



Insurance risk of easy medicine and doctorless doctoring, Daily Journal

By Tad A. Devlin and Sheila Pham
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The worst part of going to the doctor's office is the waiting time spent in the lobby and/or your designated room. It's typically an all-day affair. So what do people do now instead? What they do for everything: turn to the Internet. Googling symptoms or searching WebMD is nearly instantaneous, easy and can provide quick reassurance. The problem is that even the common cold can lead self-doctors to diagnose themselves with a terminal illness. Hypochondriac behavior lurks in all of us.

In light of this common experience, entrepreneurs and health care providers have expanded telemedicine and created ...