

## "OnCall" Private Labeling Services

### What is "OnCall" Private Labeling?

- ✓ **Branded virtual dermatology solution** utilizing the Iagnosis® cloud-based technology platform
- ✓ **Turnkey solution** foregoing the need to invest in product development, support of software and infrastructure, or increasing staff
- ✓ **New product releases and enhancements** provided on demand by Iagnosis®
- ✓ **Operational within weeks** to serve your customers

### Branding

- Your brand color scheme (background and buttons) can be applied to the patient and provider web applications, as well as the mobile helper application used for photo uploads and messaging.
- Your logo will replace the DermatologistOnCall® (DOC) logo within the web applications, patient treatment plans, and all patient and provider emails and text messages.

### Closed Network

- You will be provided with the ability to direct current or newly acquired patients into your own private portal via the web.
- Patients will only be able to see the providers in your closed network when selecting a dermatologist.

### Pricing and Billing Options

- You set the price of a visit based upon the type of visit being delivered.
- 100% payment collection done online and required at time of care.
- Ability to select the type of payment collection mechanism that best suits your business model.

### Best In Class Tools for Unmatched Turnkey Solution

- OnCall is the only online platform for dermatology providing:
  - Prescribers the ability to choose medications that are on formulary and covered by the patients' drug benefit
  - Prescription Routing to Pharmacies - 100% guaranteed delivery of Rx's electronically or by alternate means such as fax
  - Medication history on patients' current and past prescriptions and helps inform physicians and pharmacists about potential medication issues.
- Multi-lingual support through professionally staffed Help Desk and a web-based support request form is offered to patients and providers.
- Over 600 customized conditions templates that auto-populate to make treating and counseling patients quick and easy.
- Easy-to-use e-portal to manage online patient flow, record management and communication.

## Mid-Level Support

- Dermatologists can participate in the workflow of treating a patient with their mid-level practitioners as they do in their physical offices today.
- Mid-level practitioners can deliver all phases of treatment including e-prescribing while ensuring the associated dermatologist is responsible for the final approval of the treatment.

## Onboarding and Training Services

- Iagnosis<sup>®</sup> offers training for office staff to ensure proper implementation and utilization of services.
- Provider application training.
- Private label rollout guidance.
- Ongoing account management support by Iagnosis<sup>®</sup> Account Management Team.

## Convenient, Easy-to-Use Experience

- Patients can easily obtain care in three simple steps in a HIPAA-compliant environment.
- Providers can efficiently diagnose, treat, and counsel patients virtually, completing cases in only minutes.
- Patient and provider experience can be completed from various operating systems, browsers, and mobile devices.
- Your practice will have access to data and analytics on patient activities, patient visits and online practice activity.

## Closed-Loop Communication with PCPs

- Patients may provide PCP contact information to facilitate the automatic delivery of their treatment plan, maintaining the continuity of care.
- Broadens the awareness of your company's network to referring primary care physicians.

## Marketing

- Iagnosis<sup>®</sup> helps support the launch of your "OnCall" website with press and social media announcements.
- Other online/offline marketing tools and collateral will be made available to help create awareness and educate consumers and your referral sources.
- Practices will have the ability to add patient surveys to measure satisfaction, gather feedback and fulfill reporting requirements.

## Post-Op Functionality

- Providers can utilize the application to manage their post-op visits for patients experiencing excisional or Mohs surgical procedures.
- Allows for follow-up, online visits to be scheduled for the patient reducing waiting room congestion, costs and lessening burden on patients by cutting travel.
- Increases ability for providers to deliver care to other urgent patients and facilitate care for potentially non-reimbursable follow-ups in a more expedient fashion.

## Questions

If you have any questions or would like to speak to a team member, please contact our office at 724-260-5670 or [sales@iagnosis.com](mailto:sales@iagnosis.com).