



# MD Live

By EVERNORTH



**MD Live E-Treatment:**  
Meeting rising  
demand for convenient,  
high-quality care.



The only virtual care provider with  
NCQA accreditation in both Primary Care  
and Urgent Care across all 50 states.



## Virtual care improved access. Now the challenge is quality at scale.

Virtual care promised to remove geography, scheduling constraints, and unnecessary friction as barriers to healthcare. And over the past decade, that promise has largely been realized. Video and phone visits are now mainstream, giving patients faster access to providers and extending care well beyond traditional settings.

But access alone is no longer enough.

The rise of generative AI has accelerated how quickly—and how independently—people seek health guidance. Millions now turn to AI-driven tools for symptom questions and care decisions, often outside traditional clinic hours. This behavior reflects a broader shift: patients expect immediacy and flexibility, but they still need care grounded in clinical rigor, safety, and trust—not ungoverned information.

By combining asynchronous care with oversight from board-certified physicians, clear escalation pathways, and rigorous safety standards, MD Live E-Treatment demonstrates how care quality, convenience, and clinical rigor can co-exist and scale.<sup>1,2</sup> Our NCQA accreditation across all 50 states reinforces this commitment and validates our focus on safe, high-quality virtual care delivery. In this way, E-Treatment serves not only as an answer to this next phase of virtual care, but as a blueprint for delivering care safely and responsibly moving forward.



**36% of U.S. adults** have delayed or put off care entirely because of cost.<sup>3</sup>



“E-Treatment is a powerful addition to MD Live care offerings, which have always been grounded in accessibility and clinical excellence. We’re giving patients more choice in how they get care, and we’re doing it without sacrificing quality or outcomes.”

**- Dr. Christina Chen,  
Senior Medical Director  
at MD Live by Evernorth**



## Care on their terms: The asynchronous nature of E-Treatment.

Many think of virtual care as a video visit—scheduled in advance or spent waiting in a digital queue. With asynchronous care, members can access talk-free care in minutes without needing to connect live with a provider.

When patients need fast access to care, they first turn to whatever’s available, such as urgent care centers and emergency departments. These options often come with higher out-of-pocket costs, creating financial strain for some and delays in care for others.

By making access to care even easier, asynchronous care goes one step further in shifting demand away from high-cost settings, like emergency departments and brick-and-mortar urgent care centers. And its use highlights a bigger trend:

### Patients want more accessible care that meets them on their terms.

For proof, simply look at the industry:

- + Where most of healthcare struggled in 2024, the direct-to-consumer (DTC) solutions market share grew 25%.<sup>4</sup>
- + In 2024, 94% of patients were willing to use virtual care again, up from 80% in 2020.<sup>5</sup>

With virtual care widely adopted, asynchronous care is an answer to consumers’ shifting expectations around how care can and should be delivered.

## Clinically proven.

Since its launch in April 2024, E-Treatment has made a measurable impact:



**More than 198,000 visits** through E-Treatment, with more than 32,000 in November 2025 alone.



**A seven-day bounce-back rate of only 7%**, reinforcing clinical efficacy.



**85% of patients** were treated without escalation to a synchronous interaction, demonstrating effective resolution.

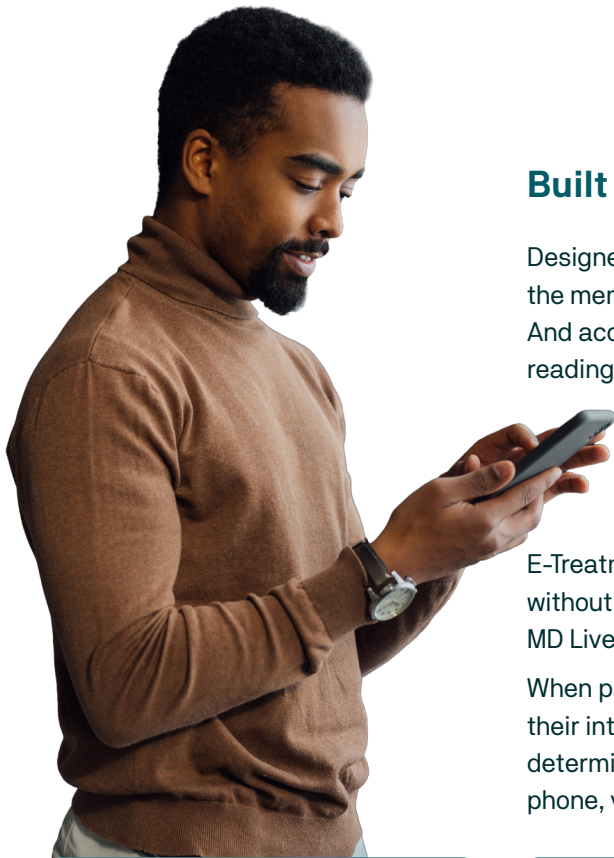


**Care in ten minutes or less** on average.



**Repeat usage of 19%** between April 2024 and November 2025.

E-Treatment’s success is the result of deliberate, feedback-driven growth, ensuring that expanded access never comes at the expense of care quality.



## Built for accessibility.

Designed to fit into any schedule, E-Treatment requires only a few minutes of the member's time and eliminates the need for live video or phone interactions. And accessibility is foundational, with intake questions written at a fourth-grade reading level to ensure clarity and ease of use for all members.

## A wide breadth of conditions, with clear next steps if needed.

E-Treatment delivers convenient care for over 100 non-emergent conditions, without sacrificing the quality members have come to expect from a traditional MD Live Urgent Care visit.

When patients seek care through E-Treatment, a board-certified physician reviews their intake form and provides a diagnosis and treatment plan. And if the physician determines it necessary, the patient can be seamlessly escalated and treated by phone, video, or in person.

### Acute Conditions

- + Acute Gastroenteritis
- + Bacterial Vaginosis
- + Burn  
(Including Sunburn)
- + Constipation
- + Ear & Eye Concerns
- + Gout
- + Motion Sickness
- + Mouth Sores
- + Rash
- + Respiratory Illnesses
- + UTI (Females, 18+)<sup>6</sup>
- + Yeast Infections

### Pediatric Conditions\*

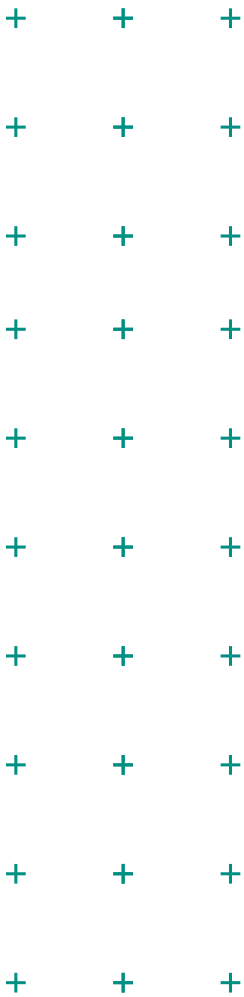
- + Acne
- + Allergies
- + Burn  
(Including Sunburn)
- + Cold & Flu
- + Cough
- + COVID-19<sup>7</sup>
- + Ear & Eye Concerns
- + Head Lice
- + Rash

\*Age limitations for MD Live E-Treatment are in compliance with MD Live clinical protocols. Medical conditions not supported by telehealth include, but are not limited to, children under three months of age with a fever, eye issues in children under three, or ear pain in children under three.

### Everyday Health

- + Acne
- + Allergies
- + Birth Control<sup>8</sup>,  
Including Emergency Birth Control<sup>9</sup>
- + Erectile Dysfunction (ED)<sup>10</sup>
- + Hair Loss<sup>11</sup>
- + Headaches
- + Low Back Pain





## Scaling with purpose.

Since launching E-Treatment in April 2024, MD Live has taken a deliberate approach to its expansion, prioritizing clinical quality and operational readiness:

### Expanding access

- + Incrementally increased clinical coverage hours from Monday-Friday, 7 AM to 7 PM EST, to 24/7/365 availability, ensuring consistent access during weekends, off-hours, and holidays.
- + Grew our network of providers from 20 to over 300, expanding availability while maintaining clinical quality and time to care.

### Broadening clinical scope

- + Systematically expanded treatment capabilities beyond the initial launch, including BV exposure for men and renal colic.
- + Added interviews for hair loss, erectile dysfunction, and smoking cessation, enabling members to access these high-demand areas of care from a trusted provider.

All this growth and progress never came at the expense of the member experience or the care they received. We maintained 100% platform uptime as we scaled, continuously improving speed, capacity, and clinical content through regular, feedback-driven updates.



## Designed for convenience, built for clinical rigor.

Most industries have moved toward a more consumer-friendly model, offering services people want in a convenient, on-demand format. Healthcare is no exception. But while expectations have shifted, one requirement remains constant: access must be paired with high-quality, clinically sound care. MD Live E-Treatment delivers both, offering a flexible, asynchronous option backed by a national network of board-certified physicians. Our NCQA accreditation further underscores this commitment, validating the clinical rigor and quality standards behind every care interaction.

E-Treatment is more than a successful care model—it reflects how MD Live approaches innovation. We expand access thoughtfully, integrate new modalities responsibly, and hold clinical rigor, safety, and trust as non-negotiable standards for care delivery. It's how we deliver care today—and how we will continue shaping it moving forward.



**Request a demo** today and see how E-Treatment can fit into your digital care strategy.



[engage@MDLive.com](mailto:engage@MDLive.com) | [MDLive.com](https://MDLive.com) 

<sup>1</sup> Not all plans include MD Live E-Treatment. Please check your plan for coverage. MD Live E-Treatment is not available in Kansas, Mississippi, New Mexico, and West Virginia.

<sup>2</sup> If your MD Live doctor believes your condition requires a higher level of care, you will receive instructions to have a phone or video consultation or be directed to in-person care.

<sup>3</sup> <https://www.kff.org/health-costs/americans-challenges-with-health-care-costs/>

<sup>4</sup> <https://www.bvvp.com/atlas/state-of-health-tech-2024>

<sup>5</sup> <https://www.deloitte.com/us/en/insights/industry/health-care/virtual-health-consumer-demand-and-availability.html>

<sup>6</sup> MD Live doctors can treat females 18 and older with symptoms of UTI as medically appropriate.

<sup>7</sup> MD Live doctors can prescribe the antiviral, Paxlovid, in the treatment of COVID-19 to patients ages 18 and older when medically appropriate. MD Live doctors cannot prescribe Molnupiravir or other medications beyond Paxlovid in the treatment of COVID-19.

<sup>8</sup> Available in pill, patch, and ring forms as medically appropriate for females 18 and older.

<sup>9</sup> Emergency contraception (e.g., Plan B) is available for females 18 and older as medically appropriate. Emergency contraceptive prescribed through MD Live E-Treatment may not be available in all states and subject to state regulations.

<sup>10</sup> Treatment for erectile dysfunction is not permitted through telehealth in North Dakota.

<sup>11</sup> MD Live doctors cannot treat hair loss conditions that require an in-person evaluation.

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