



HMSA's Online Care

There when you need it.

HMSA



Blue Cross
Blue Shield
of Hawaii

An Independent Licensee of the Blue Cross and Blue Shield Association

Working for a Healthier Hawaii

HMSA's Online Care

There when you need it.

With HMSA's Online Care, consumers interact with physicians and other health care providers immediately, from home, using Web-based videoconferencing, secure chat and telephone. Providers speak with consumers for a fee, at a time and place of their choosing, supporting a more balanced practicing lifestyle.



Health care services go online

Internet-based technology has revolutionized the way Americans acquire goods and services in many industries. In health care, this online revolution provided consumers access to health information, but not health care services.

Until today, consumers could not use the Web to access quality medical services from home.

According to a study by the California Health Care Foundation, 78 percent of health care consumers want to interact with physicians online. A Gartner study reports that more than 85 percent of physicians are looking to streamline their operations using the Internet, and 90 percent of providers see the Internet as a way to gain a competitive advantage.



Online Care for Consumers

Step 1 - Find a Provider

Consumer interacts with HMSA's Online Care, articulates a medical concern, and finds the most suitable provider using a variety of search criteria.

Step 2 - Talk to a Provider

Consumer and provider begin a live conversation, using Web-based videoconferencing, secure chat or telephone.

Step 3 - Forward Results to PCP

Consumer forwards the report of the conversation to their personal care provider, maintaining continuity of care.



With HMSA's Online Care, consumers can interact with the right provider, right away.

- **Immediately access** a variety of specialists securely and privately, and in real time.
- **Choose a provider** based on the medical matter, as well as preferences such as language, gender or qualifications.
- **Enjoy the convenience** of getting care from home, using live video, audio, secure chat or your phone.
- **Get quality care** from rated providers who can speak with you, recommend treatment, and write prescriptions online.
- **Ensure continuity of care** by automatically forwarding your conversation summary to your personal care provider with a single click.

Online Care for Providers



Step 1 - Make Yourself Available

Provider indicates their availability via Web or phone.

Step 2 - Connect with Patient

Provider reviews an incoming request for a conversation and, upon acceptance, begins real-time interaction with the patient.

Step 3 - Wrap Up

Provider completes the summary and is paid.

With this service, providers use the Web or phone to speak with consumers at a time and location of their choosing. They can make themselves available whenever they have time, with no prior notice. Per-consultation malpractice insurance, by Lexington Insurance Company (A Member Company of AIG), is included in the service.

- **Increase revenue for your practice** in a convenient way.
- **Improve your lifestyle** by practicing from home, or during free time at the office.
- **Help consumers access** care from the convenience of your home.
- **Help your own patients** when they need your advice quickly.
- **Practice more effectively** with immediate access to structured requests prior to the interaction.



HMSA's History of Innovation and Leadership

Over the years, HMSA has worked hard to become a national leader in health care excellence.

- We were one of the first plans nationally to receive top accreditation for both our HMO and preferred provider plans.
- We were the first plan in the U.S. to have physician and hospital pay-for-performance programs for our preferred provider plan.

- We are the only plan in the country to invest \$50 million to promote electronic medical records systems and hospital quality excellence through the HMSA Initiative for Innovation and Quality, or HI-IQ.

The introduction of online health care to the state of Hawaii is another first for HMSA, the next step in our long and proud tradition of innovation and leadership.



HMSA INITIATIVE FOR
**INNOVATION
& QUALITY**
Transforming Health Care in Hawai'i

