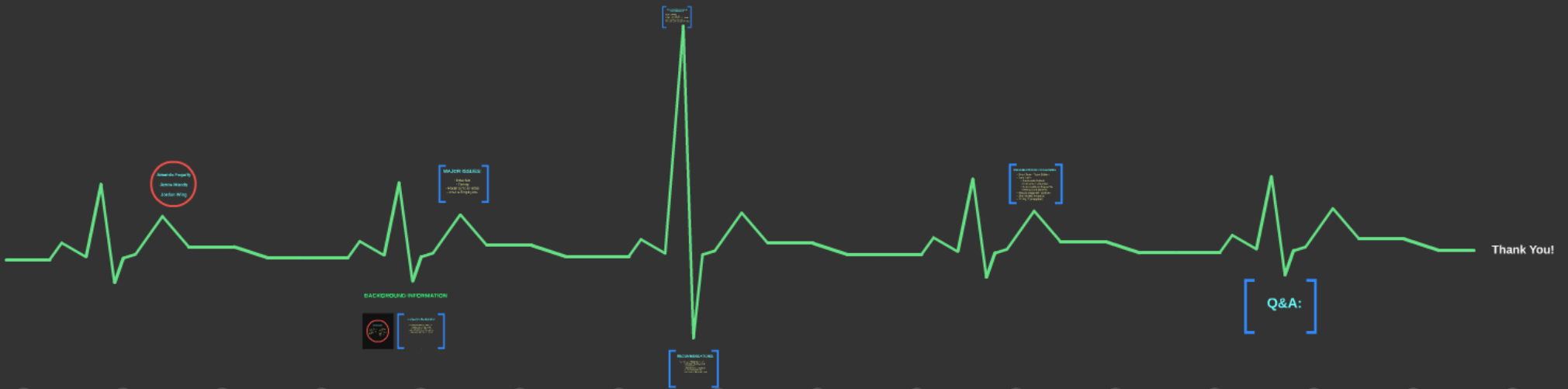


American Well: The DTC Decision

TheCasesolutions.com



AMERICAN WELL™





AMERICAN WELL™



Amarda Fogarty
Julia Moody
Jordan Wing

MAJOR ISSUES:

- Stroke
- TBI
- Head CT by ER
- Cost & Prognosis

PROGNOSIS:

RECOMMENDATION:

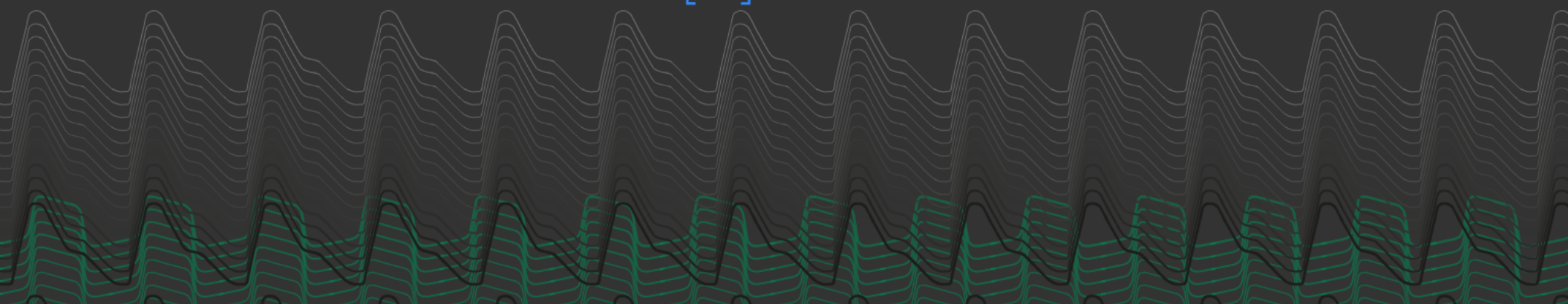
- Discharge Home
- Home Care
- Home Health
- Home Care Agency
- Home Care Services
- Home Care Support
- Home Care Insurance

BACKGROUND INFORMATION



RECOMMENDATION:

Q&A:





You Tube



Amanda Fogarty

Jenna Moody

Jordan Wing



BACKGROUND INFORMATION

Schoenbergs

IDO:	ROY:
<ul style="list-style-type: none">• Trained as a physician• 1996 IMD Soft• 2000 Left company• 2001 became CEO of Care Key	<ul style="list-style-type: none">• Internal Medicine Physician• Research Fellowship• Masters Public Health Degree• Scientific Paper Published

Company's Background

- Brothers Ido and Roy Schoenberg
 - Started American Well 2006
 - Using Internet and Telephony
- Connecting Physician and Patience
- Blue Cross Blue Shield of Hawaii