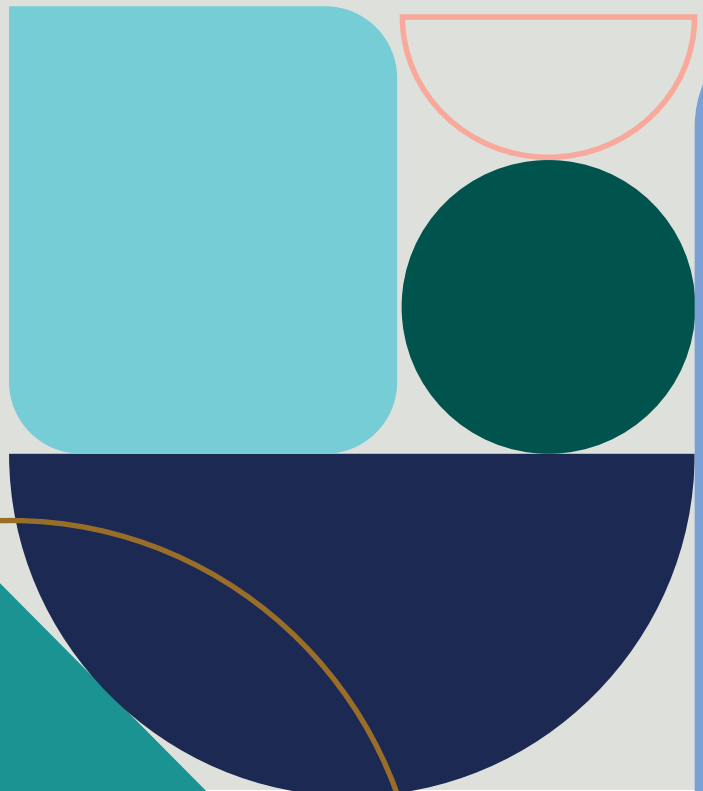




EXPERT MEDICAL OPINION

Member Engagement Playbook

Best practices for increasing employee awareness and utilization



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Welcome Letter

Hello!

Thank you for partnering with 2nd.MD to support the health of your employees and their families. Our expert second opinion service helps them navigate new diagnoses, potential surgeries, chronic conditions, or medication changes. By ensuring accurate diagnoses and explaining the latest evidence-based treatment options, we empower employees to make confident, informed decisions aligned with their health goals, values and preferences.

We've created this playbook to make it easy to introduce 2nd.MD to your employees and help them navigate critical healthcare decisions.

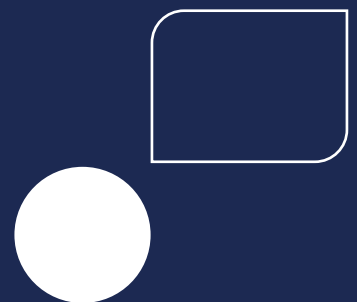
We've seen that employers who lean into promoting 2nd.MD internally see higher utilization and return on investment. That means lower healthcare costs for both you and your employees, as well as improved health outcomes, productivity, job satisfaction and well-being.

We look forward to working with you on a common goal — helping every person live their healthiest life!

Your 2nd.MD Team

Getting to Know 2nd.MD

– For HR/Benefits Teams



What is 2nd.MD?

2nd.MD is a confidential service that gives members access to second opinion consultations from expert specialists at no additional cost. We connect members with top-tier doctors via phone or video to understand and confirm their diagnosis, learn about alternative treatment options and ask questions. Whether they're facing a new diagnosis, upcoming surgery, or have questions about a chronic condition, we equip them with the information they need to make the best decisions for their health and well-being.

2nd.MD expert specialists can help members:

- Ensure they're on the right treatment path to better health
- Learn about treatment options they may not be aware of
- Decide whether a recommended surgery or procedure is the right choice
- Gain peace of mind for themselves and their loved ones

Specialties Served

2nd.MD has an extensive network of doctors across hundreds of subspecialties and thousands of conditions, including musculoskeletal/orthopedic, digestive, cardiac, cancer, immunology, nervous system, ear, nose and throat, heart disease, diabetes, dermatology, mental health, dental, women's health, men's health, pediatric issues and more.

How It Works

Once a member activates their account, they will speak to a nurse to see if a second opinion is right for them. If they move forward, the 2nd.MD Care Team will do the legwork by gathering medical records and finding the right specialist for the member's care needs. A phone or video consultation will be scheduled at a time that is convenient for the member – including nights and weekends. Members speak directly to the specialist to understand their diagnosis, treatment plan, and next steps.

2nd.MD's Network of Doctors

2nd.MD's specialists are hand-selected based on their position as an expert leader in their field for a specific condition. This ensures that members consult with not just any doctor, but a specialist whose practice is dedicated to their particular condition.

Specialist Recruitment & Credentialing

The recruitment process starts with identifying specialists who are experts in their field. These specialists often lead research and pioneer new treatment modalities and surgical techniques. Following identification, our credentialing algorithm confirms and scores prospective specialists, ensuring they qualify as experts for our elite panel.

We score our specialists on the following quality criteria:

- Years of experience
- Past and current training at top institutions, including medical school, residency, fellowships, and practice
- Number of board certifications
- Academic faculty appointments
- Past and current involvement in research and clinical trials
- Awards or recognition

Once a specialist meets our credentialing criteria, we cross-reference their curriculum vitae (CV), confirm qualifications, and perform a thorough background check. The 2nd.MD clinical leadership team interviews the specialist and provides training to ensure an exceptional virtual consultation experience for the member.

The Care Team

2nd.MD's Care Team works together to provide members with a personalized and collaborative healthcare experience. The team is comprised of a care coordinator, nurse, and specialist — all working together to make sure members get the answers they need and have a seamless experience.

DEDICATED NURSES ASSIST MEMBERS BY:

- Discussing the diagnosis, possible surgery, or other medical concern
- Finding the right specialist for the member's health needs
- Helping members understand their diagnosis and think about important questions they'll want to discuss with their doctor
- Making it easier for members to navigate the healthcare system



CARE COORDINATORS HANDLE:

- Gathering relevant medical records and imaging
- Providing records to the specialist through a secure platform for review



EXPERT SPECIALISTS SUPPORT MEMBERS BY:

- Having an in-depth conversation with the member about their diagnosis and treatment plan
- Answering questions about the member's options so they can choose the path that's right for them
- Helping members understand next steps and feel confident about their treatment plan



Frequently Asked Questions

What services does 2nd.MD provide?

2nd.MD gives you access to medical consultations with expert specialists, also called second opinions. With 2nd.MD, you and your eligible dependents can connect directly with experts by video from the comfort of home.

If a second opinion is right for you, you will be paired with a doctor who specializes in your specific condition. They will review your medical records and have a detailed conversation with you so that you can feel confident about your diagnosis and treatment plan.

Throughout the process, you'll work with a highly skilled nurse to gain an understanding of your medical diagnosis, review important questions to ask the doctor, and get support navigating the healthcare system for any necessary follow-up steps.

Who is eligible for 2nd.MD and what does it cost?

<<eligibility>>

When should I use 2nd.MD?

2nd.MD can be used anytime you or an eligible dependent would like to confirm a new or existing diagnosis, learn more about your condition, or explore treatment options so that you can make an informed decision about your next steps.

You or an eligible dependent could use 2nd.MD services if you:

- Feel unsure about whether you have the right diagnosis
- Are considering an upcoming surgery or procedure
- Want to explore other treatment options
- Have questions about a chronic condition (cancer, high cholesterol, diabetes, etc.)
- Want to review your medications or overall treatment plan
- Have questions about diagnostic testing (MRI, CT, lab work, ultrasound)
- And more

How long does it take to get a second opinion?

2nd.MD's proprietary records collection process streamlines the gathering of the exact medical records needed for a successful consultation, removing the burden from the member. Once the records are collected, the member is connected with a leading specialist within just a few days.

What types of conditions are covered?

2nd.MD has an extensive network of doctors across hundreds of subspecialties and thousands of conditions, including musculoskeletal/orthopedic, digestive, cardiac, cancer, immunology, nervous system, ear, nose and throat, heart disease, diabetes, dermatology, behavioral health, dental, women's health, men's health, pediatrics and more.

What type of doctors does 2nd.MD use?

2nd.MD has an extensive network of elite specialists from across the U.S.. The board-certified specialists have been hand selected based on their position as expert leaders in their field for a specific condition. Many of them have trained or currently provide care at the nation's top healthcare facilities.

How do I get started?

GET STARTED:

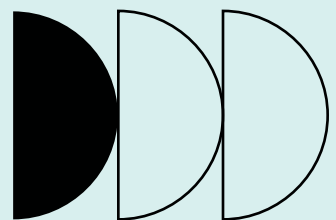
1. **Activate your account and request a consult:**

Visit [<<url>>](http://www.2ndMD/) [[<<url>>](https://www.2nd.md/)], download our mobile app or call [<<phone>>](tel:<phone>>) to activate your account and request a consult.

2. **Speak with a nurse:** Explain your medical concerns and an experienced nurse will handle the rest. They'll take care of collecting your medical records and connect you with a leading doctor who is an expert in your condition.

3. **Consult with a specialist:** Get information about your diagnosis, treatment plan, and next steps in care from a top specialist. Consult via phone or video at a time that works best for you, including evenings and weekends!

Raising Awareness of 2nd.MD



Content for Distribution

The information in this section should be used before and after launching 2nd.MD, so members remain informed and aware of the value of 2nd.MD.

Launch Announcement

Content for internally deployed email, intranet page, benefits site, newsletter, etc.

SUBJECT LINE: Activate your 2nd.MD benefit to access expert medical opinions at no cost to you

Hello!

We're pleased to announce that starting <<date>>, you will have access to 2nd.MD, a virtual expert medical second opinion service as part of your <<company>> benefit.

2nd.MD connects you with board-certified specialists from top medical institutions for a consultation via phone or video from the comfort of home.

<<eligibility statement>>.

When to use 2nd.MD

A second opinion may be right for when you have questions about:

- A possible surgery or procedure
- A new diagnosis
- A chronic condition or pain
- Diagnostic testing (MRI, CT, lab work, ultrasound)
- Your medication or overall treatment plan

Activating your account takes only a few minutes and ensures you'll be ready to use 2nd.MD services whenever the need arises.

To get started, visit 2nd.MD/⟨⟨url⟩⟩ [http://www.2nd.MD/⟨⟨url⟩⟩] or call ⟨⟨phone⟩⟩.

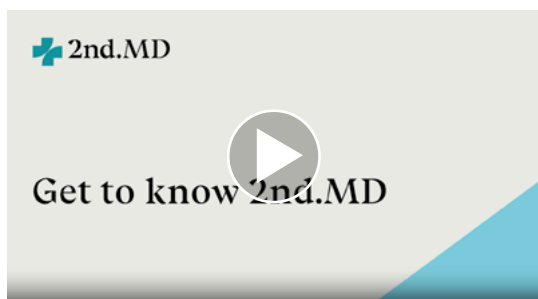
At ⟨⟨company⟩⟩, we want to provide comprehensive benefit programs that ensure you and your family have access to quality care. With 2nd.MD, you and your family now have access to highly skilled nurses and nationally recognized specialists for expert medical consultations – at no additional cost to you!

Sincerely,

⟨⟨Executive Leadership / CHRO⟩⟩

CALL 911 IMMEDIATELY IF YOU ARE HAVING A MEDICAL EMERGENCY. 2nd.MD is not an emergency service. 2nd.MD is an independent resource to support you in receiving information from Expert Medical Specialists. 2nd.MD does not practice medicine or provide patient care and is independent from the Specialists providing the expert medical consultations.

Videos for HR/Benefits teams



Benefit Partners – Get to know 2nd.MD, empowering members and their loved ones with medical answers they can count on.

[Click To Watch>>](#)



Need help explaining the service to your members? We got you covered with a video to share to your team members.

[Click To Watch>>](#)

Internal Social Platform Posts

Post this content in your internal social media channels (Slack, Yammer, Teams).
Select [Imagery](#) to accompany your social posts.

How 2nd.MD it works:

1. Activate your account and request a consult.
2. Speak with a nurse about your medical condition and concerns to see if a second opinion is right for you. They will handle the rest, including collecting medical records and scheduling an appointment with the right specialist for your condition.
3. Have your consultation directly with the specialist by phone or video to understand your diagnosis, treatment plan, and options for care.

Get started by visiting 2nd.MD/⟨⟨url⟩⟩ [<https://www.2nd.md/⟨⟨url⟩⟩>],
download the 2nd.MD mobile app or call ⟨⟨phone⟩⟩.

For important medical decisions, like whether you need surgery or deciding on a treatment plan for a new diagnosis, make sure to check out your 2nd.MD health benefit. 2nd.MD provides you and eligible family members with a virtual second opinion from a leading specialist at no additional cost.

Get started by visiting 2nd.MD/⟨⟨url⟩⟩ [<https://www.2nd.md/⟨⟨url⟩⟩>],
download the 2nd.MD mobile app or call ⟨⟨phone⟩⟩.

Feeling unsure about a diagnosis, treatment plan or possible surgery?

Get a second opinion from a leading specialist at no additional cost with 2nd.MD.

Reach out to [<<url>>](https://www.2nd.md/) [https://www.2nd.md/<<url>>] today to learn more or call <<phone>>.

Facing a major medical decision?

Get peace of mind with an expert second opinion from a leading specialist about a diagnosis, treatment option, surgery, or medication that you may be feeling unsure about. 2nd.MD is available at no additional cost to you and your eligible dependents.

2nd.MD can:

- Provide you with a second opinion about a diagnosis or upcoming procedure
- Collect your medical records and help you navigate the healthcare system
- Set up a convenient time for your video consultation
- Provide you with peace of mind about your treatment plan

Request your consultation by visiting [<<url>>](https://www.2nd.md/) [https://www.2nd.md/<<url>>], download the 2nd.MD mobile app or call <<phone>>.

General Use Blurbs

This text is ideal for newsletters, benefits handbooks, wellness flyers, etc.

Your benefits include 2nd.MD for expert medical consultations. You and your eligible dependents can get a second opinion from a leading specialist at no additional cost, so you can feel confident about a new diagnosis, surgery, treatment plan, medication, or other major medical decision.

Learn more and request a consult at [2nd.MD/<<url>>](#)
[[https://www.2nd.md/<<url>>](#)].

2nd.MD makes it easy to get an expert second opinion that can offer life-changing benefits. This valuable service is available at no additional cost to you.

2nd.MD expert specialists can help you:

- Ensure you're on the right treatment path to better health
- Learn about treatment options you may not be aware of
- Consider options that are a better fit for your lifestyle

2nd.MD has a network of doctors across hundreds of subspecialties and thousands of conditions, including musculoskeletal/orthopedic, digestive, cardiac, cancer, immunology, nervous system, ear, nose and throat, heart disease, diabetes, dermatology, mental health, dental, women's health, men's health, pediatrics, and more.

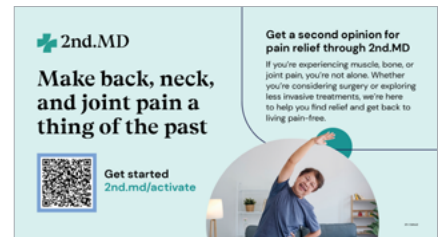
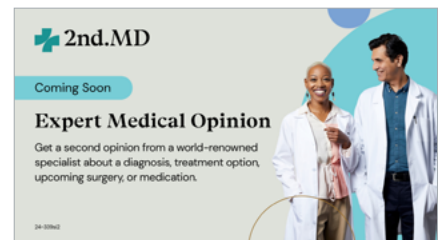
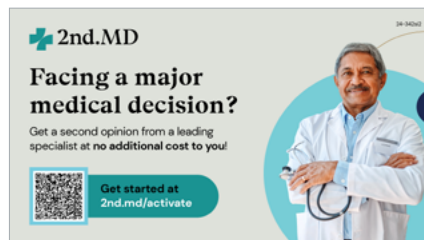
Learn more and request a consult at [2nd.MD/<<url>>](#)
[[https://www.2nd.md/<<url>>](#)].

Downloadable Assets

Ideal for sharing on benefits or intranet pages, printing and posting around the office or displayed at health fairs.

Digital Images

Eye-catching graphics to accompany your content or stand alone.



Flyers

Print or post these flyers on your intranet to raise awareness of 2nd.MD and promote conditions of importance to your employees.

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Feel confident about your cancer treatment with a second opinion

Whether you have a new cancer diagnosis or have already begun treatment, 2nd.MD can connect you to a leading specialist for an expert second opinion. This service is offered at NO ADDITIONAL COST to you and eligible family members as part of your company benefits.

Our oncology services:

- Verify that you're on an appropriate treatment plan
- Connect to specialists located throughout the U.S. who are experts in your type of cancer
- Validate your pathology reports and discuss stage, staging and clinical trials
- Collaborate with your current oncologist, or that of a new care team
- Identify a Center of Excellence

How it works

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Connect with an experienced 2nd.MD oncology nurse who will collect your current medical records, including imaging and lab.
3. **Consult with a leading specialist**
Connect to an expert oncologist by video to discuss your diagnosis and treatment options from the comfort of home.

Experts in their field

2nd.MD oncologists are leaders in research and are up-to-date with the latest evidence-based treatment guidelines. Many are affiliated with top academic-based Comprehensive Cancer Centers throughout the U.S. and are involved in the development of new treatment and clinical trials in oncology.

Did you know?*

- 85% of 2nd.MD consults result in a second treatment plan
- 35% of consults result in an alternate diagnosis
- 25% of surgery consults result in surgery consultation
- 94% of 2nd.MD cases would recommend 2nd.MD to a family member or friend

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Make back, neck and joint pain a thing of the past

If you're suffering from muscle, bone or joint pain, you're not alone. Finding information about treatment options for your specific condition can be overwhelming, but getting an expert second opinion is an easy way to get answers and relief.

Whether you're facing a potential surgery or have questions about less invasive treatments, 2nd.MD expert specialists are here to help. Get an expert second opinion at NO ADDITIONAL COST.

Our specialists can help with conditions related to muscles, bones, and joints, including:

- Neck
- Spine
- Shoulder
- Hand/wrist
- Ankle
- Fractures
- Rheumatoid
- Hip
- Knee
- And more

How it works

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Discuss your diagnosis with an experienced 2nd.MD nursing specialist who will collect your current medical records, including imaging and lab.
3. **Consult with a leading specialist**
Connect to a top orthopedic specialist by video to discuss your diagnosis and treatment options from the comfort of home. Specialists are available when it's convenient for you, including nights and weekends.

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2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Get a second opinion from an expert specialist

Feel confident about your medical decisions

As part of your company benefits, you can get an expert second opinion from a leading specialist at no additional cost to you. Directly connect with experts by video from the comfort of home.

Our specialists can help you:

- Confirm a new or existing diagnosis
- Explore treatment plans and medications
- Understand if a recommended surgery or procedure is right for you

We have a wide network of expert doctors across thousands of conditions, including:

- Muscle, joint and bone
- Heart disease and stroke
- Cancer
- Brain and nervous system
- Digestive/GI
- Eye, nose and throat
- Pediatric medicine
- And many more

Who is eligible?

2nd.MD is confidential, fast and no additional cost to you and your eligible dependents.

How it works

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Talk to one of our experienced, confidential nurses to discuss your diagnosis and get your current medical records, including imaging and lab.
3. **Consult with a leading specialist**
Connect to a top specialist, specialized by video to discuss your diagnosis and treatment options from the comfort of home. Specialists are available when it's convenient for you, including nights and weekends.

94% of 2nd.MD cases would recommend 2nd.MD to a family member or friend*

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Feel confident about your heart health with a second opinion

Dealing with heart conditions can be challenging. You deserve to feel confident in your diagnosis and get a treatment plan that's tailored to you.

Whether you're facing a new heart-related diagnosis or have questions about your treatment, 2nd.MD expert specialists are here to help. Get a second opinion at NO ADDITIONAL COST.

Our specialists can help with a wide variety of heart conditions, including:

- High blood pressure
- Arrhythmia
- Coronary artery disease
- Valve disorders
- Congestive heart failure
- And more

How it works

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Discuss your diagnosis with an experienced 2nd.MD cardiac nurse. We'll collect your current medical records, including imaging and lab.
3. **Consult with a leading specialist**
Connect to a top cardiologist by video to discuss your diagnosis and treatment options from the comfort of home. Specialists are available when it's convenient for you, including nights and weekends.

Considering open-heart surgery?

Our specialists can help:

- Answer your questions so you fully understand your cardiac condition
- Review your treatment plan and discuss whether further testing is right for your specific situation
- Address other conditions that may be causing your cardiac symptoms

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Say goodbye to digestive pain

If you have a gastrointestinal condition but feel like your treatment plan isn't controlling your symptoms, 2nd.MD is here to help. Get an expert second opinion from a leading gastroenterologist included as part of your benefits. It's NO ADDITIONAL COST to know that you're on the best path to better health.

Our specialists can help with gastrointestinal conditions, including:

- Irritable bowel syndrome (IBS)
- Gastroesophageal reflux disease (GERD)
- Crohn's disease
- Celiac disease
- Colitis
- Peptic ulcers
- And more

How it works

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Connect with an experienced 2nd.MD gastroenterology nurse. We'll collect your current medical records, including imaging and lab.
3. **Consult with a leading specialist**
Connect to a top gastroenterologist by video to discuss your diagnosis and treatment options from the comfort of home. Specialists are available when it's convenient for you, including nights and weekends.

Did you know?*

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- 35% of consults result in an alternate diagnosis
- 25% of surgery consults result in surgery consultation
- 94% of 2nd.MD cases would recommend 2nd.MD to a family member or friend

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Feel confident with a second opinion from a women's health expert

Whether you've recently received a new medical diagnosis or are already undergoing treatment, 2nd.MD can connect you to a leading women's health specialist for an expert second opinion. This service is offered at NO ADDITIONAL COST to you and your eligible family members as part of your company benefits.

Our women's health services can help you:

- Connect to top women's health specialists
- Learn about your current treatment options
- Verify that you're on the best treatment plan
- Collaborate with your current physician

How it works

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Connect with an experienced 2nd.MD women's health nurse. We'll collect your current medical records, including imaging and lab.
3. **Consult with a leading specialist**
Connect to an expert women's health specialist by video to discuss your diagnosis and treatment options from the comfort of home.

Our women's health specialists can help with conditions such as:

- Abnormal pap smear
- Breast cancer
- Endometriosis
- Infertility
- Menopause
- Menstruation concerns
- Ovarian cysts
- PCOS
- Uterine fibroids
- And more

Did you know?*

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2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Feel confident with a second opinion from a men's health expert

Whether you've recently received a new medical diagnosis or are already undergoing treatment, 2nd.MD can connect you to a leading men's health specialist for an expert second opinion. This service is offered at NO ADDITIONAL COST to you and your eligible family members as part of your company benefits.

Our men's health services can help you:

- Connect to top men's health specialists
- Learn about your current treatment options
- Verify that you're on the best treatment plan
- Collaborate with your current physician

How it works

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Connect with an experienced 2nd.MD men's health nurse. We'll collect your current medical records, including imaging and lab.
3. **Consult with a leading specialist**
Connect to an expert men's health specialist by video to discuss your diagnosis and treatment options from the comfort of home.

Our expert men's health specialists can help with conditions such as:

- Erectile dysfunction
- Enlarged prostate
- Heart disease
- High cholesterol
- Infertility
- Low testosterone
- Prostate cancer
- Testicular cancer
- Diabetes
- And more

Did you know?*

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- 35% of consults result in an alternate diagnosis
- 25% of surgery consults result in surgery consultation
- 94% of 2nd.MD cases would recommend 2nd.MD to a family member or friend

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Get confidence in your mental health journey with 2nd.MD

Whether you've recently received a new mental health diagnosis or want to confirm you're on the best treatment plan for you, 2nd.MD can connect you to a leading mental health specialist, including psychiatrists and psychologists, for an expert second opinion.

Our mental health services can help you:

- Connect to top mental health experts in the U.S.
- Get assurance that you're on the right diagnosis
- Verify that you're on the best treatment plan
- Collaborate with your current care team

How it works

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Connect with an experienced 2nd.MD mental health nurse. We'll collect your current medical records.
3. **Consult with a leading specialist**
Connect to a top mental health specialist by video to discuss your diagnosis and treatment options from the comfort of home. Specialists are available when it's convenient for you, including nights and weekends.

Our mental health specialists can help with a wide variety of conditions, including:

- Depression
- Generalized anxiety disorder
- Obsessive-compulsive disorder (OCD)
- Post-traumatic stress disorder (PTSD)
- Attention deficit hyperactivity disorder (ADHD)
- Eating disorders
- Anxiety and substance abuse
- And more

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Inclusive healthcare matters

At 2nd.MD, we understand how important it is to receive high-quality healthcare when you feel safe and understood. Whether you need help finding affirming care or are interested in virtual care, our specialists are here to help you and LGBTQ+ members feel confident in their health each step of the way.

This service is offered at NO ADDITIONAL COST to you and your eligible family members as part of your company benefits.

Connect to care that fits your needs

- Find doctors that match your preferences and specific needs
- Get safe and affirming guidance from compassionate providers
- Explore treatment options for a wide range of conditions

How to get started:

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Connect with a 2nd.MD nurse who will collect your current medical records, including imaging and lab.
3. **Consult with a leading specialist**
Connect to an expert specialist by video to discuss your diagnosis and treatment options from the comfort of home.

Feel confident about your healthcare journey

2nd.MD has specialists who provide second opinion consultations nationwide. Through our flexible and affirming Support Your Care Team, you can connect with unique, diverse health specialists, professionals and other specialists as needed to help you feel confident about your care.

Additionally, we are able to support your safety, including with things like telemedicine providers who are experienced in LGBTQ+ friendly and specialist in transgender health.

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

Expert care for your little ones

As a parent, we understand how important it is to get high-quality healthcare tailored to your child's unique needs. Whether your child has common concerns or complex health challenges, our expert specialists provide second opinions and guidance to support your family every step of the way.

This service is offered at NO ADDITIONAL COST to you and your eligible family members as part of your company benefits.

A second opinion can help you:

- Connect with pediatric specialists who understand your child's unique needs
- Review second opinions for common and complex childhood conditions
- Explore care options for common and complex childhood conditions

How to get started:

1. **Activate your account and request a consult**
Call 1.866.841.2575
Visit 2nd.MD/activate
2. **Speak with a nurse**
Connect with a 2nd.MD nurse who will collect your child's current medical records, including imaging and lab.
3. **Consult with a leading specialist**
Connect to an expert pediatric specialist by video to discuss your child's diagnosis and treatment options from the comfort of home.

Feel confident about your child's healthcare journey

2nd.MD has specialists across most pediatric specialties and subspecialties, including support for complex cases and difficult-to-manage chronic conditions. Our experts are able to provide second opinions and guidance to support your family every step of the way.

Connect pediatric consults include common childhood conditions, chronic health conditions, rare diseases, and support for first-time parents like NICU and NICU.

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

5 reasons to get a second opinion before surgery:

1. **Ensure your diagnosis is correct**
2. **Ask an expert specialist your questions**
3. **Learn about alternative treatments to surgery**
4. **If your health changed since planning surgery**
5. **Get peace of mind that you're on the right path**

How it works

1. **Talk with a 2nd.MD nurse** about getting a second opinion
2. **We gather your medical records** and connect you with a board-certified expert specialist for a consultation by phone or video from the comfort of home.
3. **Whether it's a new or existing diagnosis, upcoming surgery or other healthcare decision, we're here for you.**
4. **This service is fast and 100% confidential.**
5. **No travel. No hassle. No cost.**

Who is eligible?

2nd.MD is confidential, fast and no additional cost to you and your eligible dependents.

Get started now
Visit 2nd.MD/activate
Call 1.866.841.2575
or download our 2nd.MD app

2nd.MD
Offered at NO ADDITIONAL COST as part of your benefits

A life-changing decision: Darren's journey with 2nd.MD

When 19-year-old Darren found a potential full-leg amputation due to cancer, his family turned to 2nd.MD for a second opinion before making that life-changing decision.

How it works

1. **Diagnosis**
Cancer was found in Darren's leg during an MRI and he began his treatment.
2. **Initial Recommendation**
Local doctors advised a full-leg amputation from the hip.
3. **Turning Point**
Darren found 2nd.MD through his insurance and reached out for help.
4. **Quick Response**
Darren and his family found an intake session with a nurse within days.
5. **Stress-Free**
Darren's Care Team handled everything, offering the family a second opinion.
6. **Expert Care**
They were virtually with Dr. Randall who gave them the surgery, amputating full amputation.
7. **Life-Changing Decision**
Darren and his family found Dr. Randall and reached out to 2nd.MD for a second opinion.

We have a wide network of expert doctors across thousands of conditions, including:

- Muscle, joint and bone
- Heart disease and stroke
- Cancer
- Brain and nervous system
- Digestive/GI
- Eye, nose and throat
- Pediatric medicine
- And many more

\$35K saved after Darren and his family received a second opinion from 2nd.MD

See Darren's inspiring story

Videos

Videos are a great way to educate members of the value of 2nd.MD and also share how 2nd.MD has helped real members.



Darron's Story, an inspiring story of a courageous young boy who confronted cancer and the looming threat of leg amputation.

[Click To Watch>>](#)



Tauren's Story, how finding answers through an autism diagnosis gave him and his family hope and confidence for the future.

[Click To Watch>>](#)

2nd.MD Sponsored Communications



The below communications are sent directly to members by 2nd.MD. These are vital in keeping 2nd.MD's benefit top-of-mind, so members remember to get a second opinion and have medical certainty when they need it most.

Launch Communications

Mail, email, and digital assets to ensure every member is informed of their new benefit. Examples of our Launch Communications can be found [here](#).

General Awareness Campaigns

Up to 12 campaigns annually to promote 2nd.MD, highlight the breadth of conditions covered, how to use our service and the expertise of our network.

Examples of previous General Awareness Campaign [materials](#)*.

Activated User Emails

Activated user emails are sent once a month to members who have activated their 2nd.MD account. They provide additional details about the virtual second opinion process as well as promote our House Calls Webinars.

Examples of previous activated user emails can be found [here](#).

House Calls Webinars

Our webinar series gives members the ability to hear from our expert specialists on a variety of health topics. When they register, they will have the opportunity to submit questions for that month's specialist to answer during the live event.

To learn more, view past webinars, or register for upcoming webinars, visit: <https://www.2nd.md/webinars/>



Thank you!

Thank you for taking the time to review the 2nd.MD Member Engagement Playbook. We hope that you will find the content helpful to drive awareness of 2nd.MD and help your employees get the medical certainty they need, when they need it.

We look forward to working together to help every person live their healthiest life!

Your 2nd.MD Team