



Engagement beyond the Call

03.15.11



About your Presenters

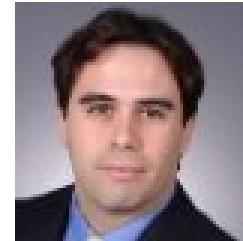


Michael Taylor

Executive Vice President
HealthFitness

Previously with:

- LifeMasters
- UPMC
- Lumenos



Bob Tavares

VP Care Management
Emmi Solutions

Previously with:

- UnitedHealth Group
- HealthShare/WebMD
- Forrester Research

© 2010 Emmi Solutions, LLC



About Emmi Solutions

- Engaging interactive content combined with an innovative technology platform
- Focused on helping consumers take an active role in their health
- Adopted by leading hospitals, health systems, medical groups, health plans and population health management companies
- Over 2.5 million patients have been “prescribed” an Emmi program



© 2010 Emmi Solutions, LLC



[Agenda](#)

[Demo](#)



About HealthFitness

- **Established:** Based in Minneapolis; a national health management provider for 27 years with demonstrated results
 - Acquired Focused Health Solutions in February 2011
- **Our People:** 4,000 multi-disciplined staff; degreed, certified and licensed professionals
- **Book of Business:** More than 300 clients in all types of organizations/ industries, size/multiple locations and diverse scopes of program management (onsite and remote)
- **Science and Evidenced-based:** Science Advisory Board and Research, Development and Outcomes Division
- **National Recognition & Awards:** NBGH, IHPM, NCQA with Performance Reporting Accreditation, C. Everett Koop, WELCOA, multiple state awards

DOLLAR GENERAL



JELD-WEN
WINDOWS & DOORS



Exelon

AirTran



© 2010 Emmi Solutions, LLC



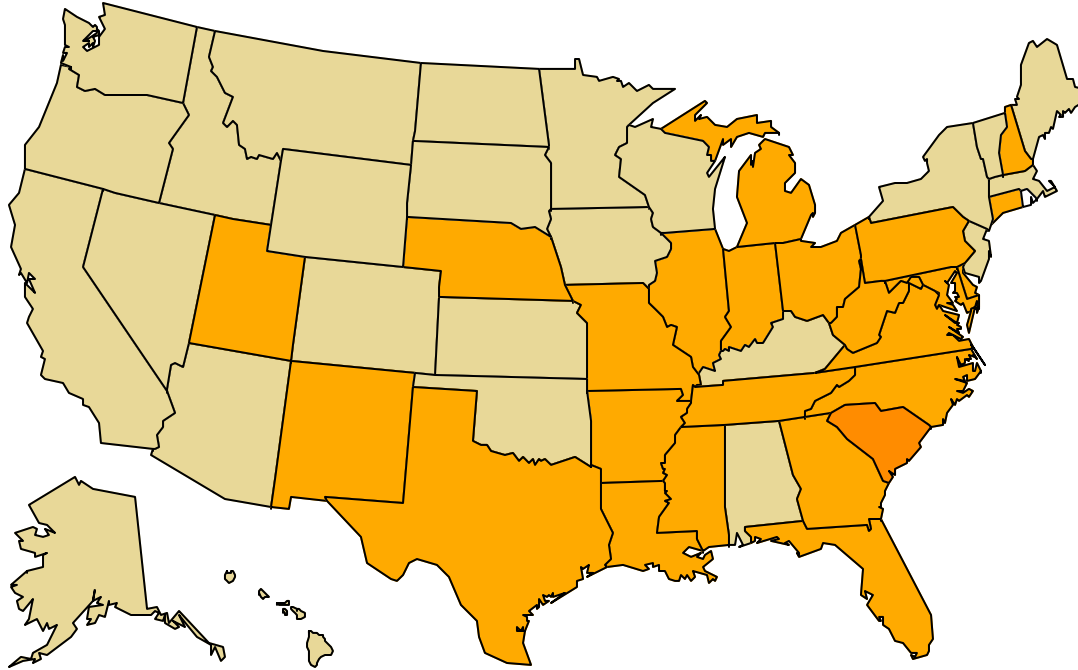
Agenda

- I. Facts you already know about the rise of chronic conditions
- II. Facts you may know about consumer adoption of technology
- III. Facts you may not know about high touch –vs- high tech engagement
- IV. How this creates opportunities / challenges for population health programs



CDC: National Diabetes Surveillance System

1994



<4.5%

4.5 – 5.9%

6.0 – 7.4%

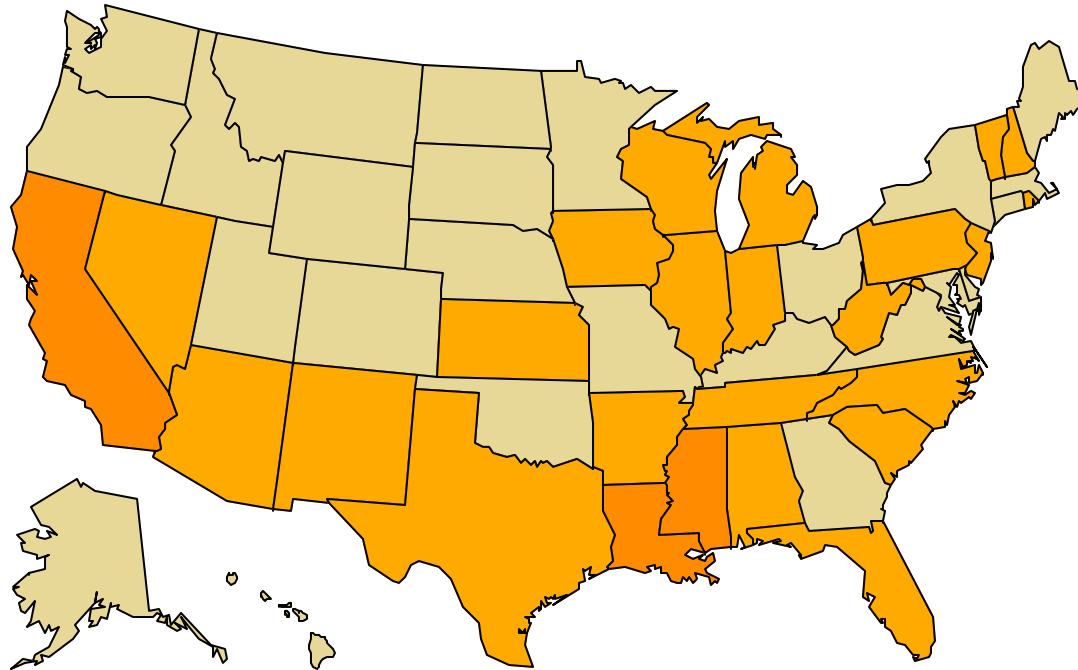
7.5 – 8.9%

>9%

© 2010 Emmi Solutions, LLC

CDC: National Diabetes Surveillance System

1995



<4.5%

4.5 – 5.9%

6.0 – 7.4%

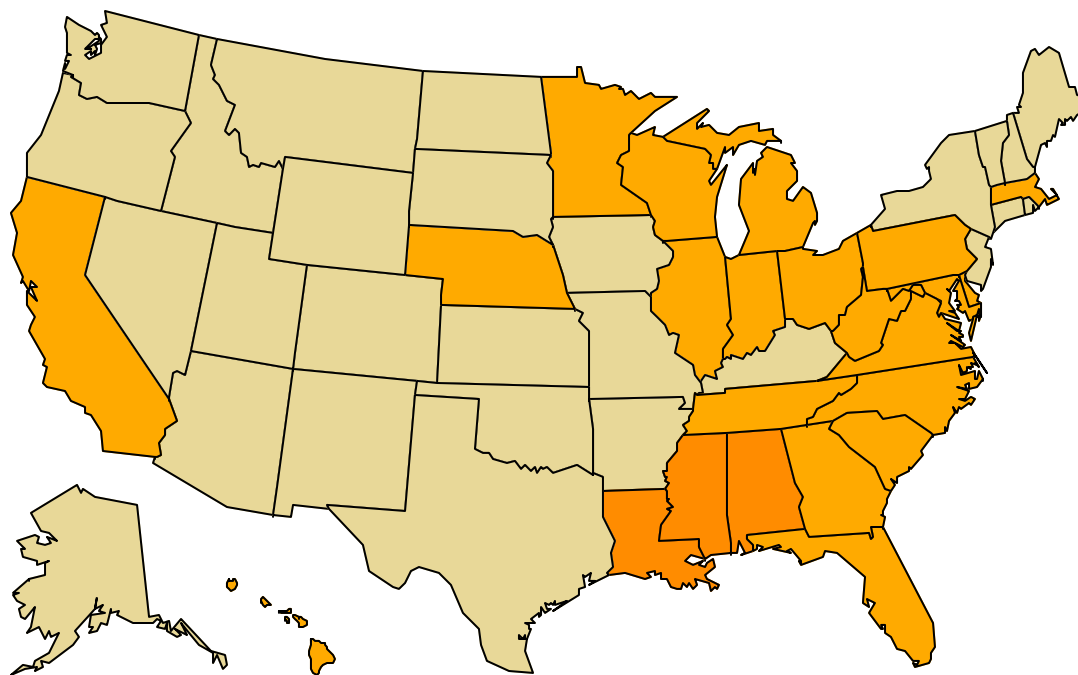
7.5 – 8.9%

>9%

© 2010 Emmi Solutions, LLC

CDC: National Diabetes Surveillance System

1996



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

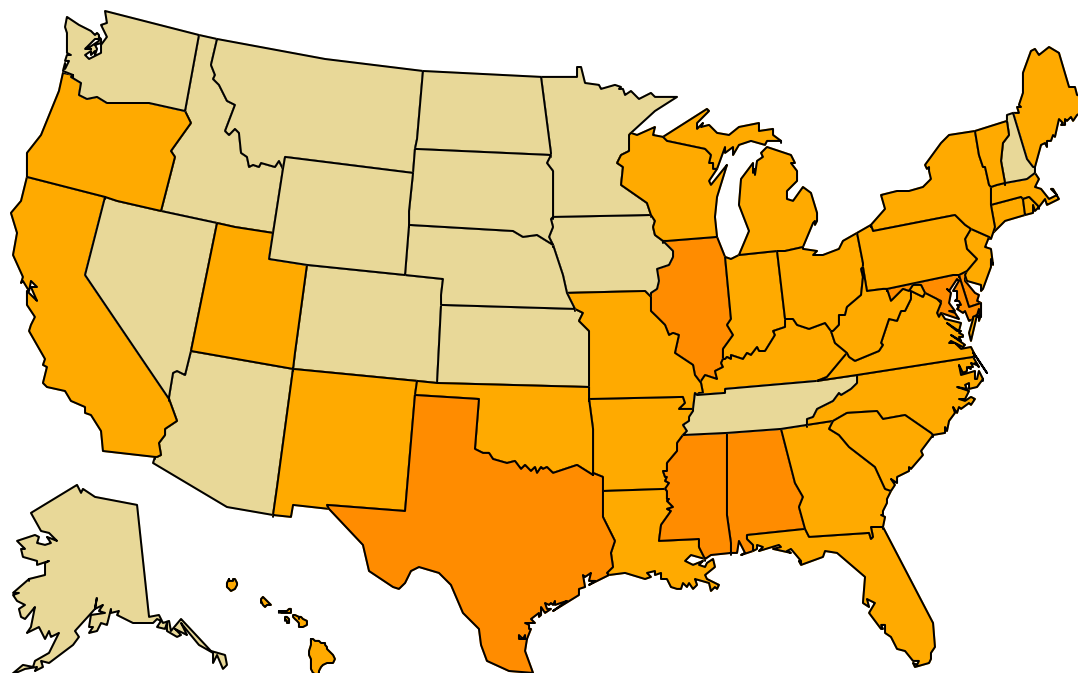
>9%

© 2010 Emmi Solutions, LLC



CDC: National Diabetes Surveillance System

1997



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

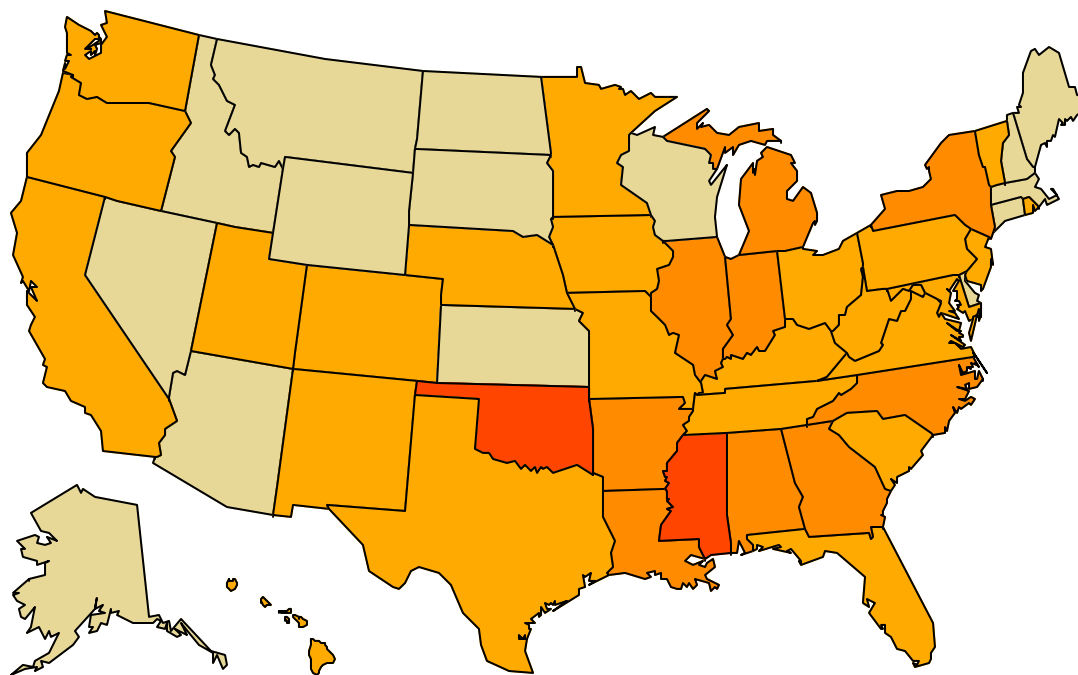
>9%

© 2010 Emmi Solutions, LLC



CDC: National Diabetes Surveillance System

1998



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

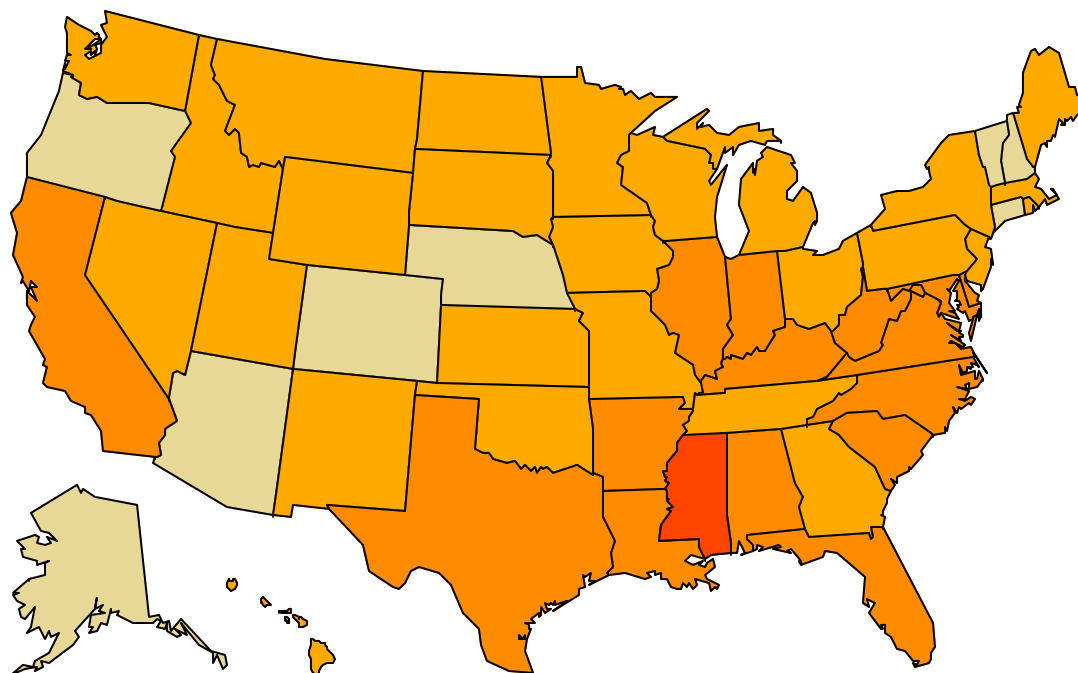
>9%

© 2010 Emmi Solutions, LLC



CDC: National Diabetes Surveillance System

1999



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

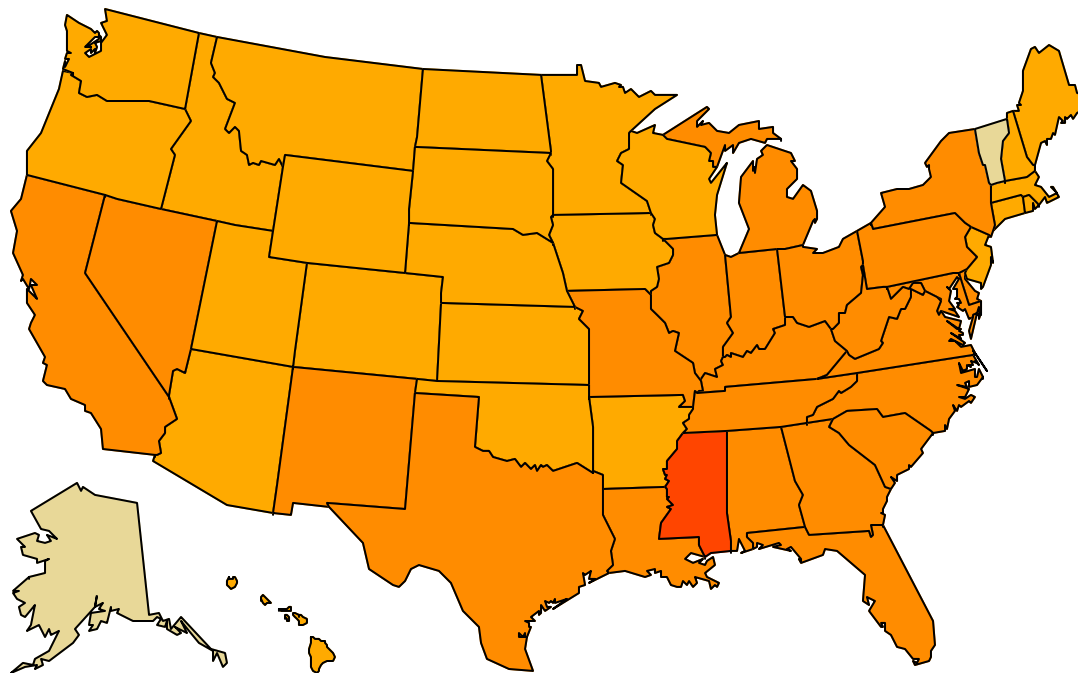
>9%

© 2010 Emmi Solutions, LLC



CDC: National Diabetes Surveillance System

2000



<4.5%

4.5 – 5.9%

6.0 – 7.4%

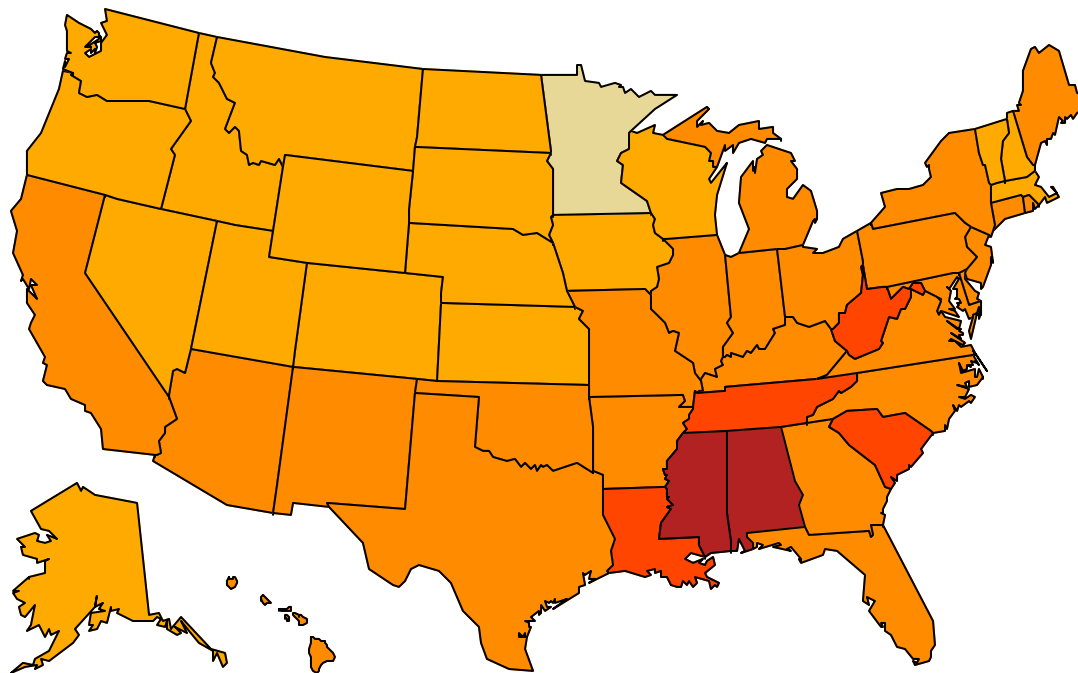
7.5 – 8.9%

>9%

© 2010 Emmi Solutions, LLC

CDC: National Diabetes Surveillance System

2001



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

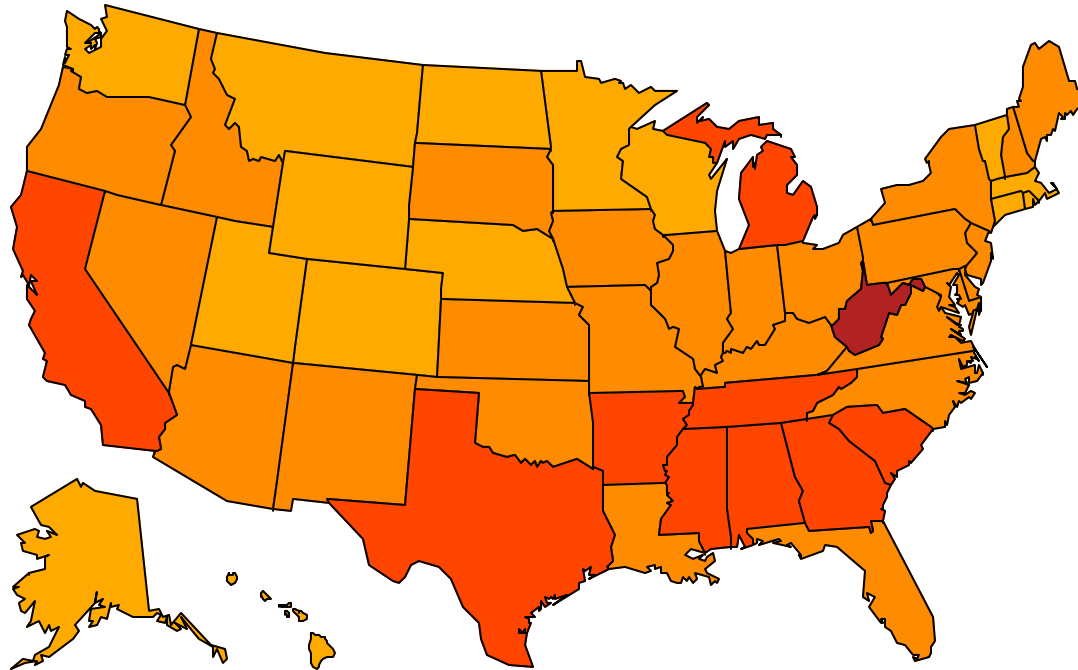
>9%

© 2010 Emmi Solutions, LLC



CDC: National Diabetes Surveillance System

2002



<4.5%

4.5 – 5.9%

6.0 – 7.4%

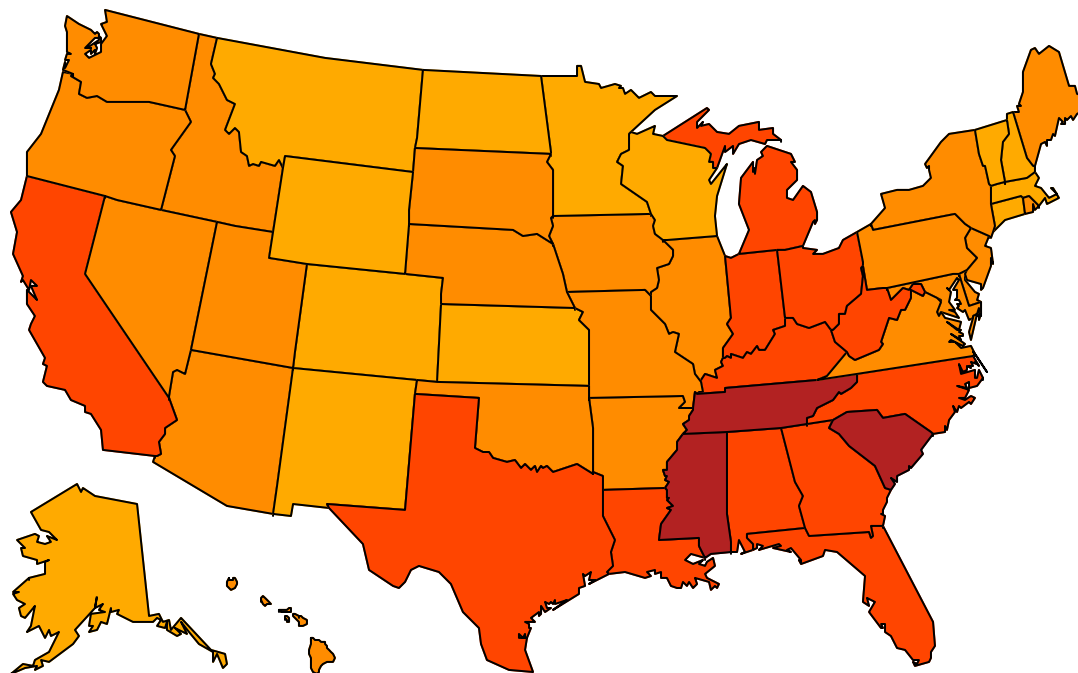
7.5 – 8.9%

>9%

© 2010 Emmi Solutions, LLC

CDC: National Diabetes Surveillance System

2003



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

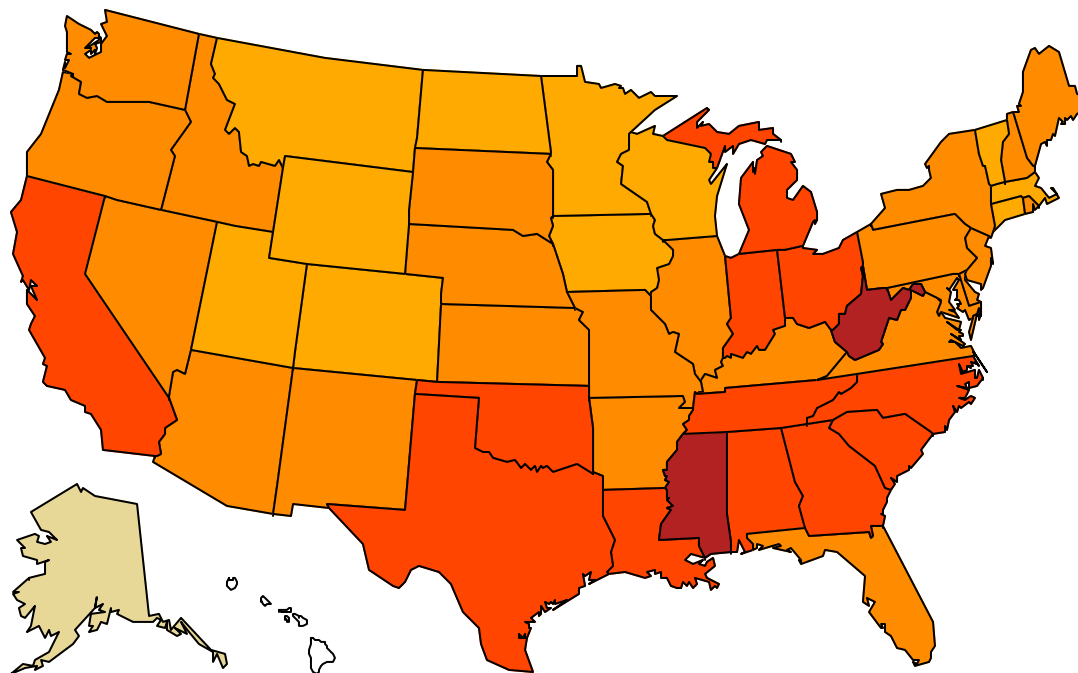
>9%

© 2010 Emmi Solutions, LLC



CDC: National Diabetes Surveillance System

2004



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

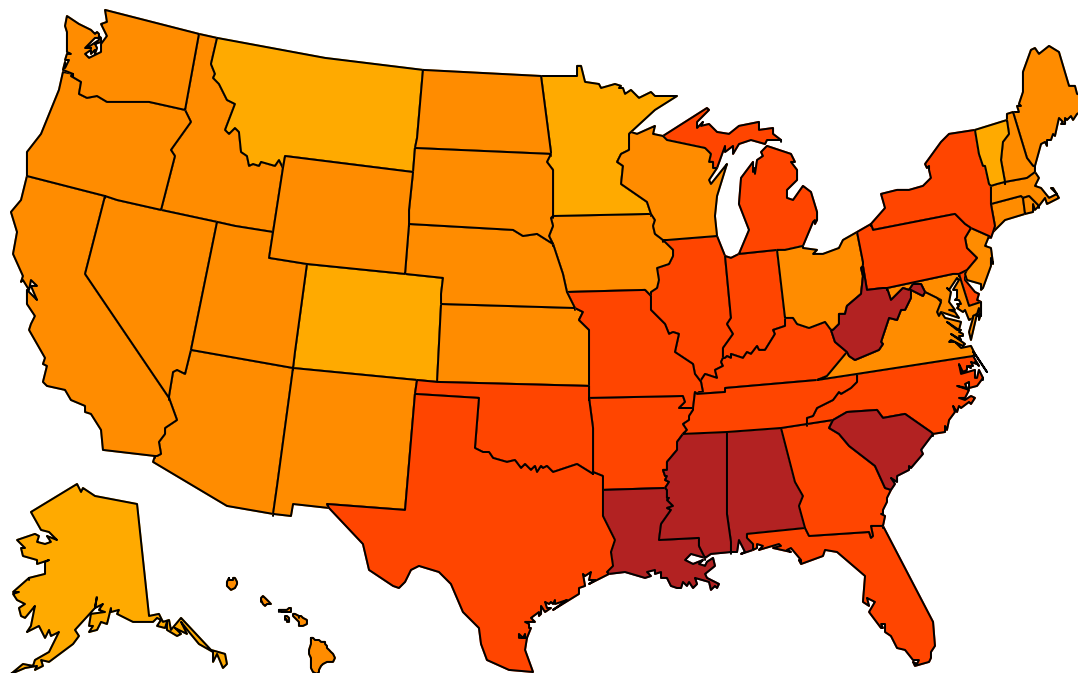
>9%

© 2010 Emmi Solutions, LLC



CDC: National Diabetes Surveillance System

2005



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

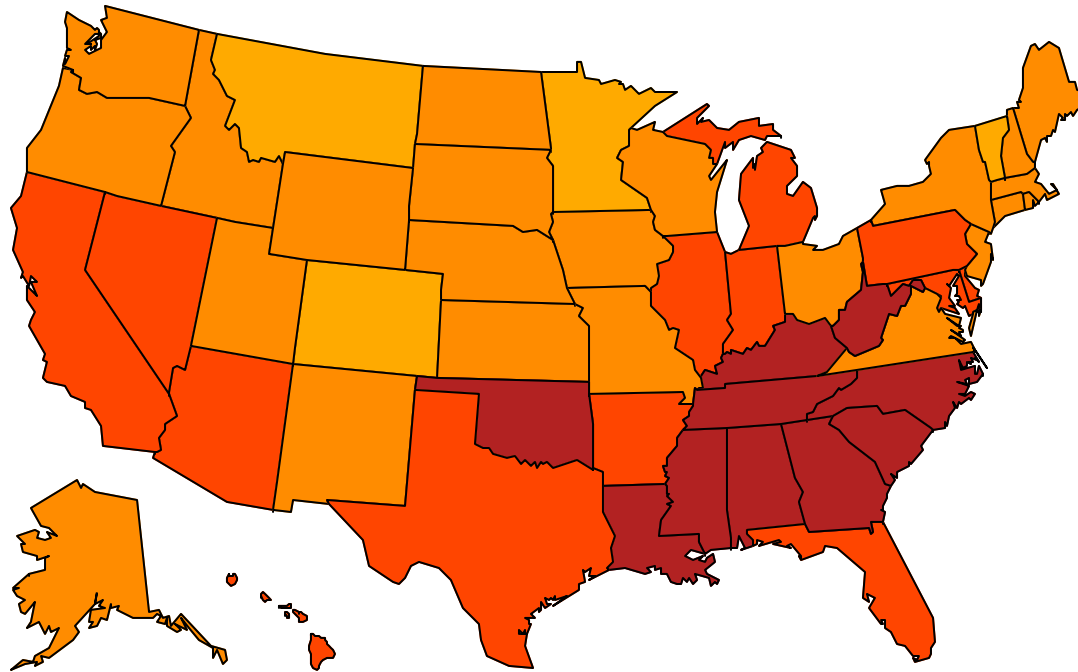
>9%

© 2010 Emmi Solutions, LLC



CDC: National Diabetes Surveillance System

2006



<4.5%

4.5 – 5.9%

6.0 – 7.4%

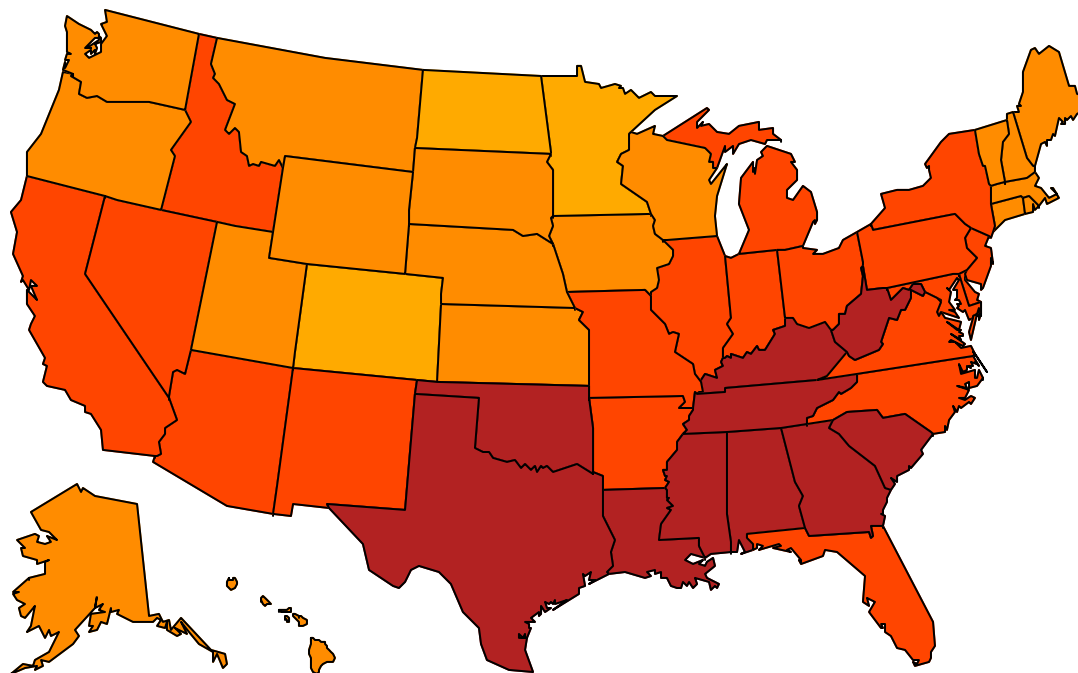
7.5 – 8.9%

>9%

© 2010 Emmi Solutions, LLC

CDC: National Diabetes Surveillance System

2007



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

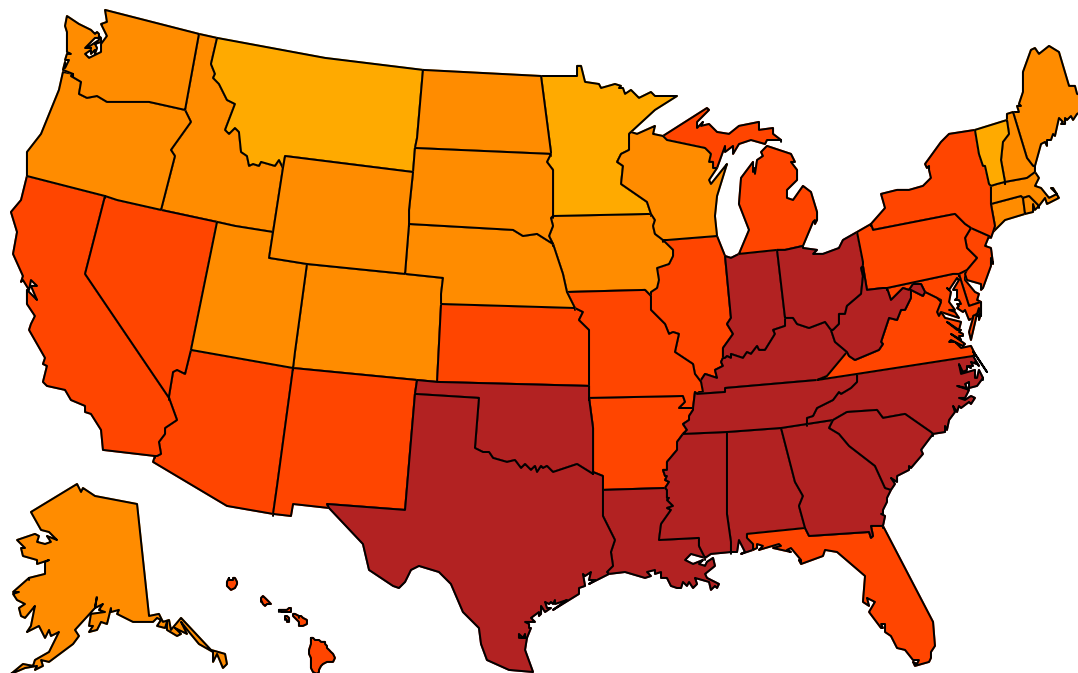
>9%

© 2010 Emmi Solutions, LLC



CDC: National Diabetes Surveillance System

2008



<4.5%

4.5 – 5.9%

6.0 – 7.4%

7.5 – 8.9%

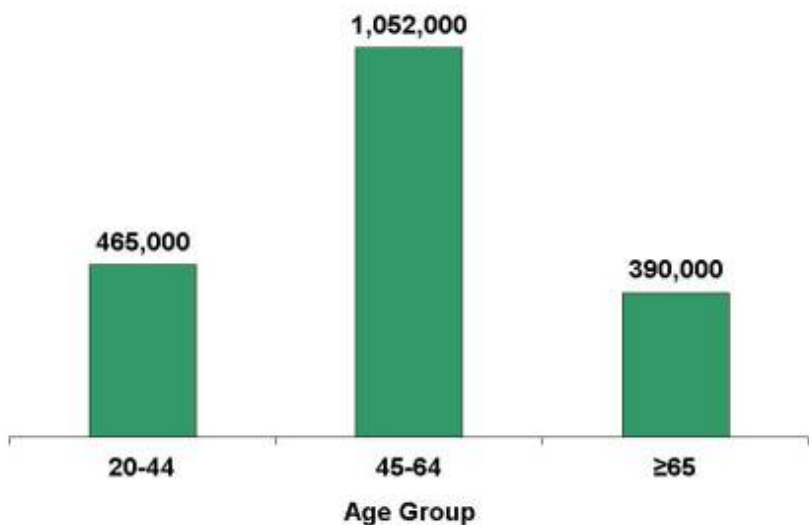
>9%

© 2010 Emmi Solutions, LLC



Nurse Centric Models in Traditional DM Can't Scale to Meet Need

About 1.9 million people aged 20 years or older were newly diagnosed with diabetes in 2010.



1.9 million newly diagnosed

÷

300 - 400 caseload per nurse coach

=

~5,500 additional nurses
just for diabetes
just for newly diagnosed
just in 2010

© 2010 Emmi Solutions, LLC



Nurse Centric Models in Traditional DM Can't Scale to Meet Need

Components of Population Health Programs (modified from the Care Continuum Alliance)	Most Effective Tool for the Job		
	Phone Call with Nurse	Mobile Technology	Social Networks
Address cultural sensitivities & preferences			X
Assist care givers (family, etc.)			X
Behavior modification			X
Remote patient monitoring (vitals)		X	
Collect and analyze patient info and data (other than vitals)		X	
Teaching self management skills		X	
Condition specific education		X	
Increase awareness of health risks related to lifestyle			X
Goal Setting		X	
Provide Motivation			X
Needs assessments	X		
Escalation of patient questions and needs	X		

© 2010 Emmi Solutions, LLC



Agenda

- I. Facts you already know about the rise of chronic conditions
- II. Facts you may know about consumer adoption of technology
- III. Facts you may not know about high touch –vs- high tech engagement
- IV. How this creates opportunities / challenges for population health programs



Two Trends that will Redefine Population Health Programs

Mobile is redefining consumer expectations

- There will be over 7.1 billion mobile-connected devices in 2015¹
- Tablets alone will generate as much traffic in 2015 as the entire global mobile network in 2010¹
- Mobile network connection speeds will increase 10-fold by 2015 from 215 kbps to 2.2 megabits per second¹
- Two-thirds of the world's mobile data traffic will be video by 2015¹

Social Networks may shift “coaching” away from one-on-one interactions

- Almost a quarter of internet users in the U.S. who are living with a chronic disease have gone online to find others like them²
- Kate Lorig and colleagues at Stanford University have conducted several RCTs demonstrating the positive impact of peer mentoring
- Population health programs may need to support and empower the “care team”, not just the patient

1: Cisco Visual Networking Index / 2: Pew Internet © 2010 Emmi Solutions, LLC



Mobile is more than Phones

Tablets



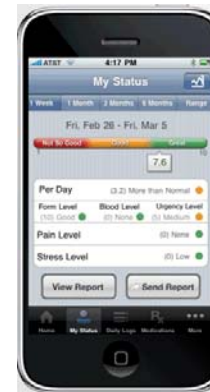
Text Messaging



Specialty Devices



Apps



Over 6000
health apps in
the iTunes
Store

Meters, Scales, etc.



© 2010 Emmi Solutions, LLC



Emmi is making Significant Investments to Support Mobile Consumers

	iphone	ipad	ipod	android	
Oct/08/2010	29	3	3	12	
Oct/09/2010	16	12	3	6	
Oct/10/2010	15	6	2	8	
Oct/11/2010	17	6	1	9	
Oct/12/2010	24	7	1	20	
Oct/13/2010	29	12	3	20	
Oct/14/2010	22	5	4	10	
Oct/15/2010	21	12	2	18	
Oct/16/2010	31	9	4	7	
Oct/17/2010	20	8	5	11	
Oct/18/2010	17	11	3	10	
Oct/19/2010	25	10	2	7	
Oct/20/2010	27	11	3	10	
Oct/21/2010	29	6	2	16	
	322	118	38	164	642



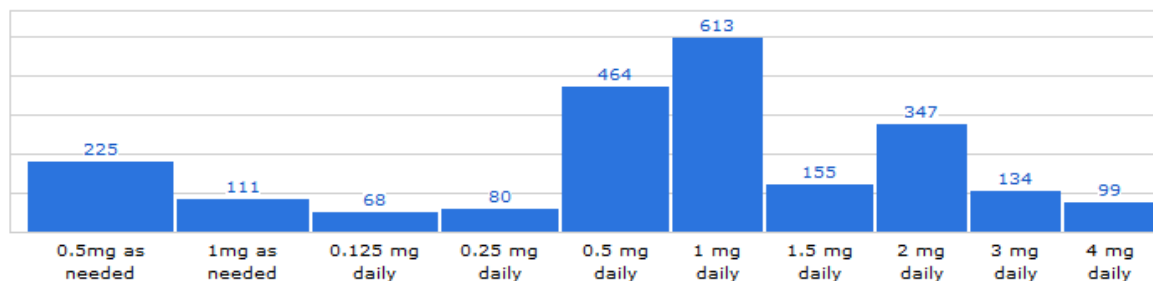
© 2010 Emmi Solutions, LLC



Social Networks go beyond Chat Rooms & Facebook

User Generated Data - the Wisdom of Crowds

Top 10 dosages based on patients **currently taking Clonazepam**. [See all 95 dosages ▶](#)



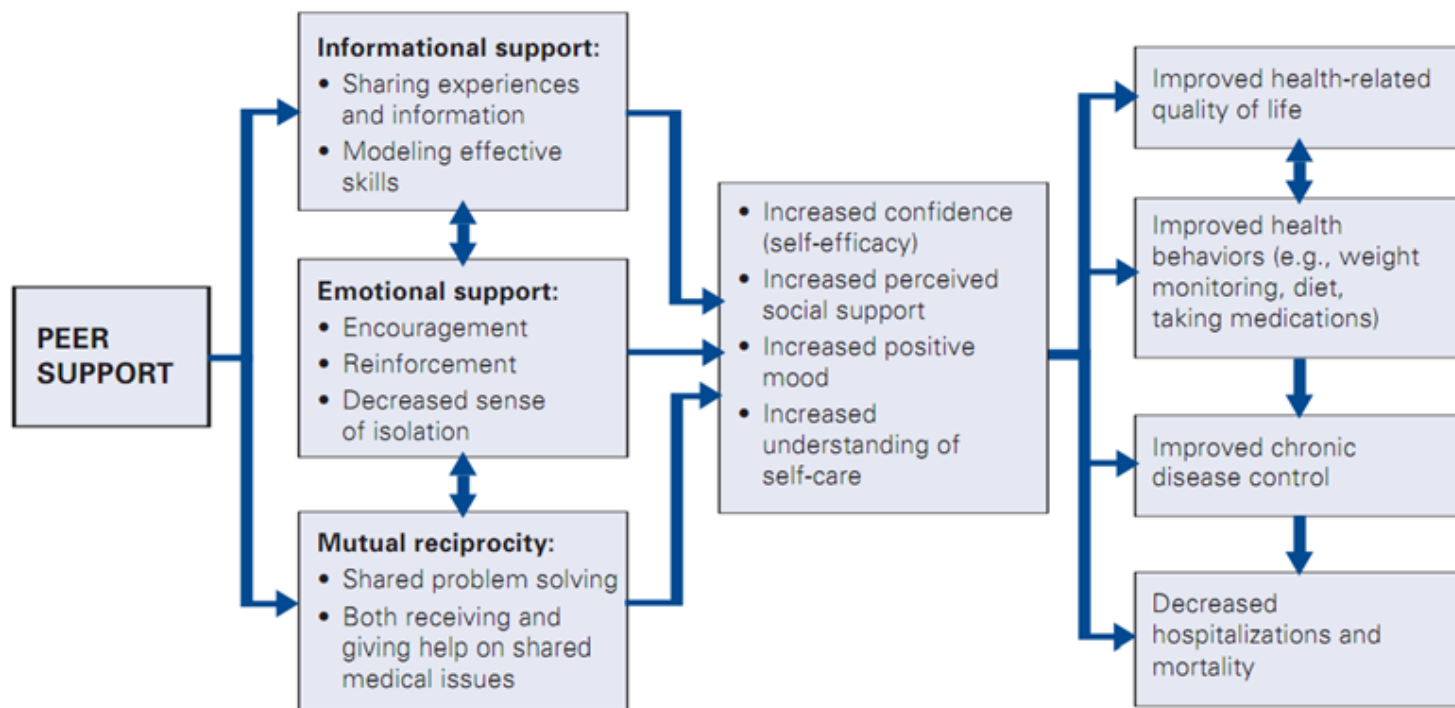
Peer Mentoring

Peer support among patients with the same chronic health problem may be a particularly potent intervention, combining the benefits of both receiving and providing social support.¹

1: Diabetes Spectrum October 2007 20:214-221 / Image from PatientsLikeMe.com



Social Networks Can Improve Chronic Disease Outcomes



Source: CHCF

© 2010 Emmi Solutions, LLC



Agenda

- I. Facts you already know about the rise of chronic conditions
- II. Facts you may know about consumer adoption of technology
- III. Facts you may not know about high touch –vs- high tech engagement
- IV. How this creates opportunities / challenges for population health programs



High Tech can Lower Costs and Improve the Experience

The average estimated cost for an online banking transaction is only \$0.20 versus \$4.25 at a branch location.

- *Findings from two studies reveal that the convenience of online banking has displaced the importance of human interaction*
(Academy of Marketing Studies Journal, Jan 2008)

The cost of checking in an airline passenger with a kiosk is approximately \$0.14 versus \$3 with an agent

- *Over half of all airline passengers worldwide want more self-service options, in large part to have more control* (IATA 2009 Survey)

The average coaching call is 15 minutes and costs \$X versus...



Do Consumers Want High Touch Health Coaching?

*“it was very informative and easy to follow in the comfort of my home, as it is very **difficult to attend a class** at a medical facility.”*

*“I just completed a session put on by my provider and this was much **easier to follow** as well as being easy to follow and retain.”*

*“The class I attended was good but the presenters were under pressure to cover the material in the allocated time and **interruptions by attendees disrupt your train of thought.**”*

“I'd like all diabetes classes to be computer accessed”

© 2010 Emmi Solutions, LLC



Do Consumers Want High Touch Health Coaching?

Please help us understand how you would like to receive ongoing education, alerts, and reminders related to your diabetes care (check all that apply):

Time Since Diagnosis	In Person Sessions	Phone calls from a nurse coach	Computer based Multimedia programs like Emmi
< 1 Year (n=330)	36%	24%	85%
	120	80	281
1 to 5 years (n=184)	28%	16%	83%
	52	30	153
> 5 Years (n=359)	27%	23%	82%
	98	84	296
Total (n=873)	31%	22%	84%
	270	194	730

© 2010 Emmi Solutions, LLC



Agenda

- I. Facts you already know about the rise of chronic conditions
- II. Facts you may know about consumer adoption of technology
- III. Facts you may not know about high touch –vs- high tech engagement
- IV. How this creates opportunities / challenges for population health programs



Opportunities/ Challenges for Population Health Programs

The Challenge:

Long-term, consistent consumer engagement that's scalable and leads to measurable outcomes

The Opportunity:

- Don't let the perfect be the enemy of the good!
- Build tools but only if you plan to compete against the best
- Develop, deploy, assess, re-deploy
- Incorporate technology and social networking among participants
- Consumer preferred channels may include:
 - One-on-one peer support
 - Program graduates into peer mentors
 - Mobile applications
 - Email, text, chat, Smartphone

© 2010 Emmi Solutions, LLC



Thank You

