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TelaDoc Medical Services Selects Jason Gorevic as Chief Executive Officer

Seasoned healthcare business innovator and strategist to direct growth and expansion of nation's leading telehealth company

DALLAS, Tex. – June 16, 2009 – Jason Gorevic, a prominent health care business executive has been named chief executive officer of TelaDoc Medical Services (www.teladoc.com), the nation's leading telehealth company. Throughout his career, Gorevic has pioneered the development of innovative health care services that evolved into mainstream offerings that simultaneously delivered meaningful value to customers and bottom-line business results.

"TelaDoc has been paving the way for telehealth," says Samuel Havens, member of the TelaDoc Board of Directors and former president of Prudential Health Care. "With Jason's outstanding leadership and experience, we will be able to leverage TelaDoc into a new phase of growth in which we anticipate across-the-board expansion, with accelerated adoption of the model amongst mid-large health plans, employers, unions, and channel partners."

Gorevic worked in various capacities at WellPoint, Inc., most recently as senior vice president, chief marketing and product officer where he was responsible for developing WellPoint's Growth Strategy to identify and prioritize opportunities for long term growth. In addition, he assumed the role of president for recently acquired Lumenos, Inc., and is credited with driving enterprise-wide adoption of its consumer-directed health plan, which subsequently became the company's fastest growing product. He also created and led the Innovation Incubator that conceptualized and implemented a partnership with Zagat Survey to enable consumers to rate their physicians, and acted as the company's spokesperson with top-tier media.

Prior roles at WellPoint include running a \$7 billion P&L, where he consistently exceeded enrollment and financial targets. He was also responsible for a provider contracting team that

managed approximately 200 hospitals and 80,000 physicians representing \$6.5 billion of medical spend. From 2002 to 2005, Gorevic was a key member of Empire BlueCross BlueShield's leadership team that generated annual earnings per share growth of 15 to 20 percent resulting in a market cap growth of 300 percent from its 2002 IPO to the acquisition by WellPoint three years later.

"First and foremost, Jason Gorevic is an innovative business leader who has consistently delivered bottom-line results," says Kevin Williamson, chief marketing officer of TelaDoc. "Over the years, he has introduced products and services that have changed the competitive landscape. He has a proven track record for developing and executing successful corporate growth strategies and is an accomplished entrepreneur, having been a founder and executive in both the health care and technology sectors."

Gorevic has deep roots as a health care visionary. While at Oxford Health Plans, he designed, built, and managed a first-of-its-kind telephone medical advice service staffed by Registered Nurses to ensure appropriate utilization of health care resources. This model has now become the industry standard.

Gorevic received a B.A. in International Relations from the University of Pennsylvania. He is a two-time winner of the WellPoint Pinnacle Award for outstanding leadership and, at age 31, was named one of the 2003 *Crain's New York Business* "40 Under 40" top executives.

"I am tremendously impressed by the TelaDoc platform," says Gorevic. "It offers the most robust foundation in the telehealth space and is poised to deliver new capabilities that will answer unmet needs of health care consumers. I've been an executive in both entrepreneurial ventures and Fortune 50 companies, both in and out of health care, which gives me somewhat of a unique perspective. I look forward to applying my experience to expand the TelaDoc offering, and I expect to rapidly deliver products and services that deliver meaningful value to our customers."

About TelaDoc

Founded in 2002, TelaDoc is a nationwide network of licensed, board certified primary care physicians, providing cross coverage services on demand. TelaDoc physicians have access to the member's (CCR-compliant) electronic medical record and can diagnose and treat minor non-emergency medical problems via the telephone. All TelaDoc physicians are carefully credentialed and covered by medical malpractice insurance provided by the TelaDoc Physician's

Association. TelaDoc members have access to licensed physicians via the telephone 24- hours-
a-day, 365 days a year. Contact: 800.835.2362 or www.TelaDoc.com

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