

The Total Virtual Care Ecosystem

A Professional Analysis & Training Platform for the VIP + Lyric Health Partnership

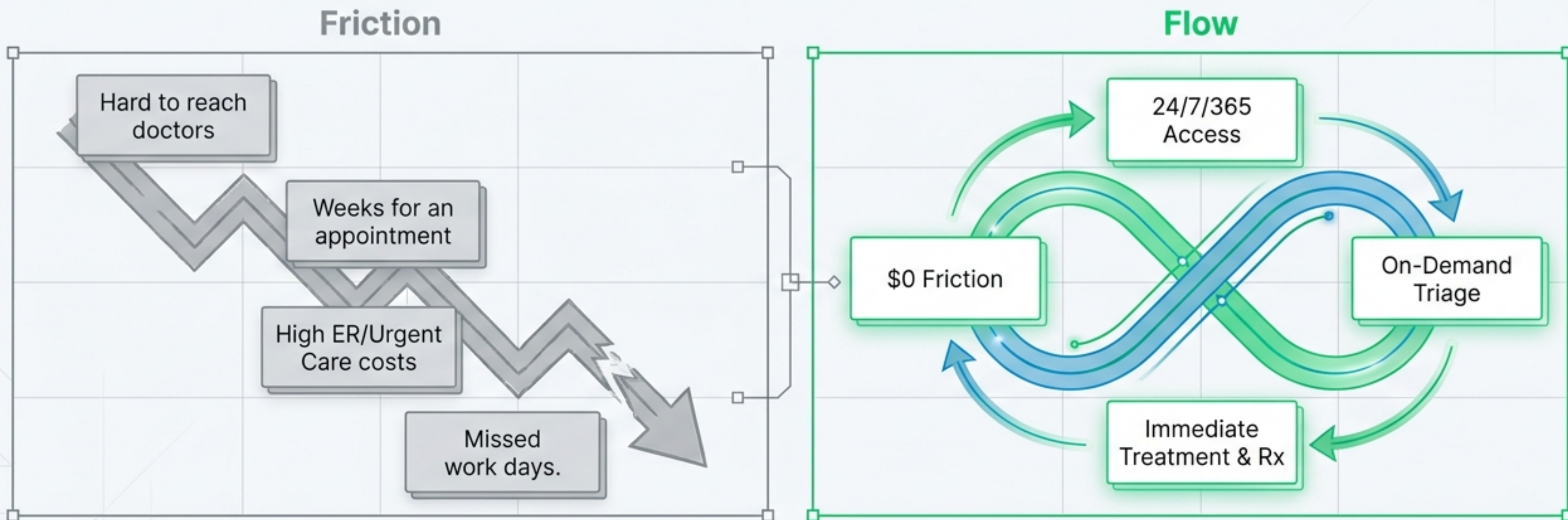


Redefining the front door of healthcare for employers and households.

Redefining the Front Door of Healthcare

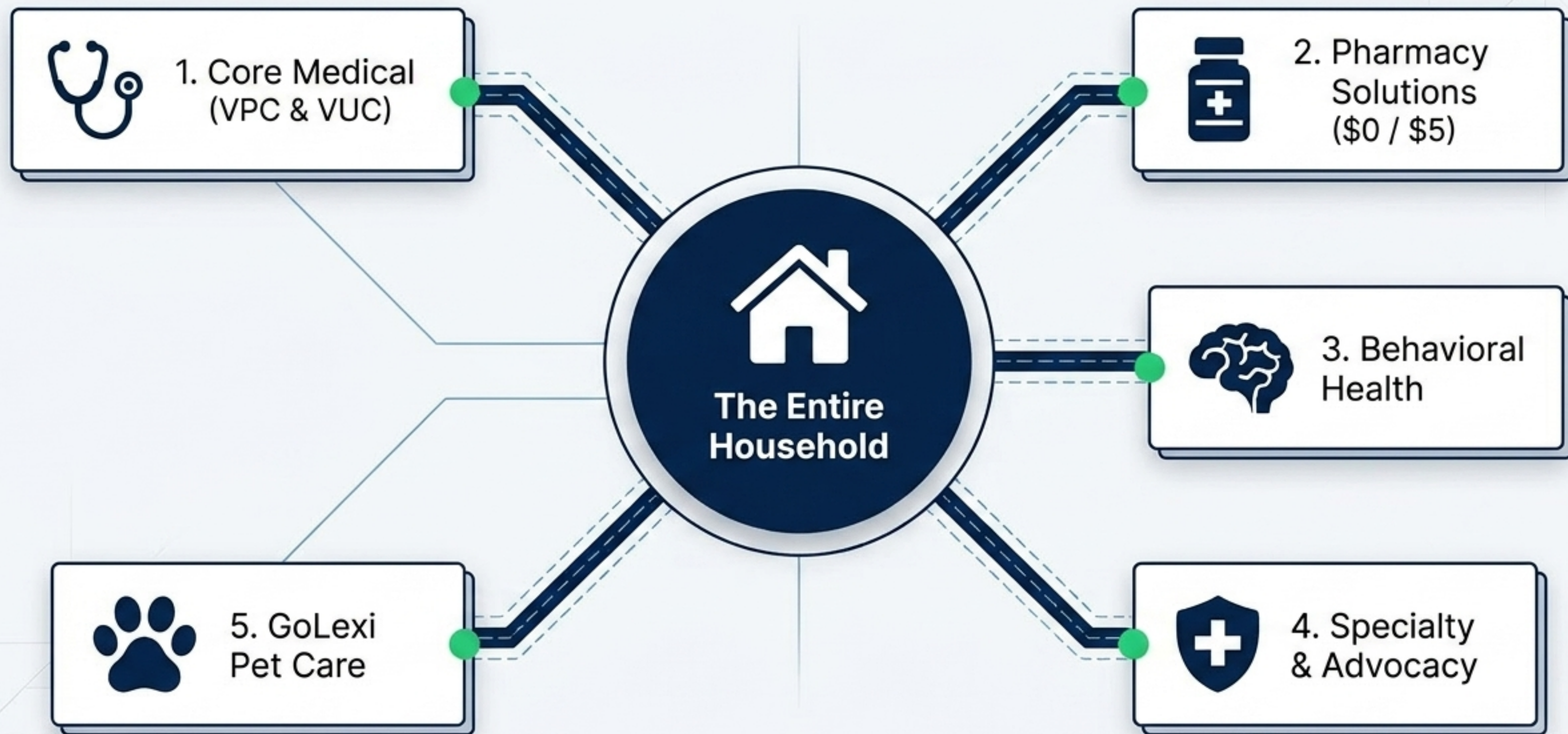
70% of low-acuity illnesses can be treated virtually.

50% of healthcare leaders cite improving quality of care as their #1 reason for implementing virtual care.



Training Takeaway: Traditional care creates friction that leads to absenteeism. Virtual care creates flow that keeps employees healthy and productive.

The VIP & Lyric Platform Architecture



The Core Engines: Urgent vs. Primary Care

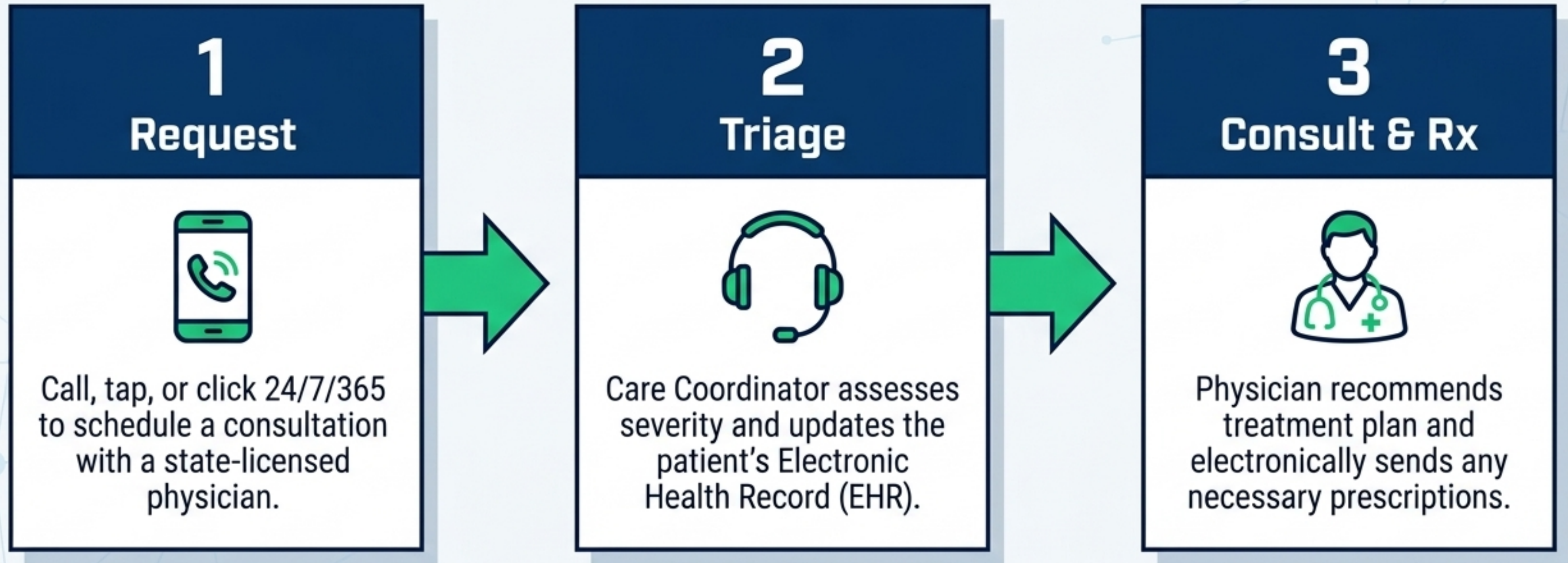
	Virtual Urgent Care (VUC)	Virtual Primary Care (VPC)
	24/7/365 on-demand access. Triage for immediate, low-acuity illnesses. Average provider callback under 17 minutes.	Scheduled, ongoing relationship with a dedicated physician. Chronic condition management, lab orders, specialist referrals. M-F 8am-5pm scheduling.
Access Speed	Immediate / < 17 min	Scheduled appointments
Continuity of Care	Transactional / Triage	Ongoing Relationship / EHR tracking
Best For	Cold, flu, pink eye, UTI, minor infections	Chronic conditions, lab tests, preventative screenings, specialist referrals

Training Takeaway: Urgent Care solves the immediate crisis; Primary Care manages long-term health.

Module 1: The Virtual Primary Care (VPC) Loop

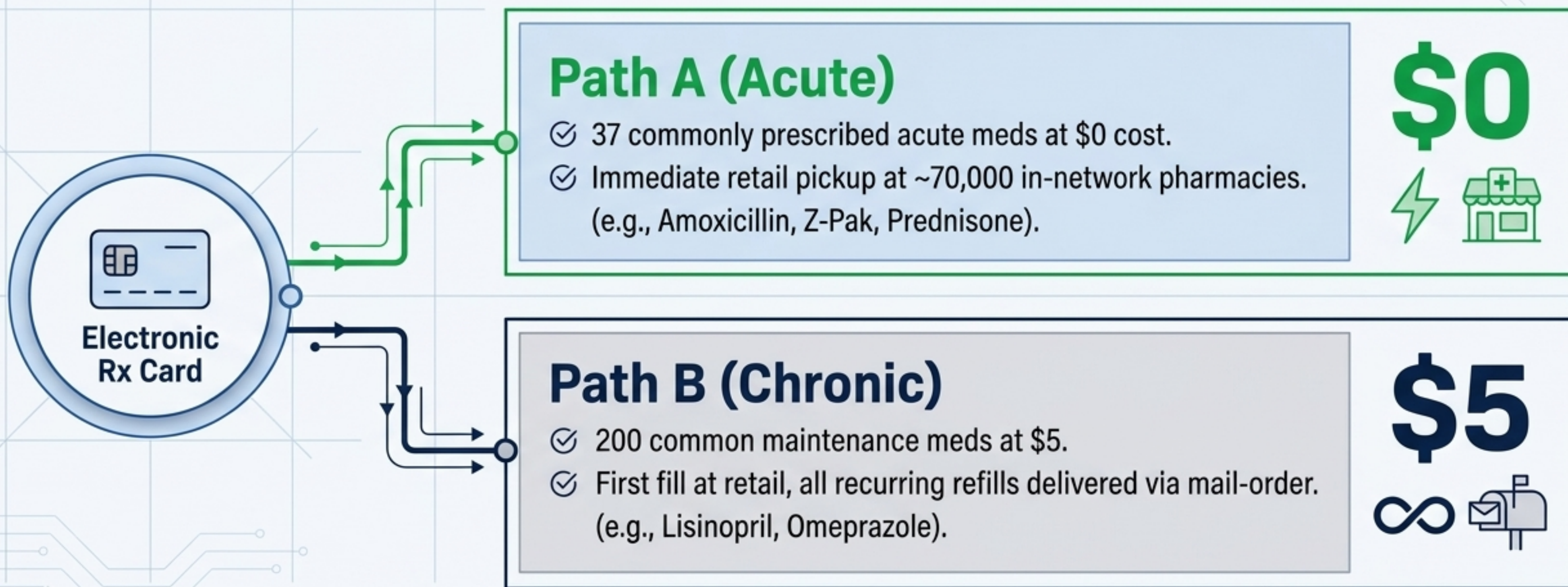


Module 2: Virtual Urgent Care (VUC) Mechanics



Key Metric: Average provider-to-patient callback time is under 17 minutes nationwide.

Module 3: The Dual-Track Pharmacy Solution



**Training Takeaway: No claim forms, no insurance required.
Present the electronic Rx Card and pay \$0 or \$5.**

Module 4: The Behavioral Health Ladder



Data Callout: Only 57% of employees with moderate depression receive treatment.

Acuity & Cost Escalation

Tier 1: Virtual Counseling

\$0 Fee

- Master-degreed counselor for short-term issue resolution (stress, parenting, grief).

Tier 2: Virtual Psychologist

\$100 / Visit

- Licensed PhD/PsyD for targeted ongoing therapy (addiction, trauma, deep depression).

Tier 3: Virtual Psychiatrist

\$205 Initial / \$100 Follow-up

- U.S. board-certified MD to diagnose and prescribe medications (bipolar, panic disorders, PTSD).

Module 5: Specialty Care & Advocacy

Virtual Dermatology

Treat acne, eczema, rash, and psoriasis without the waiting room.



**3 free consults per year (\$0 fee),
treatment plan and Rx included.**

Healthcare Advocacy



Module 6: GoLexi Virtual Pet Care

70%

of U.S. households own pets.

90%

say a sick pet negatively impacts work performance, leading to 2-3 missed days per year.

The GoLexi Solution



- ✓ Advice, triage, and behavioral coaching for all pets in the home.
- ✓ Note: Triage and advice only; not for emergencies, no prescriptions written directly by GoLexi.

The Packaging Architecture: Basic vs. Complete

VIP Lyric Basic

\$12 / Month / Employee

- ✓ Virtual Urgent Care (24/7/365)
- ✓ Behavioral Health Access
- ✓ GoLexi Virtual Pet Care
- ✓ Convenient Telemed Rx Services

ENTIRE HOUSEHOLD

Lyric Complete

\$65 / Month / Entire Household

Everything in Basic, PLUS:

- ✓ Virtual Primary Care (VPC)
- ✓ \$0 Acute Prescription Program
- ✓ Virtual Dermatology (3 free visits)
- ✓ Healthcare Advocacy & Navigation

Why It Makes Sense: The Dual ROI



For the Employer (The Buyer)

- **Reduces costly absenteeism** (including 2-3 days lost to sick pets).
- **Diverts minor claims** away from major medical, protecting premiums.
- **Boosts retention** by supporting employees' top priorities: their kids, pets, and mental health.



For the Employee (The User)

- **\$0 friction**: Care on their schedule, from their couch.
- **Massive out-of-pocket savings** on acute (\$0) and chronic (\$5) medications.
- **Peace of mind** with **24/7** access to physicians, therapists, and vets.

The Ultimate Sales Takeaway



Together, they treat the 70% of daily health needs instantly, and save the major medical for the 30% that truly require it.