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TELADOC JOINS THE CENTER FOR HEALTH VALUE INNOVATION, ALIGNS WITH INDUSTRY LEADERS IN VALUE-BASED BENEFIT DESIGN

DALLAS, TX/ST. LOUIS, Mo. – August 6, 2008 – TelaDoc Medical Services

(www.teladoc.com), a comprehensive service that utilizes telehealth tools and physician or patient-assigned cross coverage, announces its membership in the Center for Health Value Innovation (www.vbhealth.org), the nation's premier organization dedicated to establishing value and producing evidence for sustainable health and financial improvement. TelaDoc shares the Center's mission to achieve optimal health for every individual, enhance workforce productivity, and lower health cost trends for employers.

"TelaDoc is a prime example of utilizing familiar technology – the telephone – to support a key tenet of value based design: improved consumer access to cost-effective, quality healthcare with a direct impact on lowering healthcare cost trends," says Michael Gorton, chief executive officer of TelaDoc. "Our model synchronizes with value-based health improvement and can be employed to reduce risk and improve quality -- safely and efficiently."

By joining the Center, TelaDoc will have the opportunity to participate in meaningful industry dialogue regarding value-based benefit design. Members of the Center share their experiences and benefit from "lessons learned" in using data to invest in incentives that change behaviors to reduce financial and health risk.

"Value-based design represents opportunities for TelaDoc to tie its platform into incentives and tools of engagement that drive behavior change," says Gorton. "Telehealth has proven to be a successful approach in reducing the administrative and financial barriers to accessing quality care."

Cyndy Nayer, president of the Center, says, “Telehealth emerges as an important link in the healthcare delivery value chain, one that facilitates evidence-based integrated care and quality improvement. We look forward to sharing our knowledge base and value-based health concepts with members of the TelaDoc leadership team and their customers in order to enhance the value of health investments.”

About TelaDoc

TelaDoc Medical Services is a Texas corporation founded in 2002. The company employs technology to improve the traditional cross coverage standard of care, whereby coverage is assigned by the primary care physician or patient. With TelaDoc, covering physicians have the patient's medical record as well as the means to update it electronically. Most importantly, the physician is now paid for the encounter. While most visits occur in less than 30 minutes from the time of request, patients now have a guaranteed encounter in under three hours, with a flat rate fee per visit and 24/7 access to quality medical care. Contact: 800.835.2362 or www.TelaDoc.com.

About The Center for Health Value Innovation

Launched in 2007, The Center for Health Value Innovation is a not-for-profit (501c3) organization representing industry stakeholders committed to sharing the evidence that value-based health designs improve health status and reduce health cost inflation. Visit www.vbhealth.org.

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