

# Activate 2018

MARINA DEL REY, CA | SEPTEMBER 26-27, 2018



@mpulsemobile

#Activate4Health

# The Milestones of Implementing Mobile Health Engagement Solutions



**Lynn Dusek**  
Cambia Health  
Solutions



**Michael Novotny**  
Healogics



**Mike Rowe**  
Healthx



**Jason Thomas**  
Trusted Health  
Plan

# Cambia Consumer Engagement

Lynn Dusek

Director, Consumer Relationship Marketing





**A tax-paying nonprofit  
headquartered in  
the Pacific Northwest**



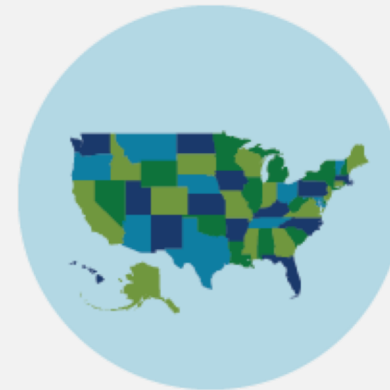
**Almost 5,000 employees  
in 30 states**



**Nationally recognized:  
Top 100 Healthiest  
Workplaces**



**Over 20 companies  
and growing**



**70+ million people  
touched nationwide**

# Health Care Built Around People



Consumer Engagement Platform



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# How Does Mobile Engagement Impact Cambia's Broader Consumer Engagement Strategy



## Immediate delivery of communications through consumer channel of choice

- SMS, Phone, Push and Email

## Develop expertise on healthcare consumer behavior and how to engage with them

- Gain a deeper understanding of effective engagement

## Availability of Artificial Intelligence and analytics to support richer conversations with consumers

- Insights to optimize future engagement strategies



# Challenges Across Organizational Levels



**Shifting to a consumer  
focused mind-set**



**Understanding what consumer  
engagement means for  
Cambia and by product**



**Why, how and where we  
leverage mobile messaging**

# The Most Effective Strategy... Bring People With You In The Journey

## Cambia Scorecard objectives and metrics:



Consumer  
Engagement



Employer  
NPS



Consumer  
NPS



# Where Are We Now And Future Direction

**Implementing use case POC's**

**Building mobile messaging into new product experiences**

**Putting guard rails and enterprise governance in place**

**API integration to drive smart triggering**

**Currently scoping multiple new 1:1 engagement programs**

**Exchanging data to drive rich analytics**



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# Patient Engagement

Michael Novotny  
Technical Product Manager

**Healogics**<sup>®</sup>  
The power to heal

**Activate2018**



#Activate4Health @mpulsemobile

# About Healogics

**The nation's largest provider of advanced wound care services**

More than 300,000 patients treated annually

Healogics and its affiliated companies manage nearly:

600+



and

300



The Healogics team is made up of more than 3,200 employees, including:

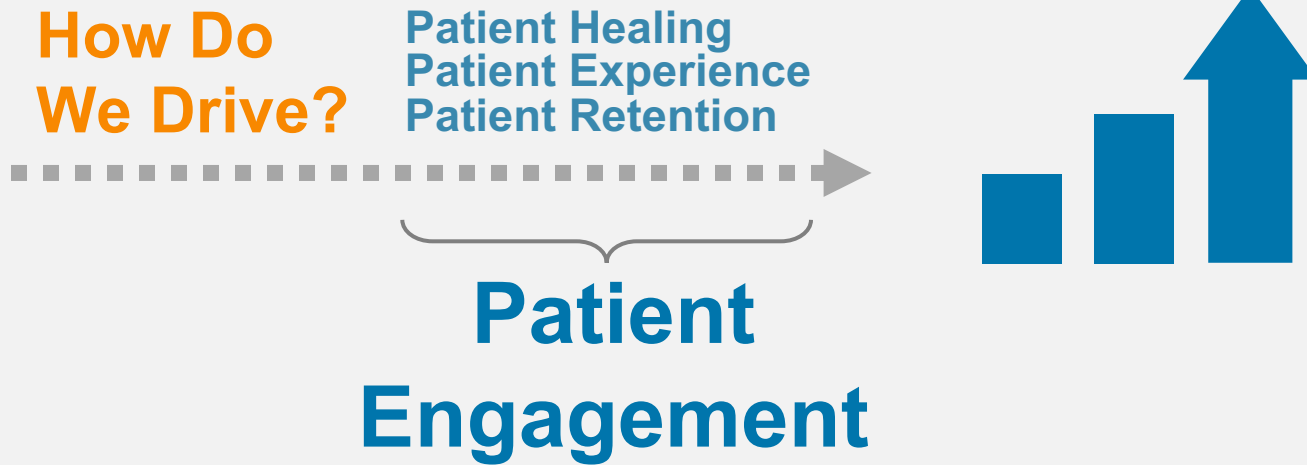


nearly  
**200**  
employed physicians



A network of  
approximately  
**4,000**  
affiliated physicians

# Why Does Patient Engagement Matter?



## Problem

Appointment cancellations is on the rise in our centers

Pilot: How can we positively affect that number?

- **8%** improvement of appointment cancellations
- **678** more patients healed and affecting the bottom line
- **26%** improvement in over HALF of pilot centers

# What Is The Plan?

## Make a Plan

- 1 Communicate where the value is
- 2 Identify who the hero of this story is
- 3 Pilot
- 4 Discover your playbook
- 5 Implement

# 1. Communicate Where Value Is

## Value Creation vs. Value Capture

Value Creation = Text Message

Value Capture = Engagement Console

### The Story

- **18%** average decrease in cancellations for **half** of the pilot centers
- Not all centers experienced success
- Why?

### Takeaway

- Align your organization where the value is

## 2. Identify Who The Hero Is

Front Office Coordinator  
=  
VP of First Impression

Elevate the status of this role  
They will be the QB of your opportunity

### Story

- Show empathy and talk to them first to get understanding of their workflow
- Tell the story of the problem
  - Invite them to be a part of the solution
- **WIIFM?** Reduce your workload and have more patients arrive to appointments

### Takeaway

- Reach out to those on the front lines and make adoption as easy as possible



# 3. Pilot

## Primary Goals

1. Get proof of concept working
2. Discover your playbook

## Secondary Goal

1. Reduction in cancellations / no shows

## The Story

- Optimal number centers in pilot?
- **26%** difference to control group
- Set expectations of pilot: it's a **PILOT**

## Takeaway

- Discover process and results will take care of themselves

# 4. Create Your Playbook

## Discover Best Practices From Yourself

### The Story

1. Measure performance
2. What's the story? What's working?
3. Find your bell cow of the group
4. Have a picture perfect understanding

### Takeaway

- Find a process that scales. Become an evangelist for rest of company

# 5. Implementation

## Pilot Centers Become Your Advocates

### The Story

- Pilot centers became advocates
- Create project plan with mPulse team to roll out
- Create roll out plan with operations to have their support
- IT needs to be communicated ahead of time

### Takeaway

- Involve others to be a part of success story makes implementation easy

# Future Opportunity

## Improving the Patient Experience

- Address Hyperlink
- Messages of Encouragement
- Education

## Create an Unfair Competitive Advantage

- Web Strategy – Google/SEO
- Virtuous circle – a flywheel of growth

### Center Address Hyperlink

Healogics 5220 Belfort Road,  
Jacksonville, Florida 32256



iMessage



### Message of Encouragement

We would like to encourage you to know you are in the right place, we are going to get you through this and we have a great team here.

We will see you soon at your next visit.

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# One Platform

**Mike Rowe**  
**Chief Technology Officer**



One platform to orchestrate the complex healthcare journey

Our growing network

**200+**

Integrations

**700+k**

Providers

**27+m**

Members

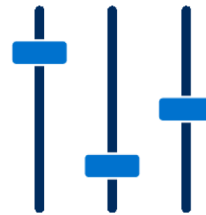
## Extends Beyond Just Portals



Integrated  
Portals



Integrated  
Mobile  
Solutions



Configured  
Customer  
Experience



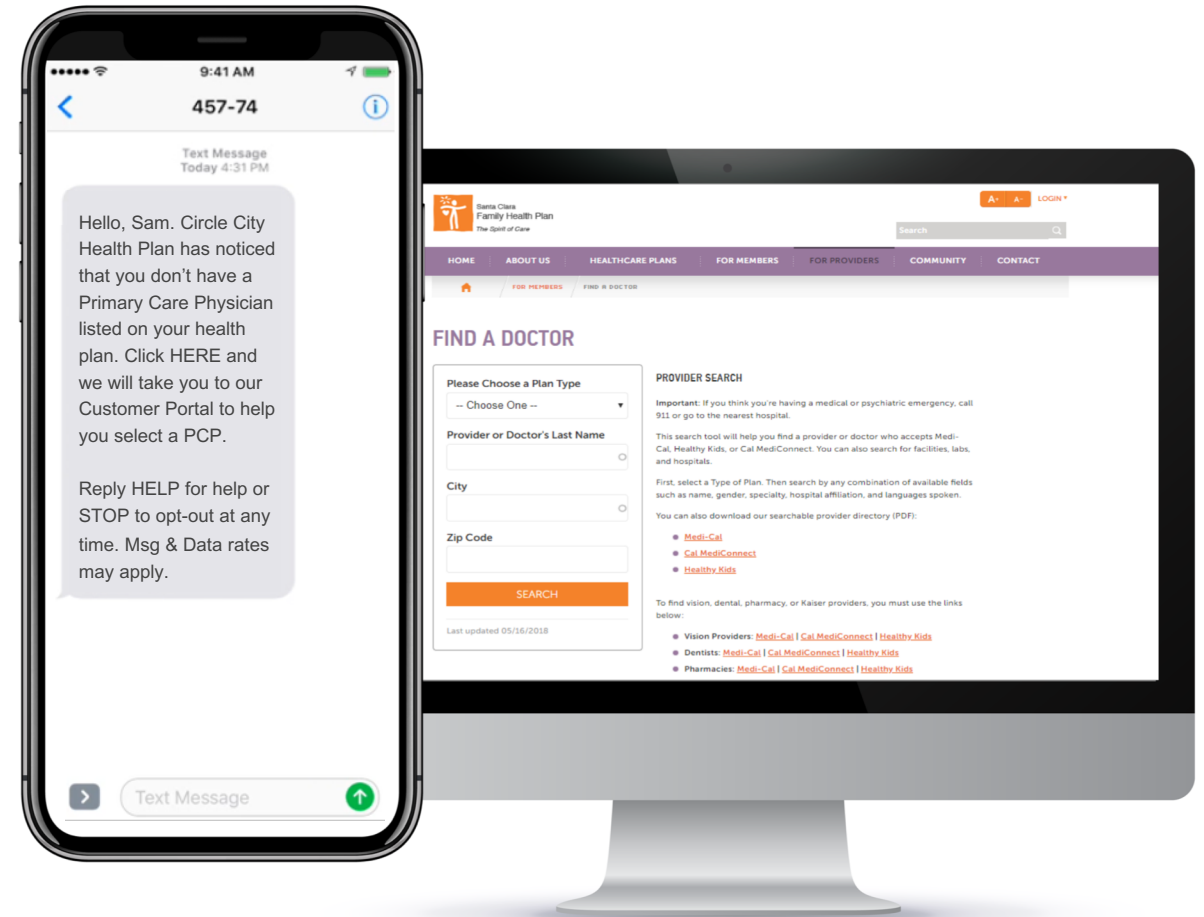
Member  
& Provider  
Analytics



Orchestrated  
Interactions



Using technology and digital solutions that integrate and are orchestrated from **ONE Platform**



# Reasons to Reach Out

Gaps in Care

Community  
Notifications

Program  
Enrollment

Appointment  
Reminders

ED Deflection

Care  
Management

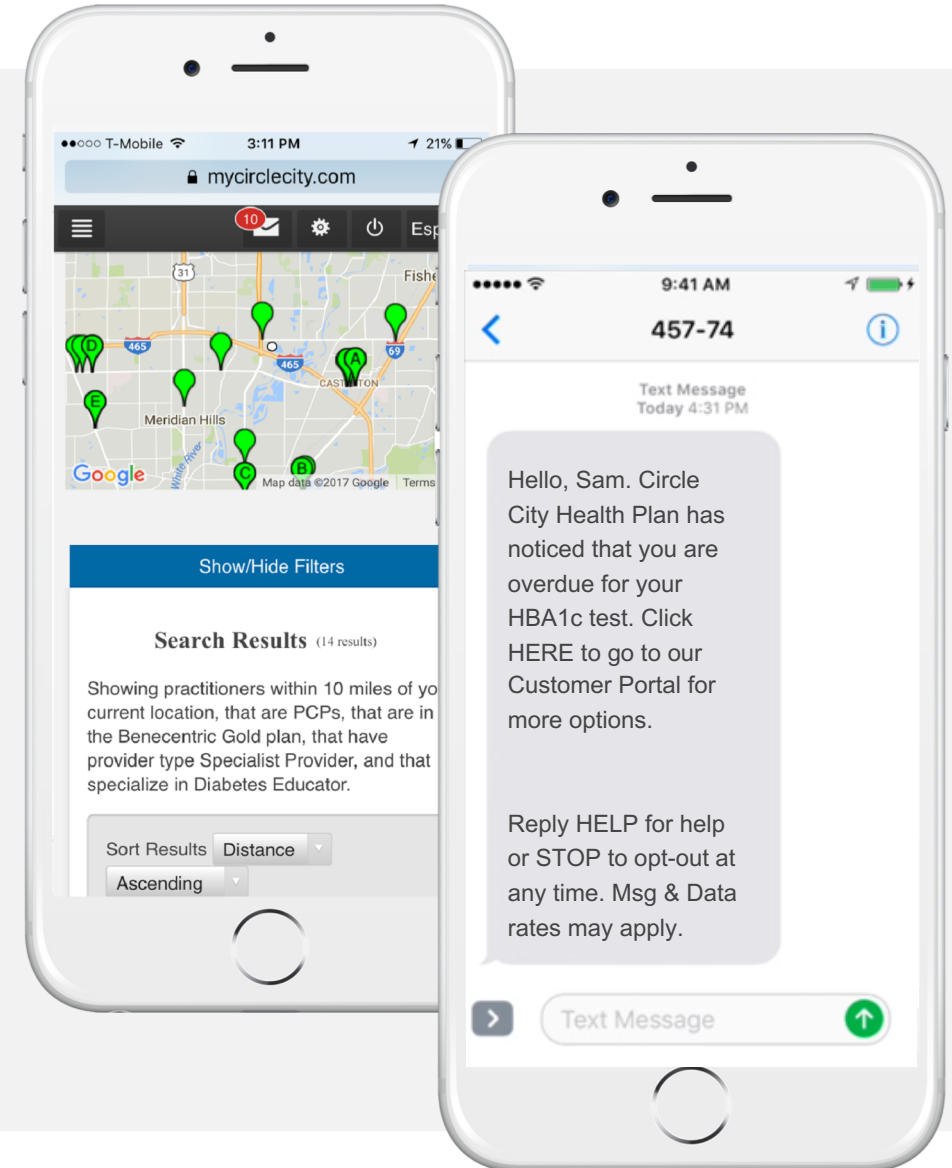
Go Paperless

Rx Reminders

Tobacco  
Cessation

# What Have We Learned?

- Know your data
- Have a bias towards simple
- Automate, iterate, and improve



# What is Next?

- Event-driven data exchange
- Micro-segmentation
- Orchestration best practices

**CIRCLE CITY HEALTH PLAN**

MESSAGES PROFILE LOGOUT

HOME COVERAGE & BENEFITS CLAIMS CARE RECOMMENDATIONS PAYMENTS AUTHORIZATIONS DIABETES PROGRAM CARE PLANS

Welcome back, Sam! Member ID 1111111100 Employer Circle City Primary care provider Billy Geiser MD

**Recent claims**

CLAIM NUMBER	PATIENT NAME	PROVIDER	SERVICE DATE
<a href="#">7973735542</a>	Sam Jones	Billy Geiser MD	7/9/2017
<a href="#">8128013376</a>	Sam Jones	Billy Geiser MD	7/9/2017
<a href="#">9982984085</a>	Sam Jones	Billy Geiser MD	7/9/2017
<a href="#">4557784597</a>	Sam Jones	Billy Geiser MD	7/9/2017
<a href="#">4630350636</a>	Sam Jones	Billy Geiser MD	5/29/2017

[View all claims](#)

**Contact a licensed physician**

Did you know that you have telemedicine as part of your benefits? This benefit allows you to speak directly with a licensed physician 24 hours a day, 7 days a week. Many common conditions can be treated over the phone or through a video consult and can send your prescription right to your local drugstore. Connect to a doctor now by using one of these available services.

**Find a provider or facility**

**Enrollment**

**Get care recommendations**

**Print your ID cards**

**See your latest claims**

**Deductible and out-of-pocket balances**

[View all balances](#)

TELADOC. healthiestyou

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A grayscale photograph of the U.S. Capitol building in Washington, D.C., featuring its iconic dome and neoclassical architecture. The building is centered in the frame, with trees and a clear sky in the background.

# THP

TRUSTED HEALTH PLAN  
DISTRICT OF COLUMBIA

**Jason Thomas**  
**Director of Corporate Facilities**  
**& Special Projects**

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**Activate2018**



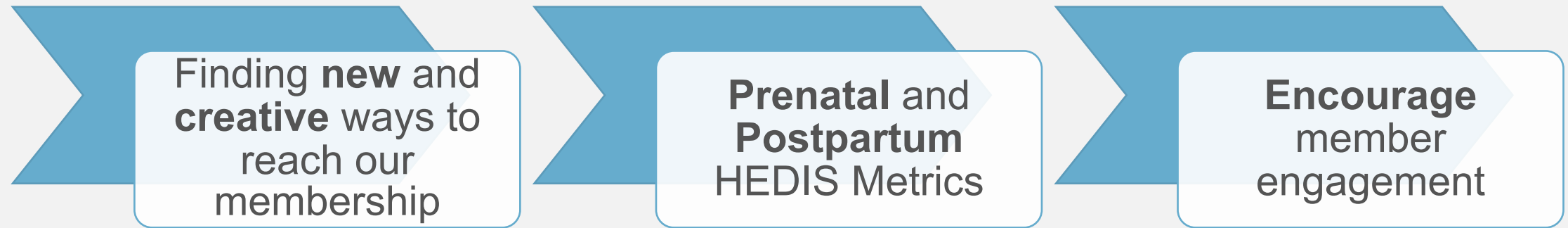
#Activate4Health @mpulsemobile

**Delivery of high-quality, cost effective Medicaid, Alliance, and ICP covered services to the District's managed care population since 2013**

**Demonstrated healthcare outcomes that shows our commitment to measurably improving the health and wellbeing of our Members**

**Currently serving approximately 31,000 Medicaid Members and 3,500 Alliance Members**

# Key Drivers



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# Scope & Approach

Help improve the quality of healthcare for our Members

We want to use HealthX to easily and effectively communicate with today's population through mobile messaging solutions

Direct and quick communication via SMS our Members regarding important health information such as:

- PCP visits
- Prenatal checkups
- EPSDT childcare visits

Allows us to truly make a difference in our Members' lives

# Challenges and Opportunities

## Challenges

- Small Company/ Small Staff
- Transferring Data
- Keeping up with Internal Demands

## Targeted Focus

- Effective Times for Text Deployment
- Planning Ahead
- Prioritizing Campaigns
- Creating an effective Final Sign off Process

## Outreach for members due for Medicaid recertification

**Goal 5-10% increase in recertification**

**Previously used mail and telephone live agent outreach**

- 90 day, 60 day and 30 day reminder touchpoints
- Over 20% clicked through recertification page

## Drive completion of pre-natal check-ups

- Initial reminder, then incentive for those that do not engage

## Closing Remarks

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WASHINGTON, DC 20003

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# Milestones: Q & A



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