

Scheduling Case Study

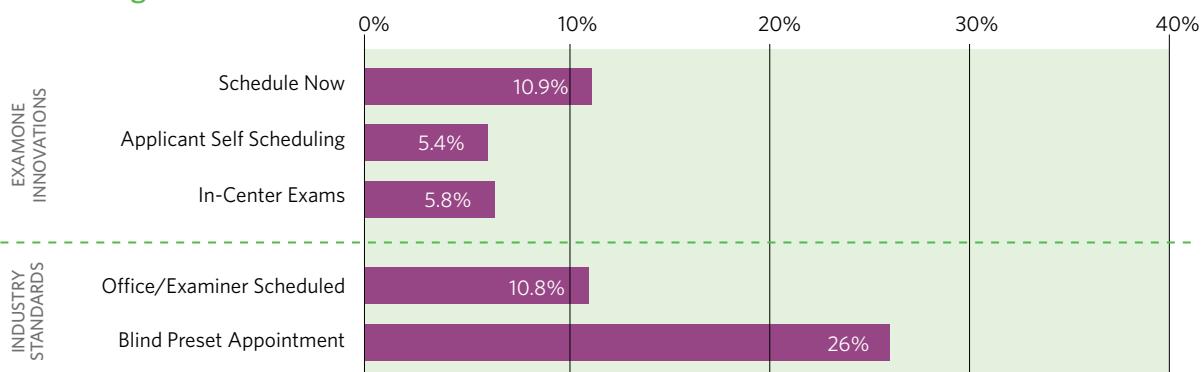
Introduction

In our constantly connected world, people are more comfortable using electronic communication than ever before. Subsequently, they expect immediate responses and don't want to wait for a complex bureaucracy to process their requests. Faced with such problems, many people cancel their appointments, and sometimes even their insurance applications. (For the proof, take a look at the chart below.)

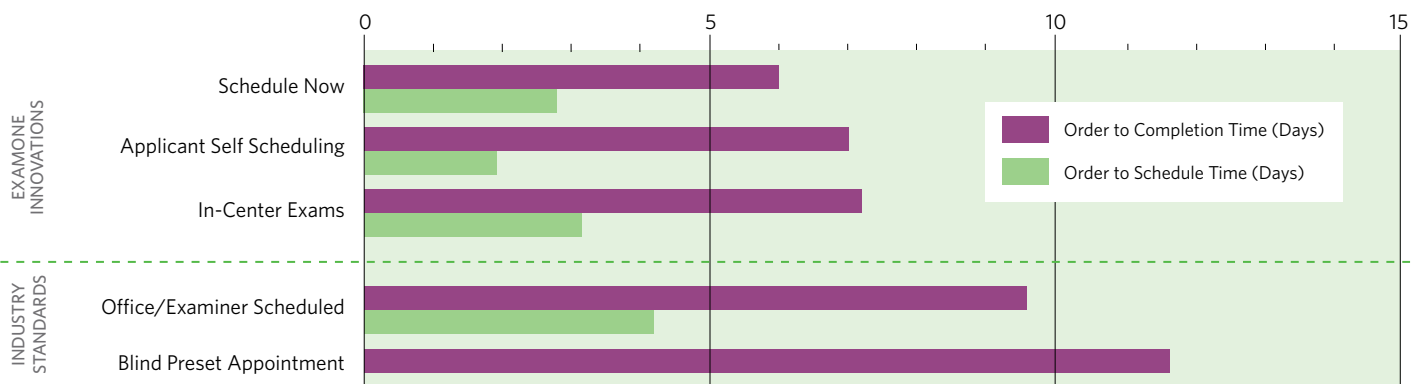
To answer this need, we have developed scheduling tools that allow both applicants and insurance professionals to create individually tailored solutions to exam scheduling. These scheduling options allow us to put Applicants First, empowering you to deliver policies faster and more efficiently.

Flexible scheduling options improve turnaround times 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 a teleinterview which means you can schedule the paramedical appointment at the same time you process the application. Applicants may also access Schedule Now on our website. Schedule Now has reduced typical completion time to six days.

If electronic forms are not your preferred method, we offer a phone service that contacts applicants within 30 minutes of order placement at their preferred phone number. Once we have an applicant on the phone, our representative will use Schedule Now to schedule an exam.

Applicant Self-Scheduling

If an applicant's email address is provided when an order is placed, we send an email with a link that grants them access to our Schedule Now ordering system. This service allows applicants with busy schedules to set up their own appointments at their convenience, 24/7.

Additionally, we always follow up with a reminder email that links them to our dedicated applicant website, MyExamOne.com. This website 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

ExamOne offers multiple appointment options for your applicant including home and office mobile services. Additionally, we are proud to offer your applicant the option of an in-center exam. In coordination with our

parent company, Quest Diagnostics, more than 750 local Patient Service Centers are available across the United States and Canada providing a professional, medical setting and improving specimen quality.

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, the agent places an exam order with one of our 250+ offices nationwide. Once the order is received we will contact the applicant within 24 hours to schedule the exam.

Conclusion

The data is clear; our innovations improve cycle time and cancellation rates. When we use modern communication tools that are preferred by your applicant we are able to contact them quicker and schedule their exam faster. This also allows us to complete more appointments without cancellation. ExamOne puts Applicants First and helps you deliver policies fast.