

The **DermatologistOnCallSM** service is a revolutionary way to receive the same high quality dermatological care available in a traditional in-office visit. Expert skin care can be inaccessible and inconvenient, and is often expensive. With the **DermatologistOnCallSM** service, patients no longer need to make an appointment, travel to an office and wait to see a doctor. The patient decides when they need to address a skin, hair, or nail condition through an **easy online Telehealth care consultation** that can take place anytime and anywhere.

Here are several compelling reasons for using the **DermatologistOnCallSM** service versus a traditional in-office visit for most types of dermatologic care:

- It generally takes months to obtain an appointment with a dermatologist. With the **DermatologistOnCallSM** service, the patient receives diagnosis, treatment, and counseling **within 72 hours!**
- If an urgent or severe condition is discovered through the online consultation, the patient will be triaged into the office promptly in order to expedite the patient's care.
- Patients **decide** when they or their child needs care, and it can be done in the privacy of their home, their dorm room, or even their office. This is the **easiest and most efficient way of receiving consumer-centric, quality, dermatological care.**
- No longer do in-office appointments have to be scheduled around work, school and other activities.
- Patients realize significant savings by avoiding costly transportation expenses.
- Patients can utilize health spending and flexible spending accounts that may be provided through their employer benefits.
- The patient receives trustworthy, quality skin care from one of **Western Pennsylvania's most respected board-certified Dermatologists - Mark P. Seraly, MD.**
- This care is provided in a **secure, confidential** way using HIPAA compliant standards.
- The consultation is **only \$45.00.** Payment is easily made via most major credit cards. Prescription drugs, when needed, are e-prescribed to the pharmacy the patient chooses. Optimal formularies (generics if available) are utilized and adhere to the pharmacy benefit plan a patient may have.

The **DermatologistOnCallSM** service **represents the future of health care in this country.** Referring this service to your customers or patients brings a highly valuable service into their lives. We should always strive to bring additional value to others.

The **DermatologistOnCallSM** service represents **more accessible, convenient, quality care, at a reasonable price...** a value proposition that is hard to argue with!