

# DOCNow Virtual Healthcare Centers Telemedicine for Hawaii.

Hawaii Licensed Hawaii Owned



[DocNowHawaii.com](http://DocNowHawaii.com)



- ❁ DOCNow was founded in early 2016 by Dr. Jim Barahal, Dr. Norman Estin and Managing Director Paige Williams to give Hawai'i residents and visitors convenient access to Hawai'i licensed and Hawai'i located providers for urgent care needs.

Patients are able to use their ipad, smart phone or computer anywhere there is cell or wifi coverage or visit one of DOCNow's Virtual Healthcare Clinics in person.



## Step 2: See Your Doctor

### Pick Your Physician

Start Visit with the physician you'd like to see.

### Answer Questions

About why you need to see a doctor today.

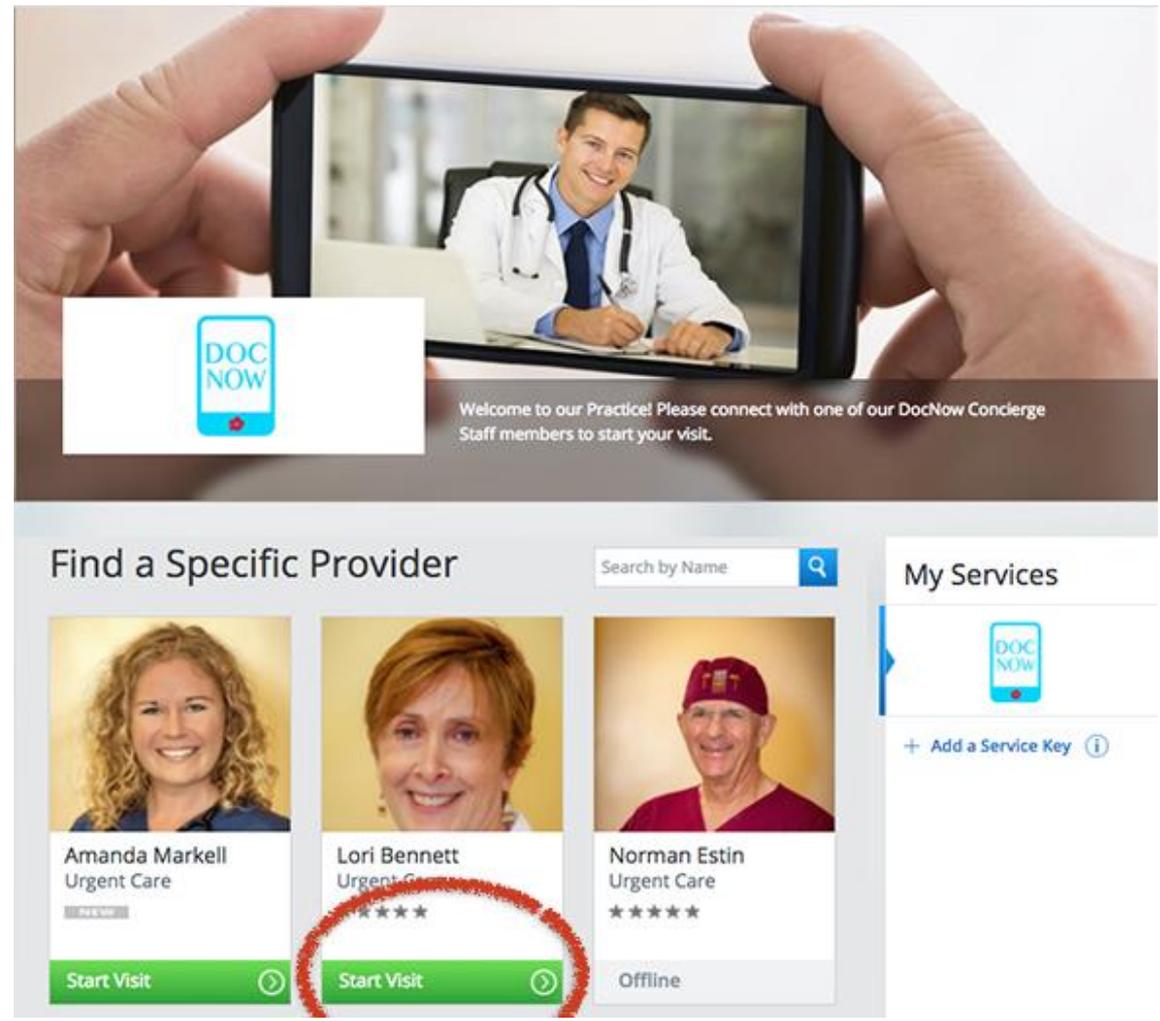
### Select Pharmacy

Where you'd like your prescriptions sent post visit.

### Add Insurance

We'll also collect a credit card. This will only be charged if the insurance isn't valid.

### Enter Virtual Waiting Room



## How Does It Work?

- By utilizing existing staff at our Urgent Care Centers on Maui we were able to minimize increased staff costs
- Patients are treated no different than walk in patients at the bricks and mortar locations
- Receptionist act as telehealth concierges and greet the patients virtually via chat. Gathering all pertinent demographic and insurance information and then enter it into our EMR. This allows real time insurance eligibility checks.
- Patients are treated by one of the physicians working at the clinics
- Cash payments are collected at the time of service and insurance claims are billed by our billing office

## Parity Law

Since Hawaii amended its telemedicine parity law in 2014, private payers are now required to reimburse telemedicine on the same basis as in-person services. The recent amendment also expanded the list of eligible health care providers who can do telemedicine.

## Challenges

- Patient buy in. Changing the way patients think about seeing a doctor.
- Customer awareness. Challenges of direct to consumer marketing. Changing the perception of a doctors visit.
- Physician buy in
- Added responsibilities on staff. Making sure patients are seen quick enough
- Technology and software challenges
- Consumers ability to trouble shoot their devices or their technology skills
- Employee buy in from remote virtual stations



# DOCNow

 “We’re really excited to offer our over 56,000 members a more convenient way to access medical care,” said Howard Lee, president and CEO of UHA. “With the growing population and declining number of primary care doctors statewide, we are pleased to welcome DOCNow as our initial provider of telemedicine services. This is a great benefit for members.”

 “We’re thrilled to be able to provide our guests with the ability to get care right at our hotel,” said Tom Bell, President of Hawaiian Hotels and Resorts.

 August 2016 – Times Supermarkets and DOCNow Virtual Healthcare Centers, Hawai‘i’s leader in convenient, affordable, and quality telemedicine, announced today that they have launched the virtual clinics of the future at Times Supermarket in Kailua, and Times Royal Kunia Supermarket on Oahu.

 According to Dr. Norman Estin, “Our new partnership with KTA Super Stores represents a breakthrough in giving the community unprecedented access, in conjunction with their pharmacy, to the highest quality medical care.

 “Our new partnership with UHA represents a breakthrough in giving the community unprecedented access to the highest quality medical care,” said Dr. Jim Barahal, co-founder of DOCNow Virtual Healthcare Centers.

## DOCNow Virtual Locations

- Times Pharmacy
- KTA Superstores
- Foodland
- Rainbow Pharmacy
- Wailea Pharmacy
- Napili Pharmacy
- Royal Kona Hotel
- Westin/Starwood properties
- UHA

