

EXPERT MEDICAL OPINION

Member Engagement Playbook

Best practices for increasing employee awareness and utilization



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Welcome Letter

Hello!

Thank you for partnering with 2nd.MD to support the health of your employees and their families. Our expert second opinion service helps them navigate new diagnoses, potential surgeries, chronic conditions, or medication changes. By ensuring accurate diagnoses and explaining the latest evidence-based treatment options, we empower employees to make confident, informed decisions aligned with their health goals, values and preferences.

We've created this playbook to make it easy to introduce 2nd.MD to your employees and help them navigate critical healthcare decisions.

We've seen that employers who lean into promoting 2nd.MD internally see higher utilization and return on investment. That means lower healthcare costs for both you and your employees, as well as improved health outcomes, productivity, job satisfaction and well-being.

We look forward to working with you on a common goal — helping every person live their healthiest life!

Your 2nd.MD Team

Getting to Know 2nd.MD

- For HR/Benefits Teams

What is 2nd.MD?

2nd.MD is a confidential service that gives members access to second opinion consultations from expert specialists at no additional cost. We connect members with top-tier doctors via phone or video to understand and confirm their diagnosis, learn about alternative treatment options and ask questions. Whether they're facing a new diagnosis, upcoming surgery, or have questions about a chronic condition, we equip them with the information they need to make the best decisions for their health and well-being.

2nd.MD expert specialists can help members:

- Ensure they're on the right treatment path to better health
- Learn about treatment options they may not be aware of
- Decide whether a recommended surgery or procedure is the right choice
- Gain peace of mind for themselves and their loved ones

Specialties Served

2nd.MD has an extensive network of doctors across hundreds of subspecialties and thousands of conditions, including musculoskeletal/orthopedic, digestive, cardiac, cancer, immunology, nervous system, ear, nose and throat, heart disease, diabetes, dermatology, mental health, dental, women's health, men's health, pediatric issues and more.

How It Works

Once a member activates their account, they will speak to a nurse to see if a second opinion is right for them. If they move forward, the 2nd.MD Care Team will do the legwork by gathering medical records and finding the right specialist for the member's care needs. A phone or video consultation will be scheduled at a time that is convenient for the member – including nights and weekends. Members speak directly to the specialist to understand their diagnosis, treatment plan, and next steps.

2nd.MD's Network of Doctors

2nd.MD's specialists are hand-selected based on their position as an expert leader in their field for a specific condition. This ensures that members consult with not just any doctor, but a specialist whose practice is dedicated to their particular condition.

Specialist Recruitment & Credentialing

The recruitment process starts with identifying specialists who are experts in their field. These specialists often lead research and pioneer new treatment modalities and surgical techniques. Following identification, our credentialing algorithm confirms and scores prospective specialists, ensuring they qualify as experts for our elite panel.

We score our specialists on the following quality criteria:

- Years of experience
- Past and current training at top institutions, including medical school, residency, fellowships, and practice
- Number of board certifications
- Academic faculty appointments
- Past and current involvement in research and clinical trials
- Awards or recognition

Once a specialist meets our credentialing criteria, we cross-reference their curriculum vitae (CV), confirm qualifications, and perform a thorough background check. The 2nd.MD clinical leadership team interviews the specialist and provides training to ensure an exceptional virtual consultation experience for the member.

The Care Team

2nd.MD's Care Team works together to provide members with a personalized and collaborative healthcare experience. The team is comprised of a care coordinator, nurse, and specialist — all working together to make sure members get the answers they need and have a seamless experience.

DEDICATED NURSES ASSIST MEMBERS BY:

- Discussing the diagnosis, possible surgery, or other medical concern
- Finding the right specialist for the member's health needs
- Helping members understand their diagnosis and think about important questions they'll want to discuss with their doctor
- Making it easier for members to navigate the healthcare system

CARE COORDINATORS HANDLE:

- Gathering relevant medical records and imaging
- Providing records to the specialist through a secure platform for review

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EXPERT SPECIALISTS SUPPORT MEMBERS BY:

- Having an in-depth conversation with the member about their diagnosis and treatment plan
- Answering questions about the member's options so they can choose the path that's right for them
- Helping members understand next steps and feel confident about their treatment plan



Frequently Asked Questions What services does 2nd.MD provide?

2nd.MD gives you access to medical consultations with expert specialists, also called second opinions. With 2nd.MD, you and your eligible dependents can connect directly with experts by video from the comfort of home.

If a second opinion is right for you, you will be paired with a doctor who specializes in your specific condition. They will review your medical records and have a detailed conversation with you so that you can feel confident about your diagnosis and treatment plan.

Throughout the process, you'll work with a highly skilled nurse to gain an understanding of your medical diagnosis, review important questions to ask the doctor, and get support navigating the healthcare system for any necessary follow-up steps.

Who is eligible for 2nd.MD and what does it cost?

<<eligibility>>

When should I use 2nd.MD?

2nd.MD can be used anytime you or an eligible dependent would like to confirm a new or existing diagnosis, learn more about your condition, or explore treatment options so that you can make an informed decision about your next steps.

You or an eligible dependent could use 2nd.MD services if you:

- Feel unsure about whether you have the right diagnosis
- Are considering an upcoming surgery or procedure
- Want to explore other treatment options
- Have questions about a chronic condition (cancer, high cholesterol, diabetes, etc.)
- Want to review your medications or overall treatment plan
- Have questions about diagnostic testing (MRI, CT, lab work, ultrasound)
- And more

How long does it take to get a second opinion?

2nd.MD's proprietary records collection process streamlines the gathering of the exact medical records needed for a successful consultation, removing the burden from the member. Once the records are collected, the member is connected with a leading specialist within just a few days.

What types of conditions are covered?

2nd.MD has an extensive network of doctors across hundreds of subspecialties and thousands of conditions, including musculoskeletal/orthopedic, digestive, cardiac, cancer, immunology, nervous system, ear, nose and throat, heart disease, diabetes, dermatology, behavioral health, dental, women's health, men's health, pediatrics and more.

What type of doctors does 2nd.MD use?

2nd.MD has an extensive network of elite specialists from across the U.S.. The board-certified specialists have been hand selected based on their position as expert leaders in their field for a specific condition. Many of them have trained or currently provide care at the nation's top healthcare facilities.

How do I get started?

GET STARTED:

- 2. Speak with a nurse: Explain your medical concerns and an experienced nurse will handle the rest. They'll take care of collecting your medical records and connect you with a leading doctor who is an expert in your condition.
- 3. Consult with a specialist: Get information about your diagnosis, treatment plan, and next steps in care from a top specialist. Consult via phone or video at a time that works best for you, including evenings and weekends!

Raising Awareness of 2nd.MD



Content for Distribution

The information in this section should be used before and after launching 2nd.MD, so members remain informed and aware of the value of 2nd.MD.

Launch Announcement

Content for internally deployed email, intranet page, benefits site, newsletter, etc.

SUBJECT LINE: Activate your 2nd.MD benefit to access expert medical opinions at no cost to you

Hello!

We're pleased to announce that starting <<date>>>, you will have access to 2nd.MD, a virtual expert medical second opinion service as part of your <<company>> benefit.

2nd.MD connects you with board-certified specialists from top medical institutions for a consultation via phone or video from the comfort of home.

<<eligibility statement>>.

When to use 2nd.MD

A second opinion may be right for when you have questions about:

- A possible surgery or procedure
- A new diagnosis
- A chronic condition or pain
- Diagnostic testing (MRI, CT, lab work, ultrasound)
- Your medication or overall treatment plan

Activating your account takes only a few minutes and ensures you'll be ready to use 2nd.MD services whenever the need arises.

To get started, visit 2nd.MD/<<url>> [http://www.2nd.MD/<<url>>] or call <<phone>>.

At <<company>>, we want to provide comprehensive benefit programs that ensure you and your family have access to quality care. With 2nd.MD, you and your family now have access to highly skilled nurses and nationally recognized specialists for expert medical consultations – at no additional cost to you!

Sincerely,

<<Executive Leadership / CHRO>>

CALL 911 IMMEDIATELY IF YOU ARE HAVING A MEDICAL EMERGENCY. 2nd.MD is not an emergency service. 2nd.MD is an independent resource to support you in receiving information from Expert Medical Specialists. 2nd.MD does not practice medicine or provide patient care and is independent from the Specialists providing the expert medical consultations.

Videos for HR/Benefits teams



Benefit Partners - Get to know 2nd.MD, empowering members and their loved ones with medical answers they can count on.

Click To Watch>>



Need help explaining the service to your members? We got you covered with a video to share to your team members.

Click To Watch>>

Internal Social Platform Posts

Post this content in your internal social media channels (Slack, Yammer, Teams). Select <u>Imagery</u> to accompany your social posts.

How 2nd.MD it works:

- 1. Activate your account and request a consult.
- 2. Speak with a nurse about your medical condition and concerns to see if a second opinion is right for you. They will handle the rest, including collecting medical records and scheduling an appointment with the right specialist for your condition.
- 3. Have your consultation directly with the specialist by phone or video to understand your diagnosis, treatment plan, and options for care.

Get started by visiting 2nd.MD/<<url>> [https://www.2nd.md/<<url>>], download the 2nd.MD mobile app or call <<phone>>.

For important medical decisions, like whether you need surgery or deciding on a treatment plan for a new diagnosis, make sure to check out your 2nd.MD health benefit. 2nd.MD provides you and eligible family members with a virtual second opinion from a leading specialist at no additional cost.

Get started by visiting 2nd.MD/<<url>> [https://www.2nd.md/<<url>>], download the 2nd.MD mobile app or call <<phone>>.

Feeling unsure about a diagnosis, treatment plan or possible surgery?

Get a second opinion from a leading specialist at no additional cost with 2nd.MD.

Reach out to <u>2nd.MD/<<url>> [https://www.2nd.md/<<url>>]</u> today to learn more or call <<phone>>.

Facing a major medical decision?

Get peace of mind with an expert second opinion from a leading specialist about a diagnosis, treatment option, surgery, or medication that you may be feeling unsure about. 2nd.MD is available at no additional cost to you and your eligible dependents.

2nd.MD can:

- Provide you with a second opinion about a diagnosis or upcoming procedure
- Collect your medical records and help you navigate the healthcare system
- Set up a convenient time for your video consultation
- Provide you with peace of mind about your treatment plan

Request your consultation by visiting <u>2nd.MD/<<url>></u> [https://www.2nd.md/<<url>>], download the 2nd.MD mobile app or call <<ph>or call <<ph>><phone>>.

General Use Blurbs

This text is ideal for newsletters, benefits handbooks, wellness flyers, etc.

Your benefits include 2nd.MD for expert medical consultations. You and your eligible dependents can get a second opinion from a leading specialist at no additional cost, so you can feel confident about a new diagnosis, surgery, treatment plan, medication, or other major medical decision.

Learn more and request a consult at <u>2nd.MD/<<url>>></u> [https://www.2nd.md/<<url>>>].

2nd.MD makes it easy to get an expert second opinion that can offer life-changing benefits. This valuable service is available at no additional cost to you.

2nd.MD expert specialists can help you:

- Ensure you're on the right treatment path to better health
- Learn about treatment options you may not be aware of
- Consider options that are a better fit for your lifestyle

2nd.MD has a network of doctors across hundreds of subspecialties and thousands of conditions, including musculoskeletal/orthopedic, digestive, cardiac, cancer, immunology, nervous system, ear, nose and throat, heart disease, diabetes, dermatology, mental health, dental, women's health, men's health, pediatrics, and more.

Learn more and request a consult at 2nd.MD/<<url>> [https://www.2nd.md/<<url>>].

Downloadable Assets

Ideal for sharing on benefits or intranet pages, printing and posting around the office or displayed at health fairs.

Digital Images

Eye-catching graphics to accompany your content or stand alone.

















Flyers

Print or post these flyers on your intranet to raise awareness of 2nd.MD and promote conditions of importance to your employees.

























Videos

Videos are a great way to educate members of the value of 2nd.MD and also share how 2nd.MD has helped real members.



Darron's Story, an inspiring story of a courageous young boy who confronted cancer and the looming threat of leg amputation.

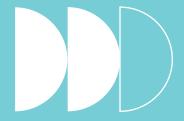
Click To Watch>>



Tauren's Story, how finding answers through an autism diagnosis gave him and his family hope and confidence for the future.

Click To Watch>>

2nd.MD Sponsored Communications



The below communications are sent directly to members by 2nd.MD. These are vital in keeping 2nd.MD's benefit top-of-mind, so members remember to get a second opinion and have medical certainty when they need it most.

Launch Communications

Mail, email, and digital assets to ensure every member is informed of their new benefit. Examples of our Launch Communications can be found <u>here</u>.

General Awareness Campaigns

Up to 12 campaigns annually to promote 2nd.MD, highlight the breadth of conditions covered, how to use our service and the expertise of our network.

Examples of previous General Awareness Campaign materials*.

Activated User Emails

Activated user emails are sent once a month to members who have activated their 2nd.MD account. They provide additional details about the virtual second opinion process as well as promote our House Calls Webinars.

Examples of previous activated user emails can be found <u>here</u>.

House Calls Webinars

Our webinar series gives members the ability to hear from our expert specialists on a variety of health topics. When they register, they will have the opportunity to submit questions for that month's specialist to answer during the live event.

To learn more, view past webinars, or register for upcoming webinars, visit: https://www.2nd.md/webinars/



Thank you!

Thank you for taking the time to review the 2nd.MD Member Engagement Playbook. We hope that you will find the content helpful to drive awareness of 2nd.MD and help your employees get the medical certainty they need, when they need it.

We look forward to working together to help every person live their healthiest life!

Your 2nd.MD Team