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**Teladoc Expands Senior Management Team to Further Advance  
Positioning as Leader in Telehealth**

**DALLAS, Texas – October 19, 2010** – [Teladoc](#), the nation’s leading telehealth company, today announced the creation of senior management positions to drive continued corporate growth: Michael King, an experienced business and sales executive who led sales initiatives at [Healthways](#) was named chief sales officer; and Peter Bacon, formerly vice president of Business Alliances at [Assurant Health](#), was named senior vice president of Business Development.

This expansion is expected to accelerate adoption of the Teladoc services model -- in which patients have access to physician consultations and care 24/7/365 -- among health plans, employers, unions, and channel partners.

“The addition of these two exemplary business professionals with their combined expertise further strengthens our position as the most experienced management team in telehealth,” says Jason Gorevic, chief executive officer of Teladoc. “Michael King enjoys a consistent track record for successfully leading sales and account management and Teladoc will benefit from his ability to generate revenue and expand market share. Peter Bacon is already adding value by developing important industry relationships for our organization.”

Prior to joining Teladoc, King held various positions at Healthways, Inc. since 2001, and was recently senior vice president for Innovation and senior vice president of Sales and Marketing. King’s responsibilities for multi-channel sales strategies resulted in consistent revenue growth and expanded market share. In addition to sales operations, he also directed consultant

relationship management, product marketing and messaging. Over the years, he oversaw multiple sales and marketing programs at Caresteps.com, Wellpath Community Health Plans, Doctors Health Plan, and Aetna. With more than 15 years of leadership and management experience, King has earned a consummate reputation for integrity and excellent business practices. He earned a B.S. in Business and Management from Michigan State University and attended the General Managers Program at Harvard Business School.

Since 1996, Peter Bacon has served various roles at Assurant Health, most recently as vice president of Business Alliances. Previously, Bacon fulfilled sales and financial analysis roles at United Healthcare and the Wisconsin Health Organization. Throughout his career, he has demonstrated an ability to proactively develop value propositions into targeted industries. He is founding Board member of the American Bankers Association HSA Council, Washington, D.C., where he has served since 2005. He is a Board member of the Abri Health Plan, founding Board member of AHIP HSA Council, and Board member of Assurant Health Short-Term and Limited Benefit products (2008-2009). Bacon earned his Bachelor of Business Administration and Finance at the University of Wisconsin-Eau Claire, and a Master of Accounting Science at the University of Illinois.

“As we move forward to embrace the opportunities created by national health care reform, this caliber of leadership increases our ability to significantly expand access to quality care,” continues Gorevic. “Our model delivers premium quality, convenience and savings for organizations that are grappling with the issues and opportunities of a new regulatory environment. Our commitment to the marketplace is clear: Teladoc will play an important role in sustaining a healthy, productive workforce.”

#### **About Teladoc**

Founded in 2002, Teladoc is a nationwide network of licensed, board certified primary care physicians, providing telehealth visits. Teladoc physicians have access to the member's (CCR-compliant) electronic health record and can remotely diagnose and treat minor non-emergency medical problems. All Teladoc physicians are carefully credentialed and covered by medical malpractice insurance. Teladoc members have access to locally-licensed physicians 24 hours-a-day, 365 days a year. Contact: 800.835.2362 or [www.TelaDoc.com](http://www.TelaDoc.com)

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