

Business Case Study

Scheduling

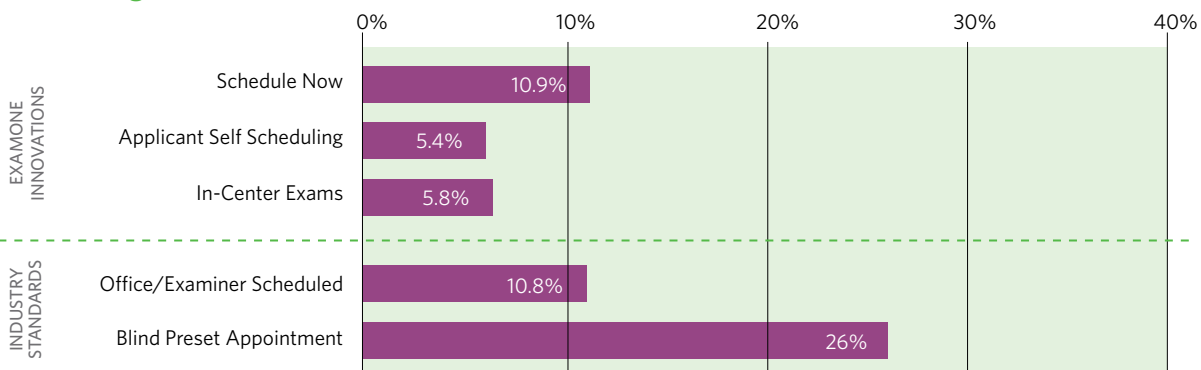
Introduction

In this online world, people are accustomed to getting immediate responses and are more comfortable using electronic communications than ever before. They don't want to wait for a complex bureaucracy to process their requests. Faced with such problems, people cancel their appointments—and sometimes even their applications for insurance. (For the research proof, take a look at chart below.)

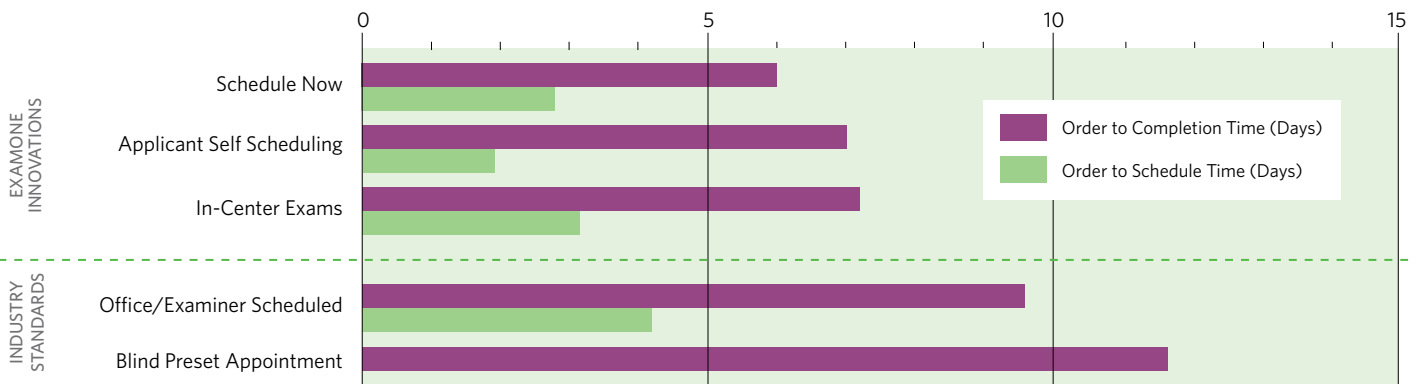
Following are scheduling options we make available to applicants—choices that allow both applicant and insurance professional to create individually tailored solutions to exam scheduling. These are the tools we use to put Applicants First—empowering you to deliver policies faster and more efficiently.

Flexible Scheduling
Options Improve
Turnarounds and Lower
Cancellation Rates

Scheduling Method Cancellation Rates



Scheduling Method Comparison



Schedule Now

Schedule Now provides applicants with real-time scheduling. This option first appears at the end of an electronic data collection process. That means you can schedule the paramedical appointment at the same time you process the application. Applicants may also access Schedule Now themselves on our website. Schedule Now has reduced typical turnaround time to six days.

If electronic forms are not a your preferred method, we offer a phone service that contacts applicants within 30 minutes of the time an order is placed—at their preferred phone number. Our representatives will then use Schedule Now when speaking to the applicant to quickly set up the exam.

Applicant Self-Scheduling

If we have an email address, our Applicant Self-Scheduling system lets you set up appointments through a fast, interactive email process. Once we have received the paramedical order, we generate an email to the applicant, with a link to the available appointments in Schedule Now. This service allows applicants with busy schedules to set up their appointments at their convenience, 24/7.

And, we always follow up with a reminder email that links applicants to MyExamOne, our website that explains exactly how to prepare for the exam. That means better medical information and fewer problems, once again helping you close sales and efficiently process policies.

In-Center Appointments

We are the only paramedical company that offers applicants the convenience of real-time appointment scheduling and the ability to schedule their exam at one of ExamOne’s 700 in-center facilities across the United States.

A recent study of more than 11,000 applicants indicated:

- **84% of applicants were within 25 miles** of an ExamOne branch office or Quest Diagnostics Patient Service Center
- **74% of applicants were within 25 miles** of a Quest Diagnostics Patient Service Center
- **68% of applicants were within 25 miles** of an ExamOne branch office

Office/Examiner Scheduling

In this traditional model, an ExamOne-trained examiner conducts the exam at the applicant’s home, office or an in-center location. First, the agent places the order for the exam with one of our 250 paramedical service centers or directly with an examiner. Then a field technician calls the applicant and schedules a mobile exam.

Conclusion

The data is clear: Our innovations improve cycle time and cancellation rates. When we use modern communication tools that are familiar and preferred by the applicants—email, applicant self-scheduling, cell phones, text messages, etc.—we contact the applicant quicker, we schedule the appointments faster AND we complete more appointments without cancellation. We put Applicants First and help you deliver policies fast.