

Activate 2018

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#Activate4Health

Activation in Action: Stories of Successful Behavior Change



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Orange County Diabetes Management Activate Project

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Landscape for Diabetes Care



49,000 Diabetic members in Kaiser Permanente Orange County region

26,000 uncontrolled diabetic members receive focused resources

Care Managers move 20-25% of targeted uncontrolled diabetics to controlled range annually

23,000 controlled diabetics in Orange County with an A1c <7

24% will have their sugar levels rise to 7 or above by their next A1c check

33% will rise above 7 within the next calendar year

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Automated Solution focused on behavioral change

- Mobile message based communication

Targeted to adult patients with controlled diabetes in an effort to help them remain in control

- Increase motivation
- Provide education
- Improve diabetes self care

Developed by mPulse collaborating closely with KPOC

- mPulse Team included: Content Writers & Translators, NLP Developers, Behavioral Data Scientist and Technical Developers
- KPOC Team included: Diabetes Subject Matter Experts, Project Manager, Data Analysts

Engagement Approach

DM2 age 18-64 with a new A1c of <7 or 65+ with a new A1c of 7.5 or less

Pt's notified within 1 week their controlled A1c result

6 month mobile solution focused on patient engagement in self management education, goal setting, and motivation

Follow up reminder for A1c lab test in 6 months

Pt's not receiving results via text (either no mobile number or decline text messaging) have a letter sent to them with the results

Messages are in English and Spanish

Welcome
(22,650)

100.0%

Opted-In
(11,885)

52.5%

Authenticated and
Received A1c Results

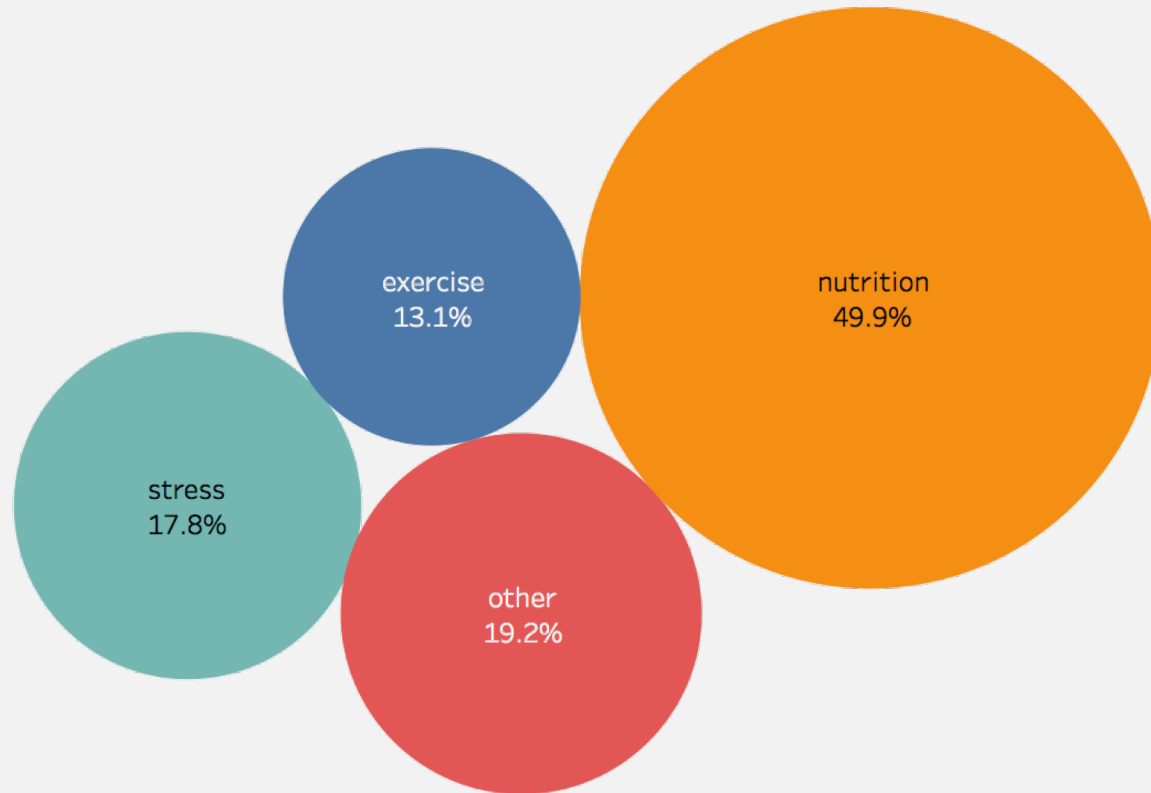
49.6%

11,238

Patients received A1c
results via SMS

Identifying Challenges

Tell us, what is your biggest challenge managing diabetes? Is it diet, exercise, stress, something else?



No significant differences in identified challenge categories by gender.

When looking at language, Spanish speakers were more likely to identify nutrition and exercise and less likely to identify stress as a challenge in managing their diabetes.

Challenge	English	Spanish
exercise	11.9%	19.1%
nutrition	48.2%	58.8%
other	20.4%	13.2%
stress	19.5%	8.8%
Grand Total	100.0%	100.0%

Stage of Change Is Used To Tailor Pathways



How likely are you to make diet changes in the next 3 months?

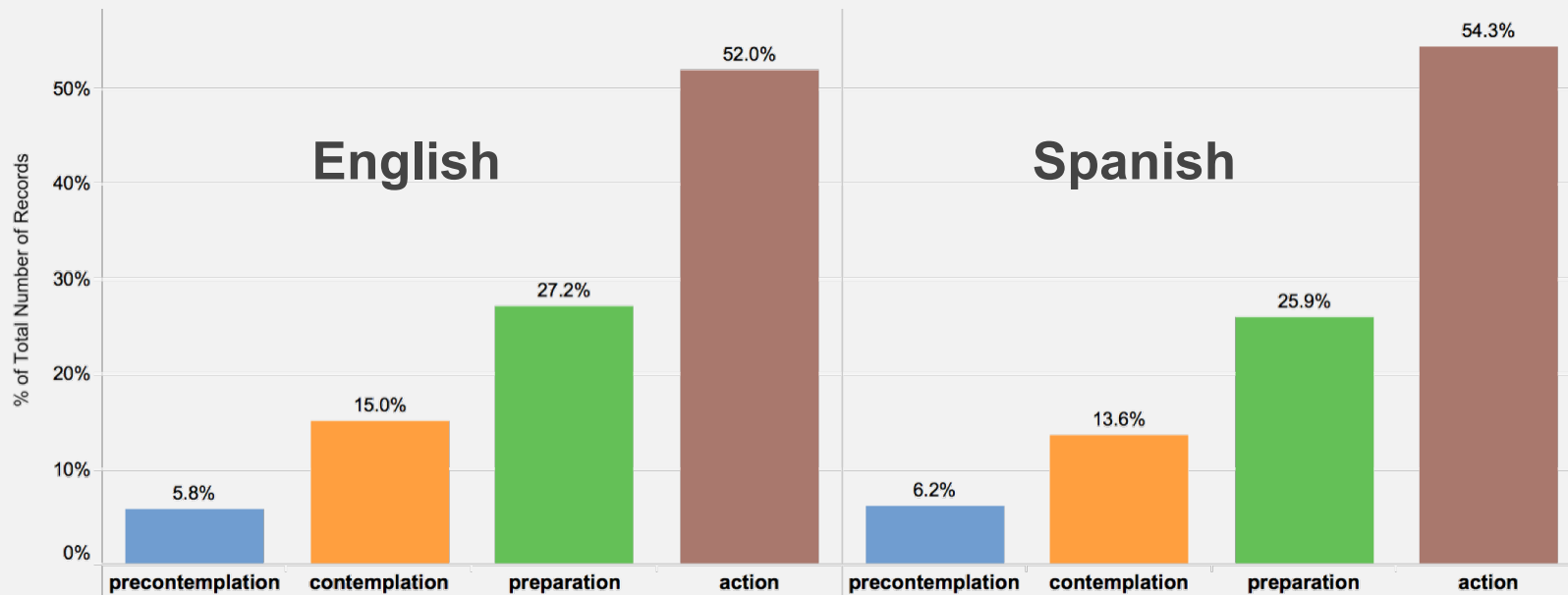
1 – I won't change

2 – I might but it's hard

3 – I plan to change

4 – I'm changing now and can keep it up

Please reply 1, 2, 3 or 4



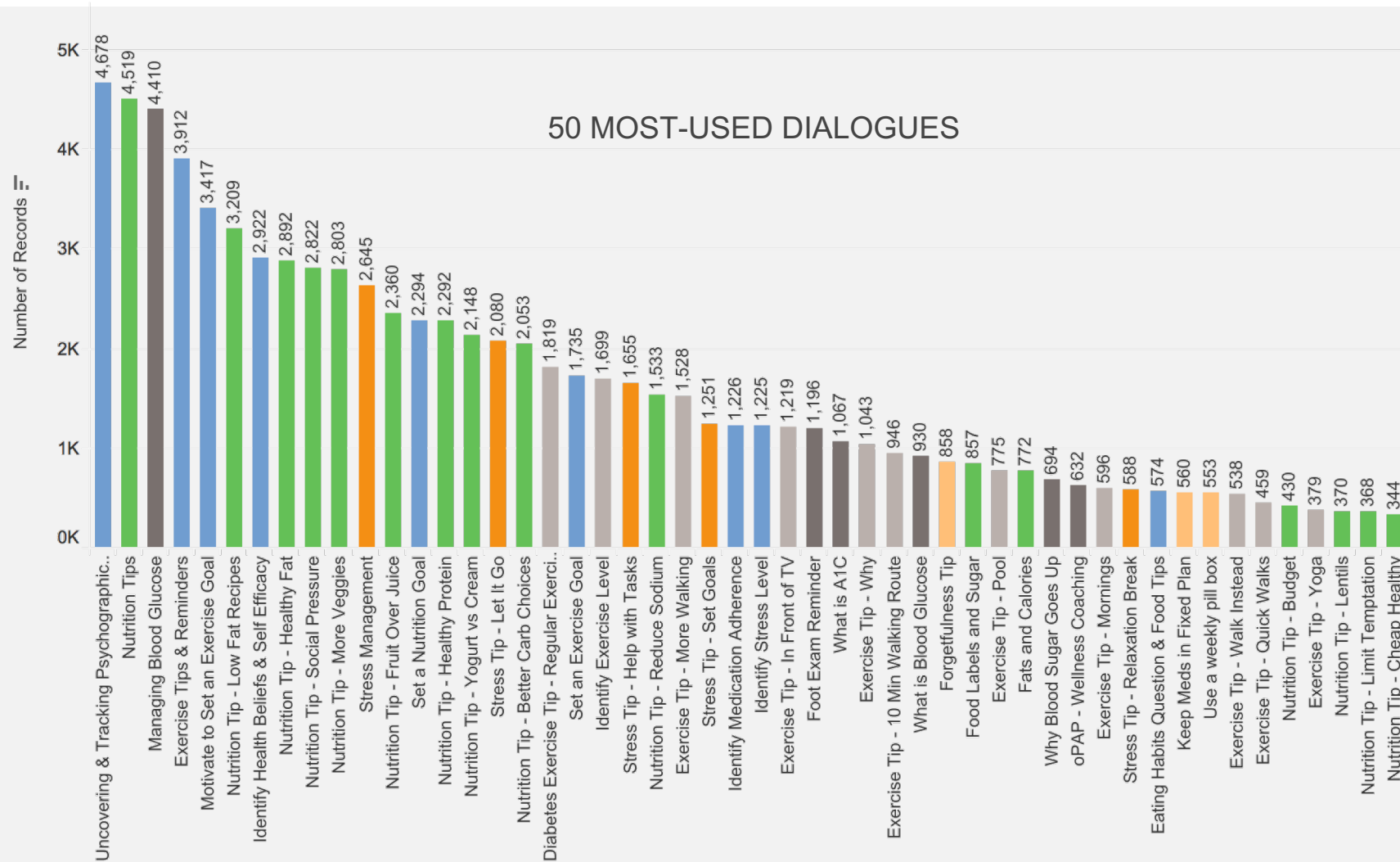
Members are assigned to different pathways based on their self-reported stage of change.

Those in the pre-contemplation or contemplation stages (1 and 2) are more likely to get content to build awareness and move them towards the preparation stage of change.

Others in the preparation or action stages of change would receive dialogues that encourage setting goals for the next few months.

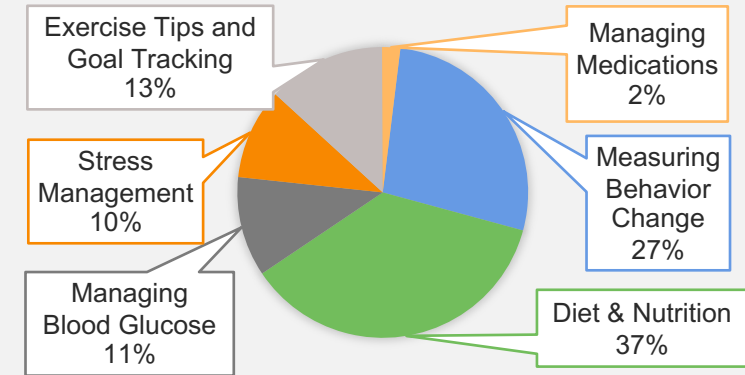
Stage of change is one of many ways in which content is tailored.

Conversational AI in Action



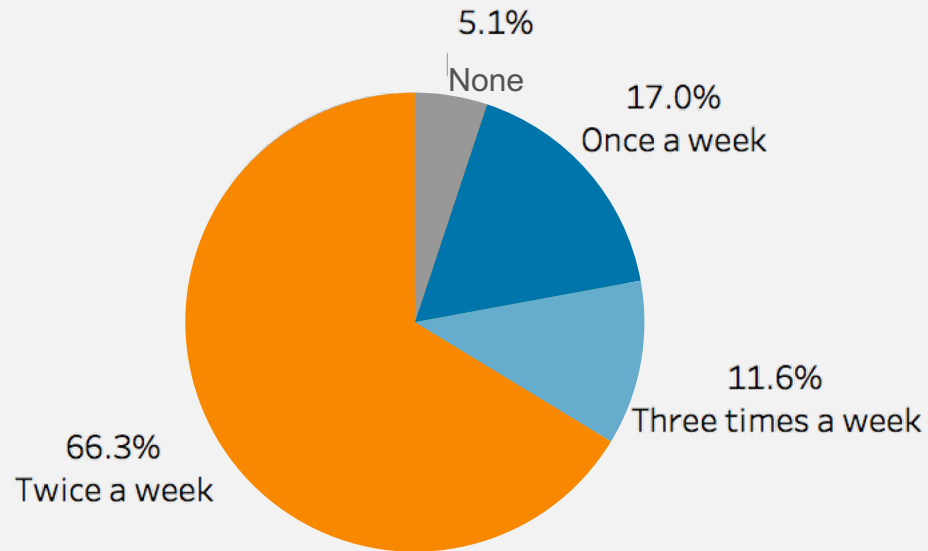
- >276,000 dialogues delivered
- An average of 21 tailored conversations per member
- 23.2% overall response rate

PROPORTION OF TOP 50 DIALOGUES



Conversational AI in Action

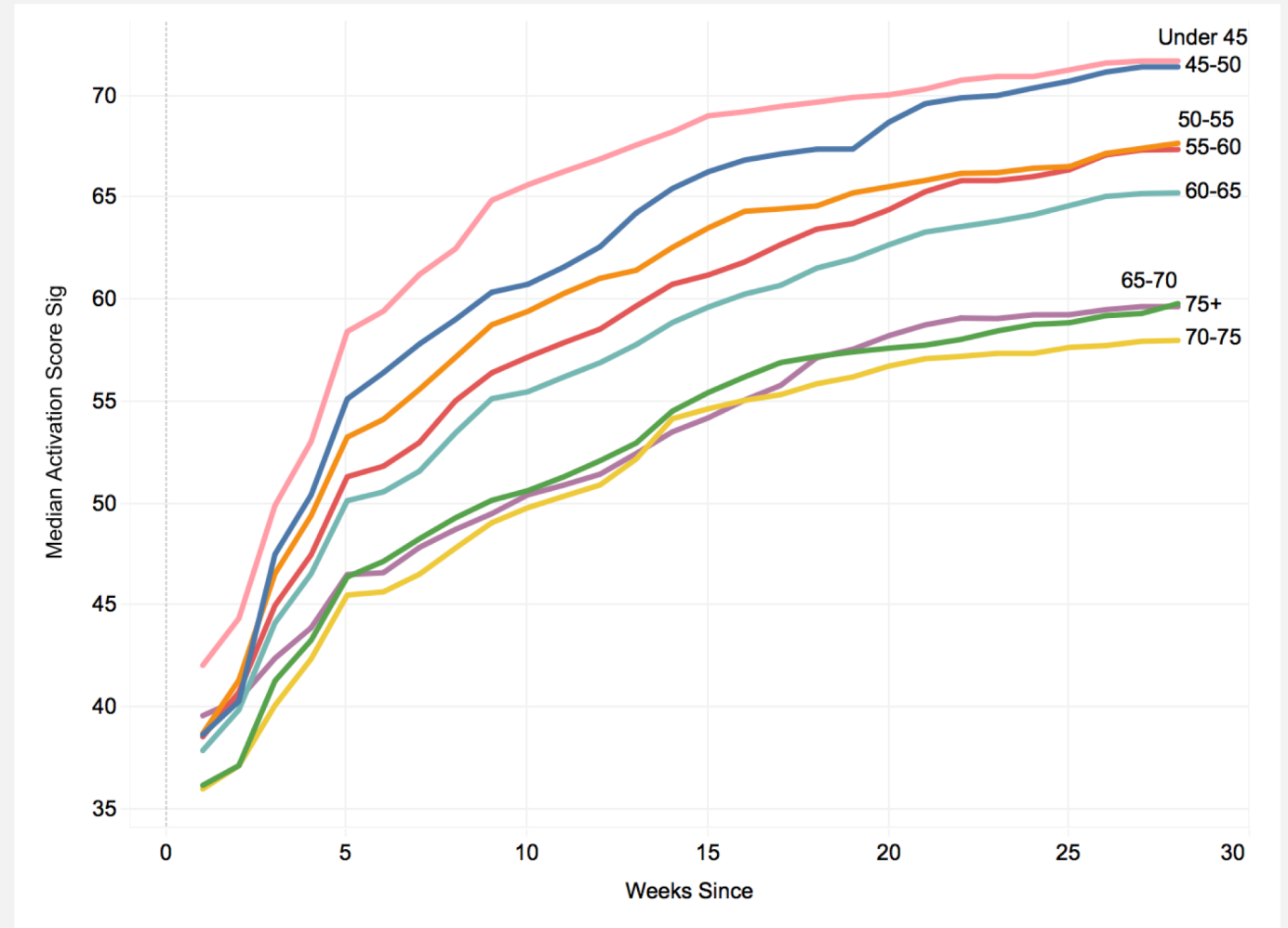
Consumers were asked how frequently they would like to receive diabetes focused messages



78% of consumers requested to be messaged 2 or more times per week

All Age Bands Engage at High Levels

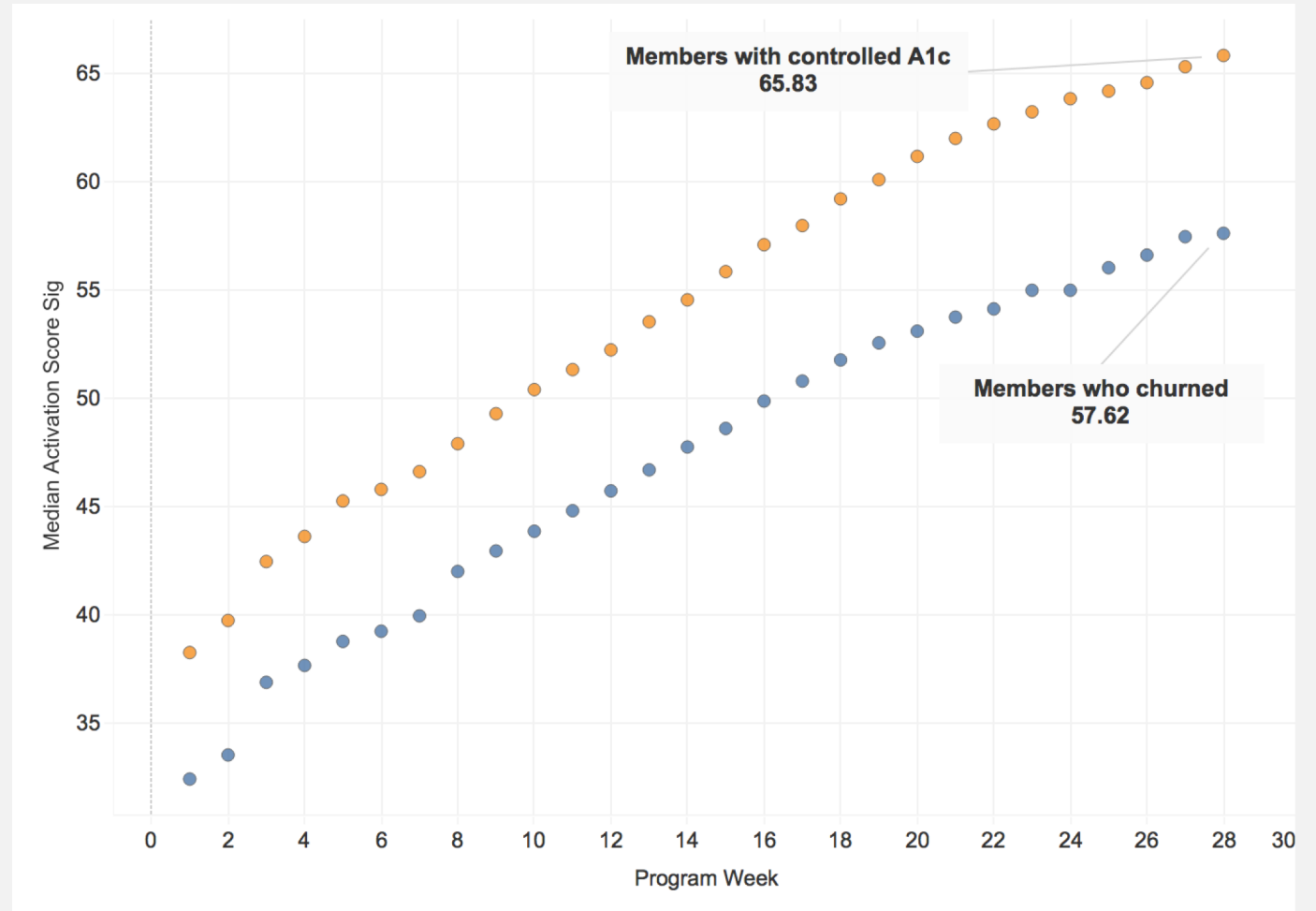
Median Activation Score by Age



Activation Is Associated With Reduced Churn



Activation Level and A1c Control



Value Of mPulse's Activation Intelligence



Reduced Churn Rate

Mobile messaging technology engaged controlled diabetics and reduced the rate of churn (A1c increasing from below 7 to above 7) from 24% to 17%

Solution Scale

Utilizing AI and NLP we have been engaging controlled diabetics and have been helping them improve their diabetes self care. Over 276,000 self care dialogues have been sent to patients to date.

Resource Efficiency

Over 29,457 patients have been notified by our system of their A1c results which frees up resources from our Primary care physicians, back office staff, and care managers.



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A Journey of Member Engagement

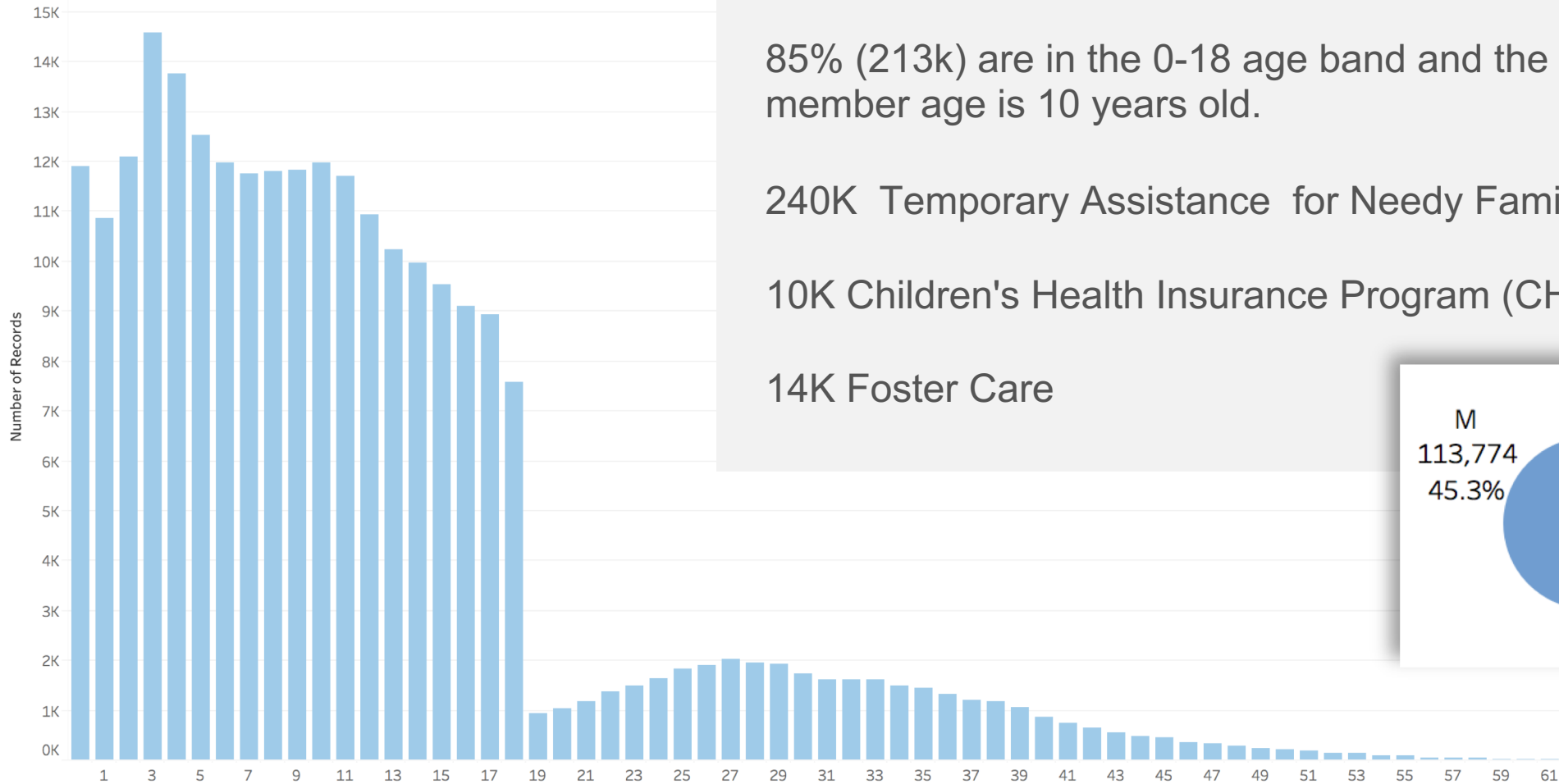
Andrew Dietrich
Director of Telehealth Services



home state health™



About Home State Health



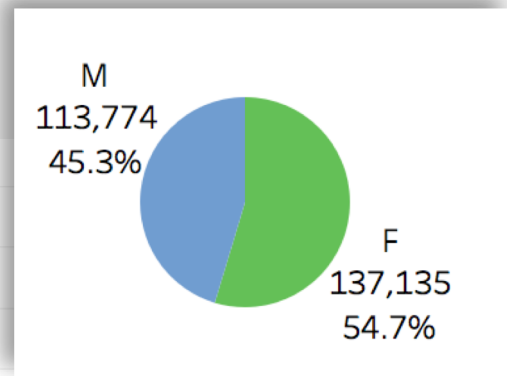
250,909 members

85% (213k) are in the 0-18 age band and the median member age is 10 years old.

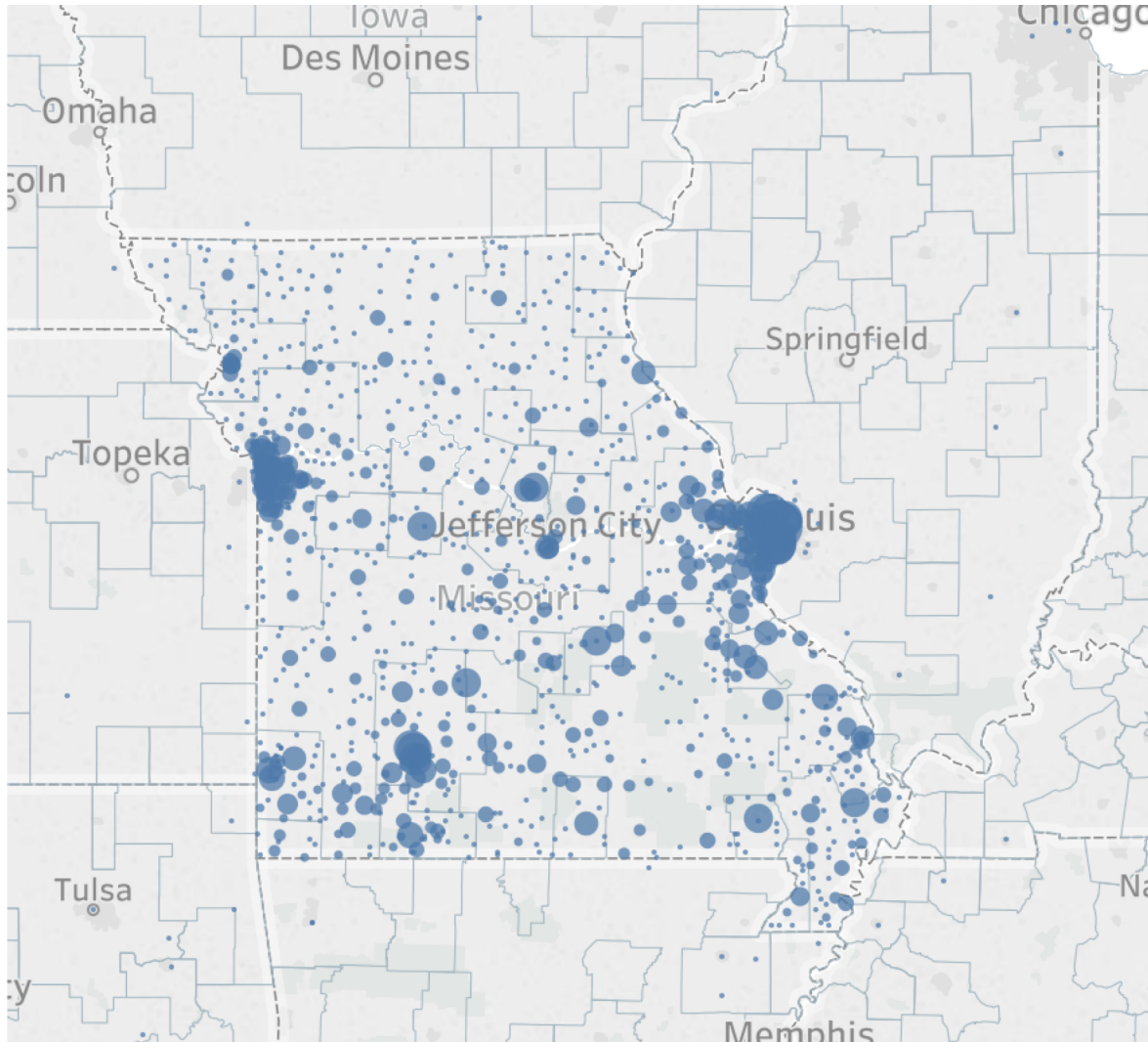
240K Temporary Assistance for Needy Families (TANF)

10K Children's Health Insurance Program (CHIP)

14K Foster Care



Members Are Located Across Missouri



6 cities account for 99k (~40%) of the Home State population

- Kansas City: 23,881
- St. Louis: 50,177
- Springfield 9,565
- Florissant 6,628
- Independence 5,110
- Columbia 3,915

ER visits:

- 50% have visited the ER in the past 12 months

PCP visits:

- 48% either have not had a PCP visit or do not have one in their record

Dental:

- 55.6% either have not had a dental visit or do not have visit history in their member record

Pregnancy:

- 8.7% of the female members are currently pregnant

How We Used To Communicate

PONY EXPRESS



Members received 5 dialogues per month targeted to their specific health needs:

- Nurse line
- Transportation
- Website
- Pregnancy services
- Annual physical
- Flu-shots
- Infant vaccinations
- Dental care

Orchestration of dialogues across a broad range of topics:

- Reminders to set up annual physical with a PCP
- Information about how to reach a nurse via the advice line and text-in services to get the nurse line phone number
- Information about rides to health appointments provided by the plan
- Importance of setting up dental appointments for children over 6 months
- Educational content about importance of brushing teeth for 2 minutes
- Reminders to get flu shots and text-in services to find the closest clinic
- Education about when to use urgent care and text-in services to find the closest urgent care
- Outreach and a link to the Health Plan website
- Outreach to pregnant members re: the starting pregnancy program
- Information about availability of breast pumps for pregnant members
- Reminders about vaccines and nurse line contact info to find out which shots are due
- Alerts around natural disasters (storm, tornado, flood, heat, earthquakes)
- Seasonal messaging around stress management, car safety in summer months, etc.

Program Enrollment



	Enrolled	Remained enrolled in program	% In Program
September 2017	5442	3744	69%
October 2017	0	0	
November 2017	161	96	60%
December 2017	1092	517	47%
January 2018	29	22	76%
February 2018	61	48	79%
March 2018	39	30	77%
April 2018	58	42	72%
May 2018	3146	2683	85%
June 2018	163	157	96%
Total	10191	7317	72%
Program Opt-outs		1527	15%
Dropped Out of Program		1347	13%

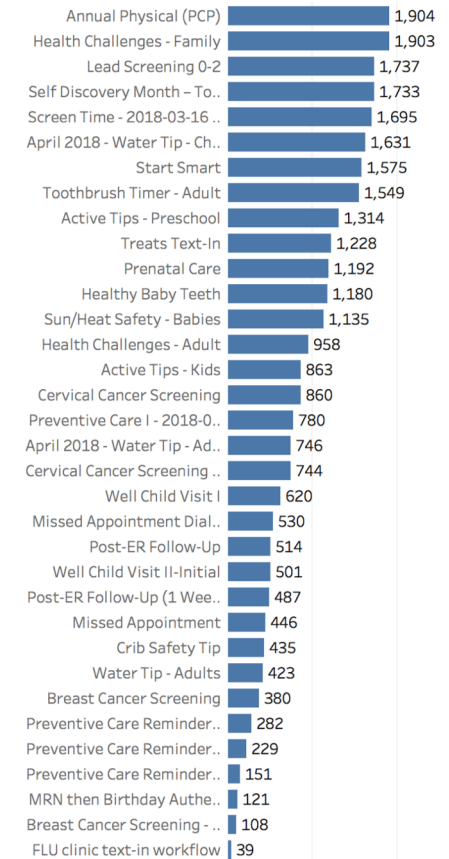
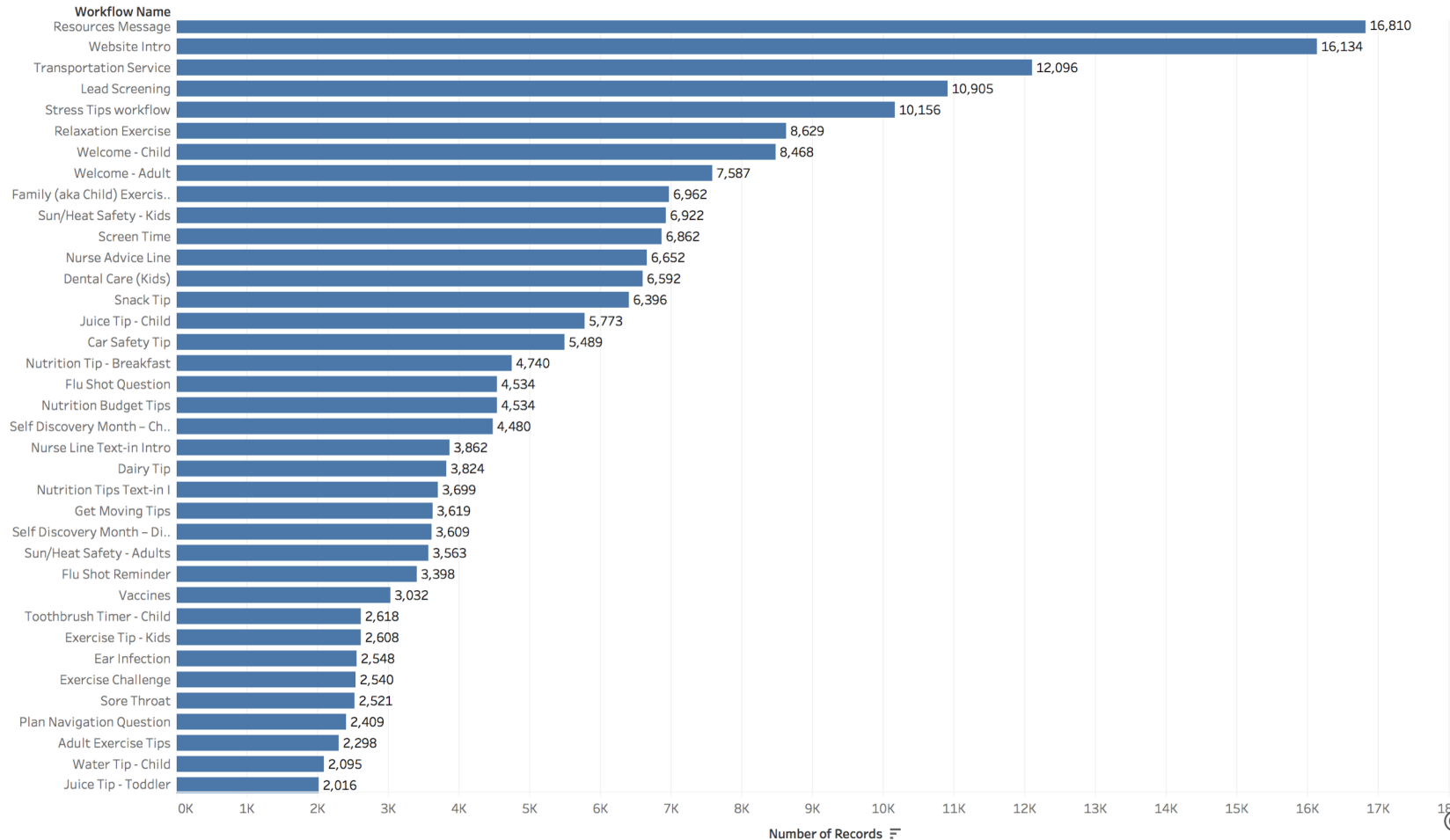
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Dialogues Delivered



81 unique tailored dialogues used in the program
 A total of 240,973 dialogues delivered to 17,208 members



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Wellness Check HEDIS Measure

Impact of text:

 9.9PP

Children 2-6 years who had a PCP visit during the previous year.

 11.1PP

Children 7-11 years who had a PCP visit in the previous year.

 6.9PP

Adolescents 12-19 years who had a PCP visit in the previous year.

Value Aligned to Home State's Mission



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Activation in Action: Q & A



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