



# VIEW*S* & VISIONS

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## Adding Value for Health Care Consumers

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MedExpress

Frank Alderman, MD, is CEO of MedExpress, an innovative ambulatory health care platform, delivering health care services at retail. In founding the company in 2001, Dr. Alderman sought to provide a customer-service approach to health care and address the need for access to patient-centric, high quality affordable care. Under his stewardship, MedExpress has experienced exponential growth and success while maintaining its focus on providing a best-in-class patient experience. MedExpress joined Optum, a division of UnitedHealth Group, a Fortune 6 Company, in April 2015, and currently operates more than 230 neighborhood medical centers across 17 states, serving millions of patients each year.

In 2012, Ernst and Young selected Dr. Alderman as the recipient of both its Entrepreneur of the Year Award and its Venture Capital Award of Excellence. In 2014, he was inducted into the West Virginia Business Hall of Fame and was also selected to be a member of the WVU School of Pharmacy's Centennial Hall of Fame. He is an active member of the Young Presidents' Organization (YPO) and serves on the board of the WVU Foundation.

Dr. Alderman is a native of West Virginia and holds both a bachelor's degree in pharmacy and a medical degree from West Virginia University. He completed his residency in emergency medicine at WVU and obtained board certification.

We are currently in one of the most exciting times in the history of health care in our country. There are numerous opportunities to help make the health system work better for everyone. An enhanced focus on health care consumerism, growing collaboration among providers, insightful data and analytics, and new health care technology is making it possible to manage patient care in new and interesting ways. At MedExpress, we're focused on creating true value – a better, more affordable patient experience, while coordinating care with others in the health care ecosystem.

Consumers' expectations are rising in health care, and along with high deductible health plans, they have more personally invested in the total cost of care. Patients don't just want "clinicians," they want partners in health who listen and



treat their concerns holistically. They expect a full, talented team of medical professionals who truly care, unparalleled convenience and an environment that soothes rather than stresses. In short: the right care, in the right place, at the right time, at the right cost. The good news about MedExpress? That's exactly our vision.

With more than 230 neighborhood medical centers across the country, MedExpress is fully focused on changing the health care landscape by providing convenient access to high-quality, affordable, patient-centric care. "Health care consumerism" is the industry's new catch phrase; but, at MedExpress, we don't see this as just a growing trend. Our company was founded as a retail model where the patient is at the center of everything we do. We put our patients at ease through our patient-first approach, providing high-quality health care with unmatched convenience.

Our patient-centric approach is coupled with a broad scope of services, including x-rays, IV therapy and minor surgical procedures. As a result, we provide care to a diverse mix of patients with an array of conditions. In the past, the Centers for Disease Control and Prevention (CDC) has classified a large percentage of emergency room patients as "non-emergent." MedExpress provides a lower cost, more appropriate environment in which to treat these individuals.

To add further value, we believe it is essential to create a coordinated system of care. MedExpress is part of a much broader health care ecosystem in which we each play an important role. We coordinate care with other area health care providers, including primary care physicians (PCPs), specialists and hospitals, so that patients can receive coordinated, comprehensive follow-up care when needed. Each of us, including MedExpress, has an important role to play regarding the health of our communities and our patients. We believe strongly in the importance of working with other health care providers to ensure the best possible outcomes and care.

MedExpress embraces technology to enhance care delivery and coordination. A great example is our telehealth center model, which is staffed by a welcoming team of x-ray technologists and on-site nurses, and a physician who is connected remotely. This innovative solution enables us to bring a broad scope of affordable, high quality services – x-rays, splinting and diagnostic testing, among others – to severely access-constrained markets. We will continue to pursue new technologies that enable us to increase access to high quality and affordable care.

There are many exciting possibilities on the horizon reflective of provider collaboration, which is enabled by data and analytics technology and expertise, and fueled by health care consumerism. Providing the right care at the right place, time and cost, as well as a great patient experience, is not only possible – it's also a model that MedExpress is pleased to be advancing across the country. We believe we have a role in adding true value, making the health system work better for everyone. ▽



*MedExpress plays an important role in the community's health care, offering urgent care, employer health, and basic wellness and prevention services*