

## On-demand Care

Up until around 30 years ago, the majority of a doctor's practice was made by performing in-person house calls and visits to their patients. Then, cities started expanding along with the amount of equipment doctors needed to perform tests, and those in-person house calls were replaced by efficient hospitals, doctor's offices and modern insurance plans.



*Many users value the convenience and comfort of receiving treatment and exams in their own homes.*

Today, we have not one but a few startups trying to bring the doctor, or a nurse, back to the patient's doorstep. These companies think it is time to **"Uber-ize" the healthcare space** with a new kind of on-demand services. Also, the idea behind these services is that many users will value the convenience and comfort of receiving treatment and exams in their own homes. And, obviously, seniors are among those that are targeted by this new kind of on-demand care services.

On-demand, in-person visits are said to be a **great supplement to the primary care**, and are best used for things like annual physical exams; blood tests; colds, ear infections, headaches, etc; specialist recommendations; flu shots; medicine prescriptions;

family health assessments; and so on.

### How does an on-demand doctor house call work?

The process is straightforward:

- A patient **schedules a house call** through the app or website, providing their address alongside other details such as insurance information, and description of symptoms.
- **A doctor, nurse or other healthcare worker shows up to** – based on the symptoms and diagnosis – perform physical assessments and vital sign tests. If needed, he/she could also prescribe medications or lab work.
- **Patients pay what they're due**, which is typically somewhere between \$50-\$200, or – if that's an option – use their insurance to cover (part of) the cost.
- After the visit, some services will send users a **digital summary** of services provided.

## Pros & Cons

PROS	CONS
Comfort and convenience for the patient	Limited to patients in urban areas
Supplemental work for general practitioners	It could take a lot of traveling for physicians to reach patients
More quality time with physicians	Not designed for long-term care for chronic patients
Price transparency	Limited scope of what tests and assessments physicians can actually perform
Little to no insurance required	
Reducing ER admissions rates	

### A winning combination: Telehealth + On-demand House Calls

Some advocates are proposing a mixture of telehealth video consultations and on-demand house calls to effectively and efficiently meet patient needs. One service that takes this approach is **Pager**; it allows patients to chat with a nurse via text message and describe their symptoms, from where he/she decides whether patients need an in-person visit from a physician or a video chat consultation. This method enables both patients and physicians to use their time more efficiently while still taking advantage of 21st century technology in the digital healthcare age.

### Select companies

As we have noted above, the market for on-demand healthcare services is growing. However, because of the “nature” of the work, these services aren’t expanding as rapidly as, for instance, telehealth companies. They still need to organize “boots on the ground” in every market, hiring physicians and nurses across various cities. Here are some of the better known players in this space:



### Pager

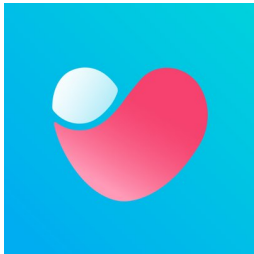
**Headquarters:** New York, New York, United States

**Funding Amount:** \$29.6M

**Select investors:** Lux Capital, New Enterprise Associates, Goodwater Capital, Sound Ventures, Montage Ventures

<https://pager.com/>

Pager is a mobile-first, AI-powered solution that aims to change how people connect with and navigate healthcare. The company offers a single entry point to the complex healthcare ecosystem through its app, which allows users to chat with healthcare professionals and ask them questions 24/7. Also, it provides video calls and e-prescriptions, along with the ability to schedule appointments with nearby doctors and specialists in the patient's network. For healthcare providers, the company is offering an intelligent, machine learning-powered chat platform that leverages clinical and claims data to drive efficient, personalized triage. From there, it can connect patients with the appropriate healthcare options.



### Heal

**Headquarters:** Century City, California, United States

**Funding Amount:** \$71.1M

**Select investors:** Breyer Capital, Fidelity Investments, Inflection Capital, IRA Capital, Slow Ventures

<https://www.heal.com/>

Heal dubs itself the antidote to crowded, germ-filled waiting rooms and doctors too busy to look up from their computers. The company's house calls are enabled by the newest technologies, from quality, caring and licensed doctors. Heal is covered by many PPO plans for Anthem Blue Cross, Aetna, Cigna, United Healthcare, Blue Shield of California and Health Net. Or, just \$99 cash pay. Heal doctors are available 8AM to 8PM, 365 days/year, typically to in 2 hours, in major regions throughout California including Los Angeles, San Fernando Valley, Pasadena, Glendale and Burbank, South Bay and Long Beach, Orange County, San Diego, Inland Empire, San Jose, Silicon Valley, San Francisco, Berkeley, Oakland and Sacramento; Heal is also available in Washington DC and Northern Virginia.



### Remedy

**Headquarters:** Austin, Texas, United States

**Funding Amount:** \$2.5M

**Select investors:** JF2 Capital Partners

<https://myremedy.com/>

Remedy is an Urgent Care service delivery platform utilizing board-certified Physicians Assistants and Nurse Practitioners to treat the needs of patients through a two-pronged delivery system, home visits and telemedicine appointments. Customers receive a higher quality of care and convenience through the more personal approach that Remedy has created. The service accepts insurance from Aetna, Blue Cross, Cigna, Humana, and United Healthcare, but will also work without it. With insurance, it costs \$49 + Normal Co-Pay, and without, \$49 + Flat \$129 Self-Pay Rate.