Proven Effects of On-Going Automated Digital Interventions (ADI)
PrescribeWellness was founded in 2010 with a mission to improve health and lower healthcare costs through greater patient engagement. Currently facilitating provider to patient communications for 1.2 Million lives in 28 states.
Industry Problem

$2.5 Trillion in Total Healthcare Costs

- Preventable Chronic Disease
- Acute Care
- Spend on Prevention

Digital Engagement to Improve Health and Lower Healthcare Costs
“Back Where I’m From, it Snowed Yesterday.”
What We Do
Automate more effective patient engagement and provider collaboration for 4 key areas of preventive healthcare:

- Population Health
- Medication Adherence
- Transitional Care
- Chronic Disease Management
Digital Engagement to Improve Health and Lower Healthcare Costs

Big Data-PDI

- Pharmacy Data
- Healthcare Provider Data
- Payor Data
- Social Web 2.0 Data
- Self-Reported Data
- Predictive Data
The Five “Cs” of Change

Meet Thomas

• 63 Year Old Man
• Hypertension
• 60% adherent to medication

Digital Engagement to Improve Health and Lower Healthcare Costs
Channels of Communication

Reach Thomas

Channel of Choice & Language
- Phone
- Text
- Email
- Social Media
- Avatar

Digital Engagement to Improve Health and Lower Healthcare Costs
The Right Message

We know managing...
Find a good training...
Just want to ...
Use the buddy ...
Keep a glucagon kit ...
Changing your ...
Your hard work ...
Congratulations on...
Making healthier...
Have you taken...
You’re doing an...
We know that mana...
Congratulations for...
Symptoms of high...
Healthy eating...
Take a photo of your...
Remember, being ...
We know diabetes is...
Keep up the good...
Fantastic!
Carb counting is challenging...
Find a friend/relative who ...
Taking your di...
Engage in at th...
Do something ...
Bravo! You have ...
You should give ...
Surround y...
Digital Engagement to Improve Health and Lower Healthcare Costs

Why We Drive Greater Results
Collaboration

Connect all providers along the continuum of care

Connect:

- Primary care physician
- Hospital
- Pharmacy
- Long-term care
- Specialty providers
Why We Drive Greater Results

Channels

Content

Collaboration

Consideration

Digital Engagement to Improve Health and Lower Healthcare Costs
Consideration

Rewards → “What’s in it for Me?”

• Motivations & Incentives

Integrate local, healthy rewards

• Healthy eating
• Exercise and outdoor living
• Treatments

Digital Engagement to Improve Health and Lower Healthcare Costs
Why We Drive Greater Results

Channels

Content

Collaboration

Consideration

Community
Being Healthy is an Active Choice

Community builds accountability

- Provide software that will connect Thomas to his support network:
  - Family
  - Neighbors
  - Faith-based org
  - Employer
  - Community volunteers
- Family and Volunteer alerts
Sample Case Studies
Case Study – Population Health

California Employer needed to increase preventive healthcare participation

Need:
Increase % of employees that receive immunization

Action:
Designed and implemented a lifecycle of communications to existing employees

Results:
1440% increase in YOY immunizations administered to current employees (127 increased to 1828)
Case Study – Medication Adherence

**Challenge:**
Overall patient population had 55% PDC adherence rate across all chronic medications for urban pharmacy with six primary languages.

**Action:**
Implement a plan to identify, recruit, schedule, preform MTM and/or other intervention and provide ongoing digital support to sustain the desired behavioral change.

**Results:**
Significant improvements in over 60% of patients.
Case Study - Chronic Disease Management

**Challenge:**
Overall patient diabetic management control in areas of medication adherence, A1C levels, blood glucose levels, diet, exercise and motivational factors

**Action:**
Implement a plan to identify, recruit, schedule, perform Automated Digital Intervention (ADI) along with diabetic “Voice of Authority” Calls from their pharmacist.

**Results:**
Increase in Motivation to Check A1C
Case Study - Chronic Disease Management

**Challenge:**
Overall patient diabetic management control in areas of medication adherence, A1C levels, blood glucose levels, diet, exercise and motivational factors.

**Action:**
Implement a plan to identify, recruit, schedule, perform Automated Digital Intervention (ADI) along with diabetic Voice of Authority Calls from their pharmacist.

**Results:**
Increase in Motivation to Eat Healthy
Case Study - Chronic Disease Management

Challenge:
Overall patient diabetic management control in areas of medication adherence, A1C levels, blood glucose levels, diet, exercise and motivational factors

Action:
Implement a plan to identify, recruit, schedule, perform Automated Digital Intervention (ADI) along with diabetic “Voice of Authority” Calls from their pharmacist.

Results:
Increase in Motivation to Check Blood Glucose
Case Study – Transitional Care

Challenge:
100 bed hospital, 6500 annual discharges, 1200 were CHF, AMI, pneumonia. Readmission 10% higher than expected. Penalty $500K plus $280K on readmission loss.

Action:
Implement ADI track for all CHF patients. Total cost to hospital = $60,000.

Results:
Save the $500K penalty and $120K in readmission costs – total savings after expense $560K.

Hospital Savings = $560 k
Real Time Reporting – Patient Population at a Glance

• Real Time Dashboards
• Consolidated Analytics
• D-Identified Data or Drill down
Outcomes

Thomas – Healthier

By receiving the right educational and motivational communications from his Primary Care Physician and Pharmacy:

Thomas is:
• More adherent on his medication
• Better manages his chronic disease
• Making healthier choices

$60 annual investment in Thomas reduced ER and Hospital costs $5000 annually
Digital Engagement to Improve Health and Lower Healthcare Costs

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