



Media Contact:

CPR for TelaDoc

Ihor Andruch

iandruch@cpronline.com

201.641.1911 x50

Kevin Williamson Joins TelaDoc Medical Services as Chief Marketing Officer

DALLAS, Tex. – May 20, 2009 –TelaDoc Medical Services (www.teladoc.com), the nation's leading provider of telehealth services, has named Kevin Williamson as chief marketing officer. A highly accomplished marketing expert and product specialist, Williamson is former staff vice president of Clinical Innovation and Strategy–Health Management Corp. at WellPoint, Inc.

“Kevin is a results-oriented, decisive leader with an impressive track record for designing and implementing effective strategies to strengthen brand identity and drive market penetration,” says Arneek Multani, chairman of the Board of TelaDoc, noting that Williamson's appointment to this newly created position is effective immediately. “He brings to TelaDoc strategic expertise in client, partner, and consumer communication strategies, as well as high-level experience with lead generation, customer acquisition, and retention initiatives that will be valuable in expanding our market footprint. With the strong market uptake of TelaDoc services, the company will benefit from Williamson's understanding of account dynamics, spanning consumer, senior, middle market, and national accounts.”

As staff vice president of marketing at WellPoint, Williamson led a national marketing team to devise and execute enterprise marketing and account retention strategies for a 25,000-employer network with over 17 million members. He also engaged local sales teams to align market-specific tactics with organizational objectives for brand identity, and performed in-depth market analysis to identify business growth and improvement opportunities by way of member acquisition and retention programs.

Since 1996, Williamson has also managed large accounts for Ernst & Young and Icon Medialab, establishing and cultivating relationships with clients and prospects. In 2001, he served as director of Web Product Strategy at Empire Blue Cross Blue Shield and was promoted to regional vice president of B2B and Senior Marketing.

Williamson earned a Bachelor of Industrial Engineering and Master of Science in Industrial Engineering with Health Systems Emphasis from Georgia Institute of Technology. He also served as a graduate research assistant at Emory University Hospital, Atlanta, Georgia.

“I look forward to applying my creative strengths to TelaDoc and moving this robust telehealth model forward,” says Williamson. “With the shifting dynamics of health care, this is an opportune time to raise our corporate profile and highlight the role of TelaDoc in bringing improved access to quality, cost-effective healthcare to every American.”

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. TelaDoc currently delivers a physician in less than 30 minutes with a 97 percent approval rating from member patients. TelaDoc established an alliance with Microsoft HealthVault, a free Web-based platform that enables individuals to collect, store, and share health information with hospitals and physicians. Contact: 800.835.2362 or www.TelaDoc.com
<<http://www.TelaDoc.com>>