



eceptionist™

Case Study – WellPoint – Los Angeles, California

When WellPoint sought to create America's most advanced telemedicine program, they turned to the Eceptionist scheduling service to power their nationwide system.

Never before had a major **telemedicine program** been created with a **fully automated** scheduling system.

When Fortune Magazine's Most Admired Health Care Company, WellPoint (NYSE: WLP) sought to create the nation's leading telemedicine program, they faced a problem. Never before had a major telemedicine program been created with a fully automated scheduling system. WellPoint realized that in order to effectively schedule appointments between hundreds of sites in the United States, a solution had to be found that would allow the scheduling to be done over the Internet in real-time at low cost. WellPoint's due diligence led them to Eceptionist and the solution to their problem.

Eceptionist enables the telemedicine program to shift away from the traditional "hub and spoke" model to a "virtual Web" network in which any primary care site can link to any available appointment time at any specialty hub. This allows the health plan and participating providers to maximize the utilization and benefit of telemedicine.

Today, WellPoint's affiliate Blue Cross of California uses the service to schedule telemedicine appointments throughout California. What was once a job that could only be performed by a multi-million dollar call center is now performed by the Eceptionist scheduling service. Eceptionist allows Blue Cross general practitioners to schedule telemedicine appointments with specialists over the Internet in real-time.

The service allows primary care office staff to identify appointment times by specialty type, day of the week, time of day, physician, and other custom criteria. It also provides real-time electronic confirmation and notification of appointments between the primary and specialty physicians and the health plan.

Blue Cross of California, with 6.7 million medical members, is the California operating subsidiary

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of WellPoint, one of the nation's largest publicly traded managed care companies. WellPoint serves the health care needs of more than 13 million medical and more than 46.6 million specialty members nationally. WellPoint offers a broad spectrum of quality network-based health products including open access PPO, POS and hybrid products, HMO and specialty products. Specialty products include pharmacy benefit management, dental, utilization management, vision, mental health, life and disability insurance, long term care insurance, flexible spending accounts, COBRA administration, and Medicare supplements.

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