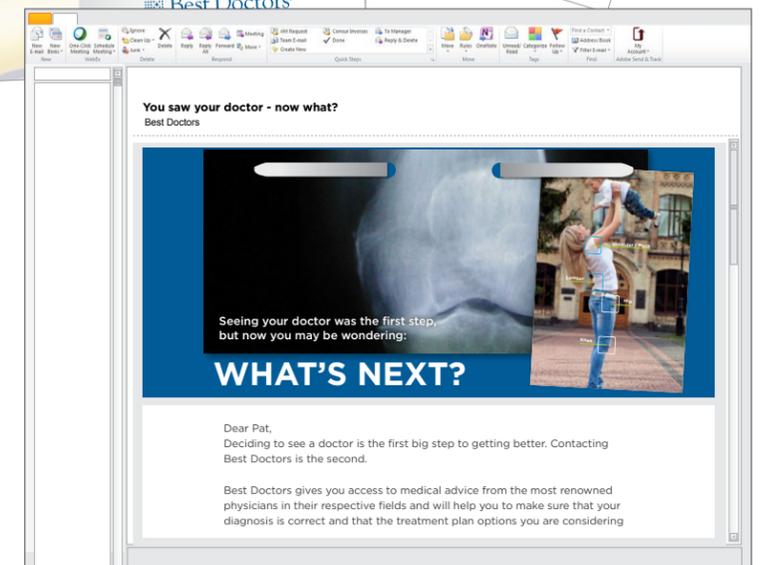
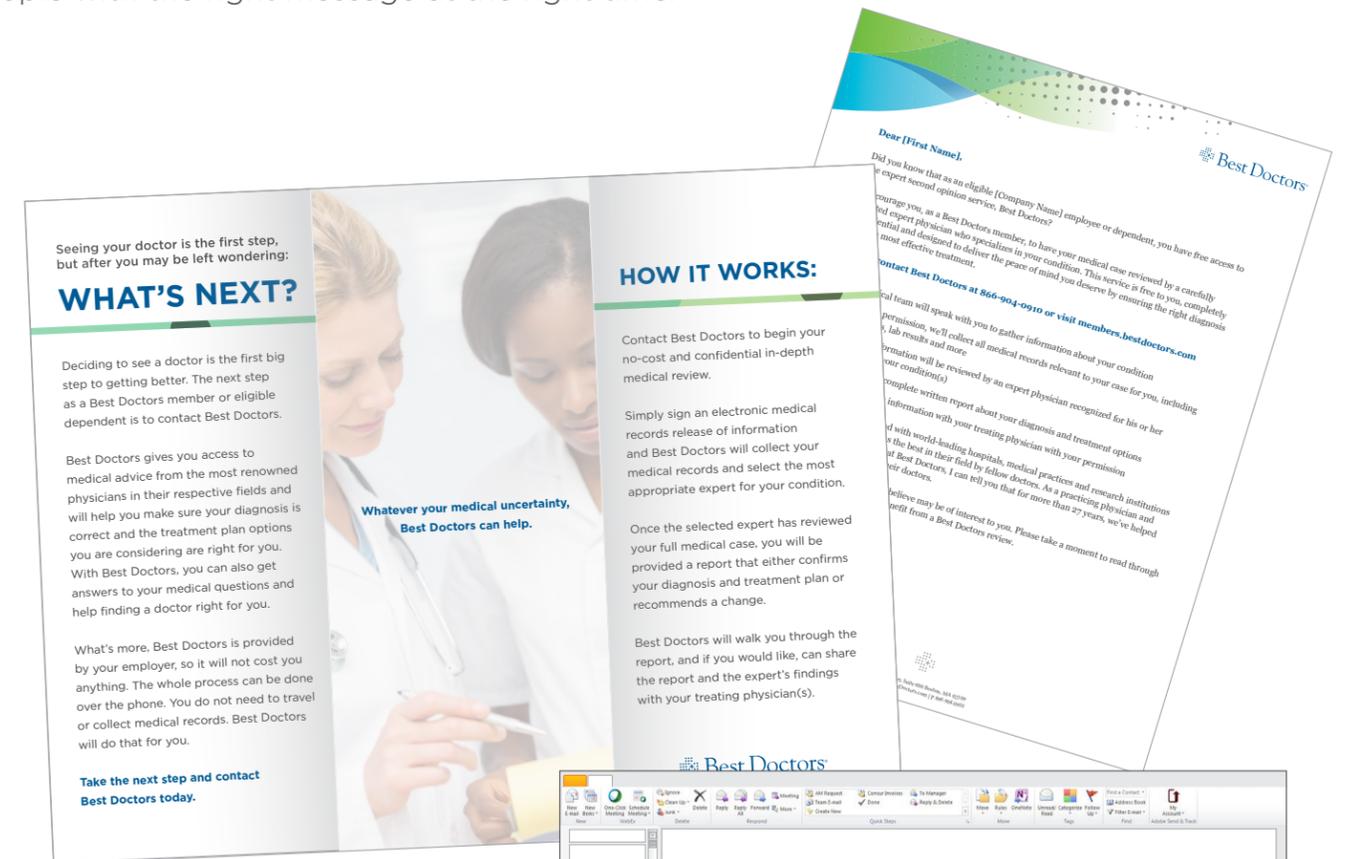
- Cancer(s)
- Musculoskeletal conditions
- Maternity
- Cardiac issues
- Surgical intervention
- Considering alternative medications



Targeted outreach

Communicating a message can be like casting a net. There is a time and a place for a wide outreach, but sometimes a smaller net cast in the right place yields better results.

Best Doctors has a unique ability to target specific demographics within a member population with a message tailored to that smaller group. The aim is to reach the right people with the right message at the right time.





Email communications

The benefit of email communication is it allows a message to be sent directly to members in real time. Best Doctors can work with clients to craft and deliver email communications in a number of ways:

Conjunctive messaging

An effective way to increase the impact of a message is to duplicate the delivery. With any scheduled home mailing, an email communication should also be sent to tie into the topic of choice.

Independent messaging

Email messaging can also be crafted independently of the home mailings or their topics. Best Doctors can work to integrate with health topics relevant to your member population in a timely manner.

Targeted messaging

Like targeted mailings, emails can be targeted to specific groups with a tailored message to increase impact.

Campaign messaging

Similar to conjunctive messaging, a campaign is a highly effective way of integrating a message across a number of outlets to include email, digital posters, customized websites (micro sites) and any other host of deliveries that share a singular theme and call to action.

Delivery methods

Best Doctors utilizes two methods of delivering e-mail communications to members:

Direct to member

Direct-to-member emails are sent from marketing email software and generally have a higher quality of production and allow for marketing analytics. They do require a client provided email list.

HTML Outlook file provided to client

Best Doctors can also provide an HTML Outlook file to client that can be sent from your company's benefits department without needing to supply internal email addresses. This delivery does not allow for marketing analytics.

Email communications cont...





Educational materials

Best Doctors also provides monthly educational flyers in the form of Health Matters articles, as well as periodic Member Stories. These flyers are provided at no cost in three digital formats: PDF, MS Word and MS Outlook (email file). We highly encourage each month's edition be shared with members and/or hosted on your company benefit site.

Each Health Matters article focuses on a condition or health topic carefully selected based on our previous cases and/or medical inquiries.

Such topics include:

Preventing prenatal infections

High blood pressure prevention and treatment options

The scary truth about the rise in food allergies

How hand washing revolutionized health care

Etc.

See 2017 Calendar for more details

Member Story
Here is one real life example of how we've helped a member get a more accurate treatment plan.

John

Necessary Surgery

John, which he was more than satisfied with. was a true unbiased second opinion, because Best Doctors had helped him gain from giving their recommendations. I really felt that Best Doctors had my best interests at heart, and they saved me from having to go through an unnecessary surgery," John said. "Best Doctors provided peace of mind before committing to any one doctor's opinion," he said.

Currently, he has no symptoms and is waiting to have a flat scan to be sure kidney stones haven't grown. John is extremely happy with the services received from Best Doctors, and also told his co-workers about the service and highly suggested they use the service if they need it.

I couldn't be happier I contacted Best Doctors for their opinion, and I hope to use their services again in the future if need be."

FOCUS ON: LYME DISEASE & FLU-LIKE SYMPTOMS

Lyme disease is a bacterial infection primarily transmitted by deer ticks that affects more than 300,000 North Americans per year. However, because diagnosing Lyme disease can be difficult, many people who actually have Lyme disease may be misdiagnosed with other conditions, and many experts believe the actual number of cases may be much higher.

Because misdiagnosis of Lyme disease is particularly common, you should always contact Best Doctors to confirm your diagnosis and treatment plan—especially if you have flu-like symptoms and other circumstances that could indicate the prospect of Lyme disease.

866.904.0910 or members.bestdoctors.com

Best Doctors

This newsletter is not meant to provide medical advice or services, and should not be construed as the professional advice of Best Doctors. As such, Best Doctors does not guarantee or assume responsibility for the consequences of the information or its applicability regarding any specific medical situation. Personal health problems should be brought to the attention of physicians and appropriate health care professionals.



Best Doctors hosted webinars and speaking engagements

Each month, Best Doctors invites members to participate in webinars focusing on member relevant topics such as specific medical conditions and/or newly released medical studies. Webinar guest speakers are carefully selected by Best Doctors and participation is free to all members. The webinars are recorded and digital copies are provided to all attendees.

In addition to webinars, Best Doctors also hosts a number of events throughout the year that feature guest speakers. One such event is our annual summit Health care Innovations Summit. If you are unable to attend the this thought leadership event in person, Best Doctors can provide a digital recording of select content upon request.

Monthly webinars

Future topics and specific dates to be announced

Jan - Innovative Solutions in Oncology

Feb - Putting Mental Health in Perspective

March - Planning for a Healthy Pregnancy

April - Dealing with Repetitive Stress Injuries

May - The Golden Years: Focus on Geriatrics

June - Healthy GI: Exploring the Gut

2017 Summit

February 8th-9th 2017

NY Marriott Marquis, NYC

Featuring:

Dr. Zubin Damania

Founder of Turntable Health

Robin Farmanfarman

President of i4j ECO, SVP for the Arc Fusion Summit

Michael Landsberg

Mental Health Speaker and Host of TSN's Off the Record

Dr. Martin Samuels

Chairman, Dept. of Neurology, Brigham and Women's hospital Professor, Harvard Medical School



Treatment Plan



Clinical Impact

With a complete understanding of her diagnosis, the member can now take steps to slow the progression of her condition. The expert also explained though her left ovary is scarred, her right ovary is normal and she likely won't have infertility issues.

Clinical History

• **Member:** 25-year-old woman diagnosed with endometrioma and ovarian cysts.

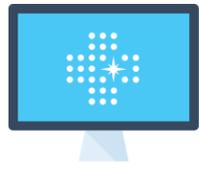
• **Case History:** The member developed several episodes of intense lower abdominal pain and was found to have a right ovarian cyst. Within a year, the cyst had grown and she had an emergency cystectomy. She was told she wouldn't be able to have children and put on oral contraceptives, though ultimately taken off after severe side effects. Follow-up ultrasounds showed left ovarian cysts.

Expert Recommendations

• **Expert Diagnosis:** Chronic pelvic endometriosis, where the lining cells shed during menses also spill out into the fallopian tube, ovaries, pelvis and other abdominal tissue and are unable to be removed by the body.

• **Expert Recommended Tests:** A follow-up ultrasound in two months to see if the hemorrhagic cyst has decreased in size in the small chance the cyst is another endometrioma or a malignancy.

• **Expert Recommended Treatments:** The member should restart a contraceptive, and may also consider a GnRH agonist, which will result in a temporary menopausal state, to decrease the chance of internal menstrual bleeding and in turn a progression of her endometriosis. The expert notes possible surgical treatments include a repeat laparoscopy to remove the cyst or the entire ovary, but doesn't recommend surgery unless her cyst enlarges or pain can no longer be suppressed. She should be followed her gynecologist.



Workplace awareness

One of the best ways to communicate a company-paid benefit is to integrate with a company's messaging and have a presence within the workspace. This can be achieved in a number of ways:

Digital displays | Message boards

Digital displays have become increasingly popular. If your company utilizes digital displays, Best Doctors can supply a file in whichever format is being used that could then be displayed periodically throughout the work day.



Posters | Flyers

Best Doctors can also provide the digital files (PDFs) of posters and/or flyers in multiple sizes that can be printed and displayed in work area break rooms or on benefits boards. Upon request, these files can be co-branded with your company logo and eligibility information.

Tabletop displays

If your company has cafeterias or lunch spaces, Best Doctors can provide tabletop display files that can be printed and placed on each table. Like the posters and flyers, these displays can be co-branded and sized to meet your specific needs.



Benefits fair support

Company benefits fairs are a great way to engage with members directly. Best Doctors can provide branded materials to support these fairs and promote the benefits available.





Intranet integration

Company benefits pages and intranet sites are often an employees one-stop-shop for information regarding their benefits. That is why Best Doctors strives to integrate as closely as possible with companies to create/increase the size of the footprint Best Doctors has on benefits pages.

Best Doctors can supply different types of content for companies to include:

- Video links
- Service descriptions
- Web banners
- PDF service flyers
- Monthly Health Matters articles
- Short social media posts



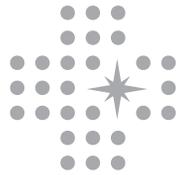
The collage features a large video player with a play button, a video thumbnail showing a woman, and a banner with the text "EMPOWER YOURSELF Steps to take to get the right diagnosis" and the Best Doctors logo.



HR leader kit

As this portfolio outlines, Best Doctors has a vast collection of communication materials available. Each is designed to raise awareness of the benefits available to members. We understand the most effective way to have our message heard is through a successful partnership with our clients and their Benefits and Human Resource departments. As such, we offer a digital HR leader kit that can be provided as a zip-file through an FTP or on a USB flash drive. This kit includes many of the items from this portfolio, as well as additional items designed to educate HR leaders, like FAQs and service descriptions. All items can be easily shared by your HR team with those members who have raised situations where Best Doctors can help.

The collage displays several communication materials: a "Frequently Asked Questions" document, a "Your Personal Best Doctors Report" (CONFIDENTIAL) prepared for Kim Allen Eagle, a "Your Solution To Medical Uncertainty" flyer, and a "Your solution to medical uncertainty" flyer. It also includes a USB drive icon and PDF icons.



Your solution to medical uncertainty