

|                   | TELE-PHYSICIAN<br>INTERACTION | SHIFTING DATA-<br>OWNERSHIP | ENCOURAGING<br>BEHAVIOR CHANGE | TRANSPARENT<br>PAYMENT PROCESS | TOTAL |                        |
|-------------------|-------------------------------|-----------------------------|--------------------------------|--------------------------------|-------|------------------------|
| HealthTap         | 2                             | 1                           | 1                              | 1                              | 5     |                        |
| Amwell            | 2                             | 0                           | 0                              | 1                              | 3     |                        |
| Better.           | 1                             | 1                           | 1                              | 1                              | 4     |                        |
| HelloDoctor       | 0                             | 2                           | 0                              | 2                              | 4     |                        |
| HealthKit         | 0                             | 1                           | 0                              | 2                              | 3     |                        |
| My Chart          | 1                             | 2                           | 2                              | 0                              | 5     |                        |
| Practice Fusion   | 1                             | 2                           | 0                              | 2                              | 5     |                        |
| HealthVault       | 1                             | 2                           | 1                              | 0                              | 4     |                        |
| AskMD             | 0                             | 1                           | 1                              | 2                              | 4     | *not direct competitor |
| WebMD             | 0                             | 1                           | 2                              | 2                              | 5     | *not direct competitor |
| Concierge (no PP) | 0                             | 0                           | 0                              | 1                              | 1     |                        |
| Concierge (PP)    | 1                             | 2                           | 0                              | 1                              | 4     |                        |

2 = immediate video chat  
1 = chat/messaging  
0 = no person-person interaction

2 = computable EHR  
1 = patient health info & history  
0 = nothing beyond basic user account

2 = provides behavioral feedback and education (or connects to one that does)  
1 = provides education  
0 = provides no education

2 = free service  
1 = form of direct payment  
0 = payment through 3rd party