Engagement beyond the Call
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
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
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
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%
CDC: National Diabetes Surveillance System

1995

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CDC: National Diabetes Surveillance System

1996

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CDC: National Diabetes Surveillance System

1997

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1998

<4.5%  4.5 – 5.9%  6.0 – 7.4%  7.5 – 8.9%  >9%
CDC: National Diabetes Surveillance System

1999

<4.5%  4.5 – 5.9%  6.0 – 7.4%  7.5 – 8.9%  >9%

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2000

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2001

<4.5%  4.5 – 5.9%  6.0 – 7.4%  7.5 – 8.9%  >9%
CDC: National Diabetes Surveillance System

2002
CDC: National Diabetes Surveillance System

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2004

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CDC: National Diabetes Surveillance System

2005
CDC: National Diabetes Surveillance System

2006

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2007

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2008

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

<table>
<thead>
<tr>
<th>Components of Population Health Programs (modified from the Care Continuum Alliance)</th>
<th>Most Effective Tool for the Job</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Phone Call with Nurse</td>
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<tr>
<td>Address cultural sensitivities &amp; preferences</td>
<td></td>
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<tr>
<td>Assist care givers (family, etc.)</td>
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</tr>
<tr>
<td>Behavior modification</td>
<td></td>
</tr>
<tr>
<td>Remote patient monitoring (vitals)</td>
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</tr>
<tr>
<td>Collect and analyze patient info and data (other than vitals)</td>
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<td>Teaching self management skills</td>
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<td>Condition specific education</td>
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<tr>
<td>Increase awareness of health risks related to lifestyle</td>
<td>X</td>
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<tr>
<td>Goal Setting</td>
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<tr>
<td>Provide Motivation</td>
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<tr>
<td>Needs assessments</td>
<td>X</td>
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<tr>
<td>Escalation of patient questions and needs</td>
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</table>
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Two Trends that will Redefine Population Health Programs

Mobile is redefining consumer expectations

- There will be over 7.1 billion mobile-connected devices in 2015\(^1\)
- Tablets alone will generate as much traffic in 2015 as the entire global mobile network in 2010\(^1\)
- Mobile network connection speeds will increase 10-fold by 2015 from 215 kbps to 2.2 megabits per second\(^1\)
- Two-thirds of the world's mobile data traffic will be video by 2015\(^1\)

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 them\(^2\)
- 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
Mobile is more than Phones

Tablets

Text Messaging

Specialty Devices

Apps

Over 6000 health apps in the iTunes Store

Meters, Scales, etc.
Emmi is making Significant Investments to Support Mobile Consumers

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<th>ipod</th>
<th>android</th>
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<td></td>
<td>322</td>
<td>118</td>
<td>38</td>
<td>164</td>
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</table>
Social Networks go beyond Chat Rooms & Facebook

User Generated Data - the Wisdom of Crowds

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

**PEER SUPPORT**

**Informational support:**
- Sharing experiences and information
- Modeling effective skills

**Emotional support:**
- Encouragement
- Reinforcement
- Decreased sense of isolation

**Mutual reciprocity:**
- Shared problem solving
- Both receiving and giving help on shared medical issues

- Increased confidence (self-efficacy)
- Increased perceived social support
- Increased positive mood
- Increased understanding of self-care

**Improved health-related quality of life**

**Improved health behaviors (e.g., weight monitoring, diet, taking medications)**

**Improved chronic disease control**

**Decreased hospitalizations and mortality**

Source: CHCF
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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”
### 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):  

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

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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
Thank You