Best Doctors: Solving the unsolvable in healthcare

David Wood
National Director, Insurance and Financial Services
Best Doctors
Misdiagnosis is the 3rd leading cause of death.
-BMJ 2016 Study

Most people will encounter at least one diagnostic error in their lifetime, sometimes with severe consequences for their physical and mental health.
-Institute of Medicine

33% of all healthcare costs in the U.S. is considered to be wasted dollars – the bulk of which is tied to misdiagnosis.
-Diagnostic Errors: The Next Frontier for Patient Safety

66% of Dx better defined/refined
21% of Dx distinctly different
-Diagnostic Errors: The Next Frontier for Patient Safety
What are the drivers?

- 17 years from medical discovery to general practice
- 13 minutes average time with a patient
- Every 18 months medical research doubles (8,000 papers per day)
- 81% of physicians have less than 5 hours to spend per month to keep up
Introducing Best Doctors®

Best Doctors identifies and solves the most complex, critical and costly problems in healthcare by combining data analytics and top clinical talent with our highly personal methodology across a global network.
“I’m told I have a fast moving lung cancer. Is there anything else I can do to increase my odds of survival?”

Medical history
Age 45-50. Generally in good health until he developed a blood clot in his left leg. He also developed a clot in his lung and had fluid removed, which tested positive for lung cancer cells. MRIs showed masses throughout both lungs which had spread to bones in his chest and pelvis.

Diagnosis
Metastatic lung cancer

Treatment plan
Crizotinib – a molecular-targeted therapy that attacks cancer cells positive for ALK gene mutation.

Testing
Performed specialized molecular testing which revealed an ALK gene mutation. Treating team was unaware the test even existed.

New avenues for effective therapy.
A global leader in right diagnosis and right treatment

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<th>40M+</th>
<th>Members covered globally</th>
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<td>Members in 100+ countries</td>
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<table>
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<tr>
<th>53,000+</th>
<th>Best Doctors expert physicians globally</th>
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<td>Including 450 specialists and subspecialties of medicine</td>
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<th>800+</th>
<th>Clients worldwide</th>
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<td>Including 23% of U.S. clients in the Fortune 500</td>
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<th>96%</th>
<th>96% client retention rate</th>
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<td>53,000+</td>
<td>95% member satisfaction rate</td>
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<th>28 years in business</th>
<th>$36k avg. cost savings per 2nd opinion</th>
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Available with all Trustmark Critical Illness plans
U.S. and global clients
40 million+ lives worldwide
When you need to be sure

Expert Second Opinion
Best Doctors collects members’ medical records and has them reviewed by world-renowned expert physicians to ensure the diagnoses and treatment recommendations are accurate.
When it’s urgent

Critical Care Support™
If members experience serious medical events, like an emergency or extended hospital stays, Best Doctors immediately gets experts involved and works with local treating teams to ensure the best care.
When you have a treatment-related question

Ask the Expert™

When members have a question about medical conditions, treatment options or symptoms, Best Doctors takes the time to listen and expert physicians provide a personalized response.
When you need a doctor

FindBestDoc®
The Best Doctors in America® database includes over 53,000 of the world’s top physicians. If members need to visit a specialist, we search for a doctor right for them.
When you have preference-sensitive conditions

Treatment Decision Support™
Members have free access to one-on-one coaching and interactive online educational modules with information about specific conditions, giving members the tools to confidently make medical decisions.
When you need your records

Medical Records eSummary™
Best Doctors collects and organizes members’ medical records and creates a personal Health Alert Summary. Everything is provided on an easy-to-access USB drive or a secure digital file.
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The member experience

Simple and succinct. We make the process easy for our members, who have access to us at any time.

Initiation
Log on to web portal, app or call toll-free

Intake
Discuss concerns and medical history with our clinical staff

Release
Sign medical release so we can collect all relevant medical data

Report
Receive your confidential expert report with all your records. A clinician then schedules time to review it
We help raise awareness and utilization
What support can Best Doctors provide you?

- Materials for clients
- Webinars for Brokers and Enrollment Firms
- Finalist Presentations
- Employee engagement presentations for large employers
- Wellness Fair Attendance
Best Doctors® as a product enhancement

- Satisfied and loyal members
- World’s leading clinicians
- Complements Critical Illness coverage
- Immediate access
- Available anytime, for anything
- Eligibility includes family

Available with all Trustmark Critical Illness plans
Best Doctors®
Available with all Trustmark Critical Illness plans