Medication and Care Plan Adherence Technologies That Improve Patient Outcomes

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“Drugs don’t work in patients who don’t take them”

– C. Everett Koop, M.D.

“Medication adherence is America’s new drug problem”

– Carolyn Clancy, M.D.
Patient Challenges:

- Too many medications at home
- Old medications not destroyed
- New prescriptions received: new dose, different medication, generic vs brand labeling
- Inconsistent communication between multiple providers: pharmacies, PCP, Hospitalist, Specialist
- Which pill is which?
“What medication do I take?”
“What did the doctor say?”
“What is the correct dose?”
“What is the correct time?”
“What do each of these medications do?”
“Why are they important?”
“Why do I need them, I feel better?”
Average Reported Rate of Non-Adherence Is 43%

Source: Manhattan Research 2004 data
Failure to take medication as prescribed:
- Causes **10% - 28%** of total hospital admissions
- Causes **33%** of CHF hospital admissions
- Causes **75%** of Schizophrenia admissions
- Causes **68%** of NNRTI resistant/mutated HIV virus
- Results in **$100 billion/year** in unnecessary hospital costs
- Causes **40%** of nursing home admissions
- Costs the U.S. economy **$300 billion/year**

## Medication Adherence Saves $Billions

### Senior Citizens with Diabetes

<table>
<thead>
<tr>
<th>Disease State</th>
<th>Est. U.S. Prevalence</th>
<th>Annual Total Health Care Costs @ $16,500 Per Patient (1),(2)</th>
<th>Est. Annual Cost with 25% Improved Adherence (1),(2)</th>
<th>Annual Net Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetics over age 65</td>
<td>10,000,000</td>
<td>$165 Billion total</td>
<td>$87 Billion total</td>
<td>$78 Billion</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$16,500 per patient</td>
<td>$8,700 per patient</td>
<td>$7,800 per patient</td>
</tr>
</tbody>
</table>

(1) Predictors of medication adherence and associated health care costs in an older population with type 2 diabetes mellitus; a longitudinal cohort study; Balkrishnan R, et. al. Department of Public Health and Sciences, Wake Forest University School of Medicine, Winstons Salem North Carolina, USA

(2) American Association of Clinical Endocrinologists (AACE)

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### Congestive Heart Failure – The #1 Cost to Medicare

<table>
<thead>
<tr>
<th>Disease State</th>
<th>Est. U.S. Prevalence</th>
<th>Number of Non-Adherent Heart Failure Patients = 50%</th>
<th>Annual Hospital Costs of Non-Adherent Patients (1),(2)</th>
<th>Annual Hospital Costs of Adherent Patients (1),(2)</th>
<th>Annual Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congestive Heart Failure</td>
<td>7,500,000</td>
<td>3,750,000</td>
<td>$46 Billion total</td>
<td>$11.5 Billion total</td>
<td>$34.5 Billion total</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$12,270 per patient</td>
<td>$3,068 per patient</td>
<td>$9,202 per patient</td>
</tr>
</tbody>
</table>

(1) Outpatient Management program of patients with chronic heart failure; Cacciatore, G. et. al; Servizio Centrale di Cardiologia

(2) Cost of hospitalizations for heart failure: sodium retention versus other decompensating factors; Bennett SJ, et. al.; Indiana University, Indianapolis, USA; PubMed index for MEDLINE 10076109
The challenge is to simultaneously improve the **efficiency** and **effectiveness** of medication adherence and care management programs.

- Efficiency can be significantly improved by deploying better new **technologies**…
- Effectiveness is improved by deploying better clinical pharmaceutical and care management **knowledge**… that is embedded in a technology
- The “**end-to-end solution**” combines knowledge embedded in technology with the knowledge embedded in the clinically trained mind.
Processes that improve patient adherence are of high value to DM programs, payors, healthcare professionals, patients and their loved ones.

Technologies exist TODAY that leverage pharmacists, nursing personnel, and physicians and deploy and monitor medication and care management knowledge.

These technologies enable rapid, targeted patient interventions to improve health outcomes and reduce ER visits, hospitalizations, and nursing home admissions.

For Seniors and their loved ones – “Aging Gracefully in Place”
<table>
<thead>
<tr>
<th>“The End-to-End Solution” Should...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify Poor Adherence</td>
</tr>
<tr>
<td>Emphasize value of regimen and effect of adherence</td>
</tr>
<tr>
<td>Provide simple, clear instructions</td>
</tr>
<tr>
<td>Simplify regimen as much as possible</td>
</tr>
<tr>
<td>Encourage use of medication-taking system</td>
</tr>
<tr>
<td>Listen to patient, and customize regimen in accordance with patient wishes</td>
</tr>
<tr>
<td>Elicit patient’s feelings about ability to follow regimen, and if necessary, design supports to promote adherence</td>
</tr>
<tr>
<td>Reinforce desirable behavior and results</td>
</tr>
<tr>
<td>Consider more “forgiving” medications when adherence appears unlikely</td>
</tr>
</tbody>
</table>


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Remote Patient Monitoring to Improve Medication and Care Plan Adherence

- Monitor chronically ill patients’ adherence to medication and care plans
- Monitor physiologic functioning
- Prevent hospital admissions
- Data transmitted via phone line
- Cost decreasing ($50 - $150/month)
- Gaining acceptance by Homecare agencies to reduce traditional visits
- Used selectively by DM firms and Veterans Administration programs
We Have the Technology, but...

- **Barriers:**
  - Cost per patient (falling)
  - Patient selection
  - Ease of Use for patients
  - Ease of Use for Care Managers
  - What gets reported? Data analytics? Trend analysis? Predictive Modeling?
Product Categories for Medication and Care Plan Adherence Technologies

- Integrated Diary/Physiologic Monitoring Systems
- Web-based Solutions
- IVRS Telehealth Systems
- Medication Adherence Tools and Systems
- Monitoring Systems combined with Web-based solutions and professionally staffed call centers
Product Category – Integrated Diary/Physiologic Monitoring Systems - iMetrikus
iMetrikus MediCompass: Biometric Device Interfaces

**Diabetes Management**

Blood Glucose Monitors:
- Accu-Chek™ Active
- Accu-Chek™ Advantage
- Accu-Chek™ Compact
- Accu-Chek™ Complete
- Ascensia® Breeze™
- Ascensia® Contour™
- Ascensia Elite XL®
- Bayer Glucometer® DEX
- Bayer Glucometer® DEX2
- Bayer Glucometer® Elite XL
- BD Logic™
- BD Paradigm Link™
- In Duo™
- One Touch® Basic
- One Touch® II
- One Touch® Profile
- One Touch® Ultra
- One Touch® UltraSmart
- One Touch® Sure Step
- Precision Q-I-D®
- Precision XTRA™
- Prestige Smart System™
- TrueTrack Smart System™
- TheraSense FreeStyle®

**Respiratory Management**

Digital Spirometry:
- AirWatch

**Cardiac Management**

Insulin Pumps:
- D-TRON Plus

Blood Pressure Cuffs:
- A&D LifeSource UA-767PC (Arm)
- OMRON HEM-637 (Wrist)
- OMRON HEM-705CP (Arm)

Digital Scales:
- A&D LifeSource UC-321PL*

Lipid Testing:
- CardioChek PA* (cholesterol, triglycerides, glucose, & ketones)
The InterMed Solution – Wireless Technology

Wirelessly Collect and Connect

Medical devices communicate wirelessly with InterMed’s in-home Patient Data Handler (PDH)
The InterMed System

1. Wirelessly Collect and Connect
2. Analyze and Interpret
3. Review and Respond

Patient → Data → Personalized Feedback → Easy to Use Reports → Provider

Patient Specific Care Management Plan
Patient Reporting Software

The PDH Can display rich text, images, and interactive questions.

- Your Results
- Your Yellow Action Plan
- Blood Pressure Key Findings and Recommendations 3 of 5
- How are You Feeling?
- Your Blood Pressure Graphs
- Your Readings

This Week's Results
Report for Rocco Pigneri - Week of July 17, 2005

You tested your Prebreakfast sugars 5 times during the past week:

<table>
<thead>
<tr>
<th>Date</th>
<th>Sugar</th>
</tr>
</thead>
<tbody>
<tr>
<td>07-14</td>
<td>No Reading</td>
</tr>
<tr>
<td>07-15</td>
<td>80</td>
</tr>
<tr>
<td>07-16</td>
<td>110</td>
</tr>
<tr>
<td>07-17</td>
<td>150</td>
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<tr>
<td>07-18</td>
<td>95</td>
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<tr>
<td>07-19</td>
<td>85</td>
</tr>
<tr>
<td>07-20</td>
<td>No Reading</td>
</tr>
</tbody>
</table>

You also tested your sugar 5 times at times other than Prebreakfast during the past week.
View all the patients you are managing on the “Today’s Tasks” page
- Sort by any field
- Click on a patient to view his or her information

<table>
<thead>
<tr>
<th>Name (Last, First)</th>
<th>Last Contact Date</th>
<th>Case Id</th>
<th>Program(s)</th>
<th>Last Response Date</th>
<th>Physician(s)</th>
<th>Flag(s)</th>
<th>Flag Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mac, Mary</td>
<td></td>
<td>16</td>
<td>Diabetes, Heart Failure, Asthma</td>
<td></td>
<td></td>
<td>Complete Enrollment</td>
<td>10/25/2007</td>
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<tr>
<td>Stark, Brandon</td>
<td>68</td>
<td></td>
<td></td>
<td></td>
<td>Greene, Mark</td>
<td>Complete Enrollment</td>
<td></td>
</tr>
<tr>
<td>Stark, Sandie</td>
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<td></td>
<td></td>
<td>Greene, Mark</td>
<td>Complete Enrollment</td>
<td></td>
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<tr>
<td>Stark, Edward</td>
<td>65</td>
<td></td>
<td></td>
<td></td>
<td>Greene, Mark</td>
<td>Complete Enrollment</td>
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<tr>
<td>Stark, Edward</td>
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<td></td>
<td></td>
<td></td>
<td>Greene, Mark</td>
<td>Complete Enrollment</td>
<td></td>
</tr>
<tr>
<td>Vullo, Christina</td>
<td>42</td>
<td></td>
<td>Diabetes, Heart Failure, Asthma</td>
<td></td>
<td>Kovac, Luka, Greene, Mark</td>
<td>Complete Enrollment</td>
<td>9/18/2007</td>
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<tr>
<td>Franklin, Ross</td>
<td>83</td>
<td></td>
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<td></td>
<td>Greene, Mark</td>
<td>Complete Enrollment</td>
<td>10/10/2007</td>
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<tr>
<td>Vullo, Christina</td>
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<td>Greene, Mark</td>
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<tr>
<td>Winston, Patrick</td>
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</tr>
<tr>
<td>Miller, Charles</td>
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<td>Greene, Mark</td>
<td>Complete Enrollment</td>
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</tr>
<tr>
<td>Barton, Reid</td>
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<td></td>
<td></td>
<td>Greene, Mark</td>
<td>Complete Enrollment</td>
<td></td>
</tr>
<tr>
<td>Vullo, Christina</td>
<td>43</td>
<td></td>
<td>Diabetes, Heart Failure</td>
<td></td>
<td>Kovac, Luka</td>
<td>Complete Enrollment</td>
<td></td>
</tr>
<tr>
<td>Martin, Mary</td>
<td>41</td>
<td></td>
<td>Diabetes, Heart Failure, Asthma</td>
<td></td>
<td>Greene, Mark</td>
<td>Complete Enrollment</td>
<td></td>
</tr>
</tbody>
</table>
1027 home health care Medicare patients in 6 month study

Results:
- 5.56 fewer skilled nursing visits, with visit decrease of over 50% in several agencies
- Skilled nursing caseload increased by 8 on average
- Decreased ER visits and hospitalizations
- Revenue increase of $128,000 per nurse per year
- Cost savings of $64,800 per year
- ROI of 6.14 at composite of 32 sites  (Assumptions: skilled nursing visit fully burdened @$100, skilled nurse visits dropped from 15.76 to 13.18, caseloads increased from 19 to 27, HHRG of $2000, LOS = 8 episodes/year, equipment cost of $75/month for 30 monitors per nurse)

*National Telehealth Value Study, Remington Report May/June, July/August 2006*
Integrated Diary/Physiologic Monitoring - Summary

- Many vendors – the technologies are becoming a commodity, though still relatively expensive
- Key barrier to broader usage is cost and ROI for diseases other than severe heart failure
- Differentiators will be in the “software” that creates behavioral change in patients and displays the data for care managers, and in the trend analysis and predictive modeling algorithms
Web-based Solutions: Problems With Web Content

**Turned Off**
Why some consumers turn away from a health information site.

- Site was too commercial: 47%
- Couldn’t determine the source of the information: 42%
- Couldn’t determine when information was last updated: 37%
- Site lacked endorsement of a trusted independent organization: 30%
- Site appeared sloppy or unprofessional: 29%
- Site contained information they knew to be wrong: 26%
- Information disagreed with own doctor’s advice: 20%

Source: Pew Charitable Trust
Product Category – Web-based Solutions - WorldDoc
Answer the following questions so we can determine possible causes of your symptom:

Did you fall or have trauma to the ankle?
- Yes
- No

When you press your thumb along the back of the Achilles tendon, is it painful?
- Yes
- No

Where is most of your pain in your ankle?
- On the outside of the ankle
- On the back of the ankle
- On the inside of the ankle

Push on the area of pain. Is it tender?
- Yes
- No
Profile:
You indicated Ankle Pain (not from Recent Injury).

This is not a substitute for a medical evaluation by a licensed physician. Your profile suggests the following possibilities. Click on the possibilities and read the explanation and treatment options. We hope this helps you with your health decisions.

Possibilities:

<table>
<thead>
<tr>
<th>Name</th>
<th>Severity Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROKEN ANKLE</td>
<td>severe</td>
</tr>
<tr>
<td>SPRAIN</td>
<td>mild</td>
</tr>
<tr>
<td>ACHILLES TENDON TEAR (RUPTURE)</td>
<td>severe</td>
</tr>
</tbody>
</table>
**Live Pharmacists** – Consult with the InnovationRx pharmacists. Ask questions. Express your concerns.

**Medication Diary** – Use the InnovationRx Medication Diary tool to chart your daily success with your medication. The results may document increased efficacy to dissuade your doubt. Or it may confirm your intuition. In either case, we recommend that you periodically print the results and share with your doctor.

**Medication Reminders** – Use the InnovationRx medication reminder messaging system to remain on track with your treatment as you work to resolve your doubts so that the benefits may become apparent.

**Community** – Use the InnovationRx Community tool to reach out to other patients with a similar condition and prescription. Fellowship is a potent medicine in itself and you may find your doubts assuaged by meeting others who are also taking the same medication.

**News** – Sign up for InnovationRx Health News service. Stay abreast of developments related to your condition. The more educated you become the fewer doubts you will have.
Patients receive a personal account at the InnovationRx website.

Their homepage provides access to a full line of interactive medication management tools.
Interactive Web-based Tools

- Interactive medication management tools include:
  - My Medicine Chest – a complete record of all their medications
  - Drug Interaction Tool
  - Drug & Food Interaction Tool
  - Medication Diary to chart progress on their health, side effects, recovery and personal goals
  - Refill Reminder Tool
  - How to Read a Prescription Label Tool
  - News, Tips, Demos
  - Community of Patients
    .... And more
Phone-based speech enabled outreach designed to inspire behavior change

- Understands what you say and responds accordingly – over the phone
- Provides focused and actionable feedback
- Senior programs include
  - Welcome outreach
  - Health Risk Assessments
  - Quality of Life surveys
  - Age-appropriate reminders- colon cancer screening, mammograms, flu...

- Excellent tool for the visually impaired patient
- Seniors just might be the most receptive of all!
InforMedix’s Med-ePhone™

- **Reminds participants** to take their medications and records/monitors adherence over mobile phones, PDA/cellphones and landlines
- Prompt/record answers to **simple health status queries**
- Branching logic allows a participant to **identify reasons that they do not take their medications**
- **Simple web enrollment** provides adherence data via Med-eXpert – sends e-mails and text messages if meds missed or health declines
- Med-eXpert also provides **detailed reports** via the Web
# Med-ePhone Reporting – Participant Level

![Pie Chart](image)

### 30 Day Rolling Avg. Call Results

<table>
<thead>
<tr>
<th>Call Result</th>
<th>Occurrence over last 30 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taken</td>
<td>26</td>
</tr>
<tr>
<td>No Answer</td>
<td>3</td>
</tr>
<tr>
<td>Answering Machine</td>
<td>4</td>
</tr>
<tr>
<td>Missed - Doctor’s Order</td>
<td>2</td>
</tr>
<tr>
<td>Missed - Ran Out</td>
<td>0</td>
</tr>
<tr>
<td>Missed - Side Effects</td>
<td>1</td>
</tr>
<tr>
<td>Missed - Other</td>
<td>1</td>
</tr>
</tbody>
</table>

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Product Category - Medication Adherence Tools and Systems

- Audio Reminders
- Voice Reminders
- Medication and Care Plan Tracking Devices
- Integrated Dispensing Systems
- RFID-enabled
- Landline/Wireless
Monitored Automatic Medication Dispenser

- Alerts caregivers if medications are not dispensed or if MD.2 is running low on medications
- About the size of a large coffeemaker
- Holds 60 medication cups, dispenses up to 6 cups per day (re-usable cups included)
- Stores 3-4 weeks of medications for most patients
- 3-Way Reminders: VOICE, TEXT, BLINKING LIGHT
MD.2

1 Medication Cups are comfortable to hold and have secure lids to prevent spills. Each reusable cup can hold 20-25 pills and supplements. As many as six cups/doses can be delivered per day.

2 Dispensing Button is designed for seniors' special needs. Easy to see and feel, it is conveniently oversized and requires only a gentle push for one-button dispensing.

3 Medication Reminders. Each dose is announced by a loud, clear voice and tone (adjustable volume), a text message, and a flashing red light. Special instructions such as "Take with food" can also be announced.

4 Locking Storage Compartment. MD.2 can be pre-loaded with a maximum of 60 medication cups. The locking compartment keeps medications safe and in order.

5 Keypad, designed for easy setup, is located in the locking medication compartment to prevent accidental changes or tampering.

6 Battery Backup system provides alternate power for up to 18 hours.
InforMedix Med-eMonitor “Smart Pillbox”

- Simple - used successfully by Seniors with 5th Grade Education, schizophrenics, urban poor HIV+
- Manages 25 medications per patient and delivers education, questionnaires, behavioral prompts, reminders
- Branching logic captures critical health information
- Customized – Web-based care plan individualized for each patient
High Level Product Overview

Med-eMonitor and Med-ePhone

Patient devices organize and deliver medication alerts and real-time information. Prompt and record medication adherence and health status information.

Two-way communication over patient’s standard phone line or wireless telephone.

Web-enabled reporting to care manager and/or loved ones by: e-mail, text message, and fax if missed meds or decline in health.

Med-eXpert

Web-enabled real-time care plan selection for each patient by care manager, and Web-enabled reporting.
Data Analytics and Reporting

Med-eMonitor - Population Level

Study Medication Dosing Summary

This chart shows the number of medication doses compared to the number of dosages missed for other reasons.

- Drawer Opened Scheduled (26.0%)
- Missed Medication (3.1%)
- Drawer Opened Unscheduled (46.6%)
- Drawer Took Pill Unscheduled (3.3%)
- Unable to Take Pill (1.5%)

<table>
<thead>
<tr>
<th>Count(ID)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>115</td>
<td>Drawer Took Pill Scheduled</td>
</tr>
<tr>
<td>130</td>
<td>Drawer Took Pill Unscheduled</td>
</tr>
<tr>
<td>5,077</td>
<td>Missed Medication</td>
</tr>
<tr>
<td>100</td>
<td>Drawer Opened Unscheduled</td>
</tr>
<tr>
<td>2,556</td>
<td>Drawer Opened Scheduled</td>
</tr>
</tbody>
</table>

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Reporting – Med-eMonitor Participant Level

Medication Compliance by Drug

- Aspirin 81 mg oral tablet: 94% Compliance
- Pseudoephedrine Hydrochloride 30 mg: 94% Compliance
- Glucophage XR 500 mg: 100% Compliance
- Psyllium 85% powder for reconstitution: 93% Compliance

Legend:
- Green: Taken
- Yellow: Unscheduled
- Red: Missed

Weight Trend

30 Day Weight Trend

- Target Levels: 200-220 Lbs.
- Daily Average Levels

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Built-in Custom Data Export Capability

- **Med-eXpert™ System**, an Internet-based communication system, which provides data analytics, and a dynamic database software platform to monitor patient medication adherence and health status and Exports Datasets to XML, Word, Excel, RTF, PDF, CSV

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Sample Care Plan for Diabetics with CHF

- Prompt and record adherence to medications
- Prompt and record glucose levels
- Prompt and record systolic, diastolic BP, daily weights
- Reminders about proper care per ADA guidelines
  - Meal plan
  - Schedule annual eye exam
  - Check feet for cracks or sores and use temperature probe
  - Check Lipid levels
  - Schedule quarterly doctor visit for HbA1C blood test
Sample Care Plan for Diabetics with CHF

Reminder to wear protective shoes

Questionnaires
- Prodromal signs of stroke
- Change in medications
- Hospitalizations
- ER Visits
- Depression inventory
- Patient Satisfaction Survey
**Med-eMonitor Research Results**

- **Schizophrenia** - “Improved medication adherence from a baseline of 52% (prior to using device) to over 94% (after 3-months usage)” *(1)*

- **Schizophrenia** - “The Med-eMonitor System provided for compliance enhancement with medications and protocols, ease of central evaluation by treating professionals, additional education, and reduced on-site evaluation in chronic schizophrenics.” *(2)*

- **CHF** - “Patients in the compliance device group had a 94% medication compliance rate, and a 96% compliance rate with entering daily weight and blood pressure data into the device. QOL improved significantly from baseline to 3-months follow-up (ANOVA, p=0.006)” *(3)*

- **Diabetes** - “Average medication adherence rates increased from a baseline of 40% to over 92%, HbA1c levels dropped an average of 18.7% after 3 months patient use (p<.002)” *(4)*

- **HIV** - “Average medication adherence rates were 89.5% in HIV+, severely mentally ill, drug abusing patients” *(5)*

- **Stroke Prevention with Coumadin** – Medication adherence rates are 97%-100% *(6)*

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*(3) “Pilot Study of a Web-Based Compliance Monitoring Device For Patients with Congestive Heart Failure,” Artinian, N, Harden, J, et.al., Heart & Lung, 2003: 32, 226-233*

*(4) “Remote Monitoring and Management of Rural Diabetic Patients Using a Web-based Medication Adherence/ePRO Monitoring Device” Farberow, B, Disease Management Congress, 2005,*

Monitoring Center(s)
Staffed by Nurses, Pharmacists

Web-enabled Data Analytics, Reports and Alerts

Patients

Medical Professional
Pharmacist
Family Member
Ambulance
InnovationRx Live Pharmacists

- Staffed with licensed pharmacists trained in motivational interviewing and compliance
- Incoming calls: consultation for questions on prescription medications
- Outgoing calls: to support certain interventions such as education and motivation
- Technical assistance with service provided by trained customer service representatives
- Incoming alerts from real-time medication adherence systems
- Web-based reports from real-time medication adherence systems to provide information-based consultations
Interventions across the population

Seamless integration of Call center, Internet, smart devices, person to person, deployed according to severity

Net Potential Savings

Baseline Medical Costs

Population – Breakdown by Presence of Chronic Disease