

FOR IMMEDIATE RELEASE

September 9, 2013

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**First South Credit Union to Launch Voluntary Telemedicine Program to Members**

Memphis, Tennessee – First South Credit Union (FSCU) has contracted with Consult A Doctor (CADR) to launch a retail voluntary telemedicine program to its 53,000 members on September 9, 2013. Dr. Connection Benefits (DrCB), a direct reseller for CADR, negotiated a customized discount telemedicine program on behalf of FSCU offering its members a no co-pay and unlimited consultation access to CADR's national network of board certified doctors. DrCB also provided the introduction to Genius Avenue, who will handle all member engagement, education, nurturing campaigns, enrollment and back office operations for FSCU.

FSCU will also be providing these same telemedicine services to its employees through a customized CADR employer paid programs negotiate by DrCB.

Telemedicine is 24/7/365 access to a national network of board-certified physicians that use electronic health records, telephone consultations, and online video consultations to diagnose, recommend treatment and write short-term, non-DEA-controlled prescriptions when appropriate. Telemedicine allows a person to access quality care for non-emergency illnesses from the convenience of their home, work, or on the go.

About First South Credit Union – First South Financial Credit union is a member-owned, federally insured financial institution serving over 50,000 members throughout the world. They are a recognized leader in strength and stability, leadership excellence, and overall service quality by a wide-array of independent organizations. First South Financial Credit Union was founded in 1957 to meet the financial needs of military personnel and their

families stationed aboard the Naval Air Station in Millington, Tennessee approximately 20 miles northeast of Memphis. To learn more, visit [www.firstsouth.com](http://www.firstsouth.com)

About Dr. Connection Benefits – Dr. Connection Benefits (DrCB) acts as a direct reseller to all major national providers of telemedicine services. DrCB also partners with agents and brokers to provide this affordable high-quality service. DrCB's customized discount telemedicine plans are not insurance, but are a low-cost alternative or complement to insurance. For a low monthly fee, members or employees receive access to participating providers who have agreed to provide telemedicine products and services at discounted rates. To learn more, visit [www.drconnectiobenefits.com](http://www.drconnectiobenefits.com), email [service@drconnectionbenefits.com](mailto:service@drconnectionbenefits.com), or call 904-728-2078.

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