



First Felt, Then Measured

THE POWER OF
INTERACTIVE PATIENT CARE

Michael O'Neil, Jr.
Founder & Chief Executive Officer
February 28, 2012

getwell:)network®



November 22, 1963



February 22, 1980



A man with dark hair, wearing a dark polo shirt, stands at a podium. He is holding a small black object in his right hand and has his left hand on his hip. The podium features a circular logo with the word "Mellon" and a colorful emblem. A microphone is positioned in front of him. The background is a plain, light-colored wall.

Characteristics of Life Defining Moments



STOP

26 A Shortage of Specialists 32 The Silver Stampede

H&H

ITALS & HEALTH NET

HOSPITALS & HEALTH NET
www.hhnmag.com DECEMBER 2011

**The patient
experience and
your bottom line**

28 The Fiscally Fit Pharmacy 34 An Error-Free OR 41 Foldout: A Focus on the Patient

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41
Foldout: A Focus on the Patient
NETWORKS
NOVEMBER 2011



Putting Patients FIRST

*Benjamin Chu, M.D.,
is the new chair-elect
of the American
Hospital Association*

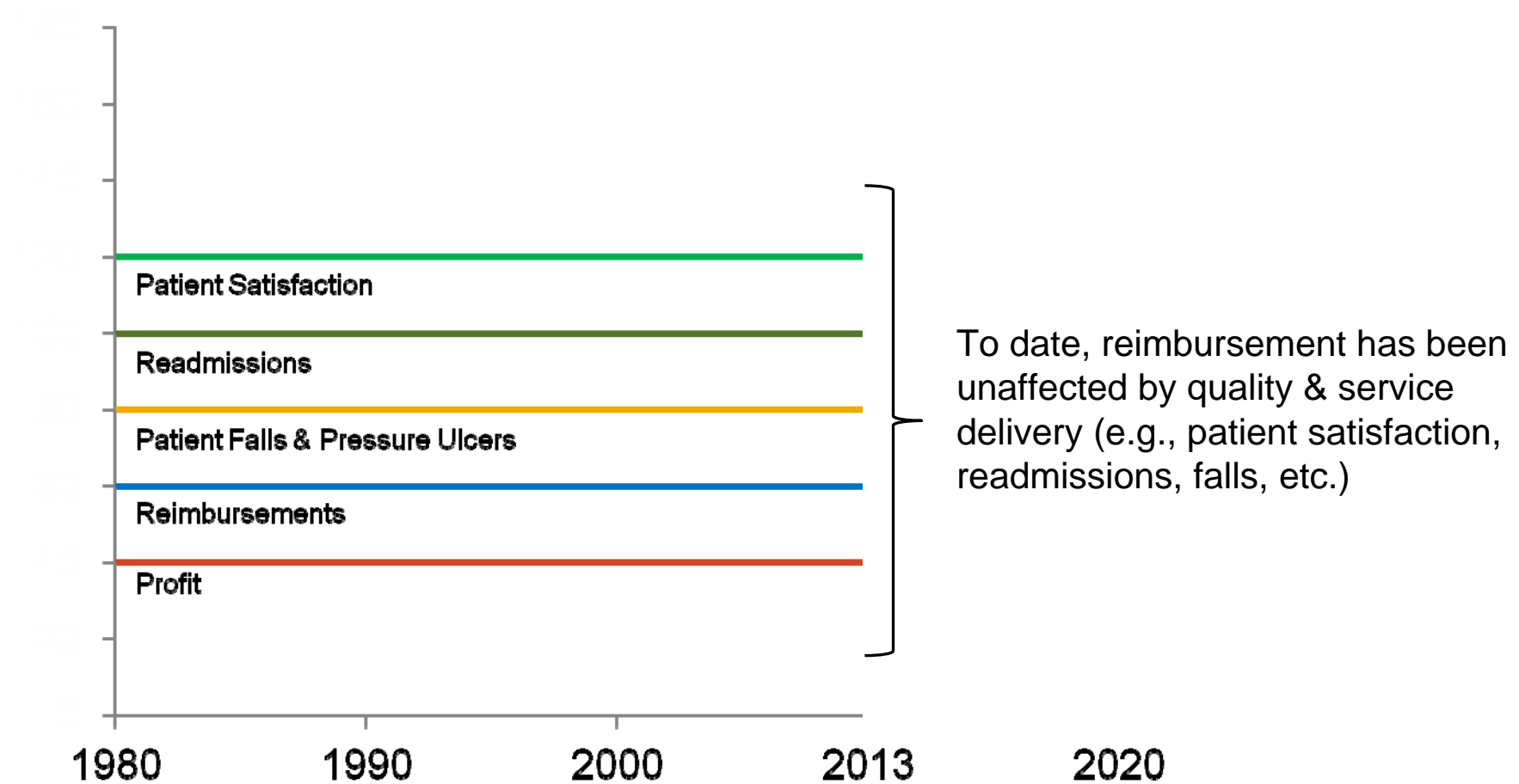
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AHA

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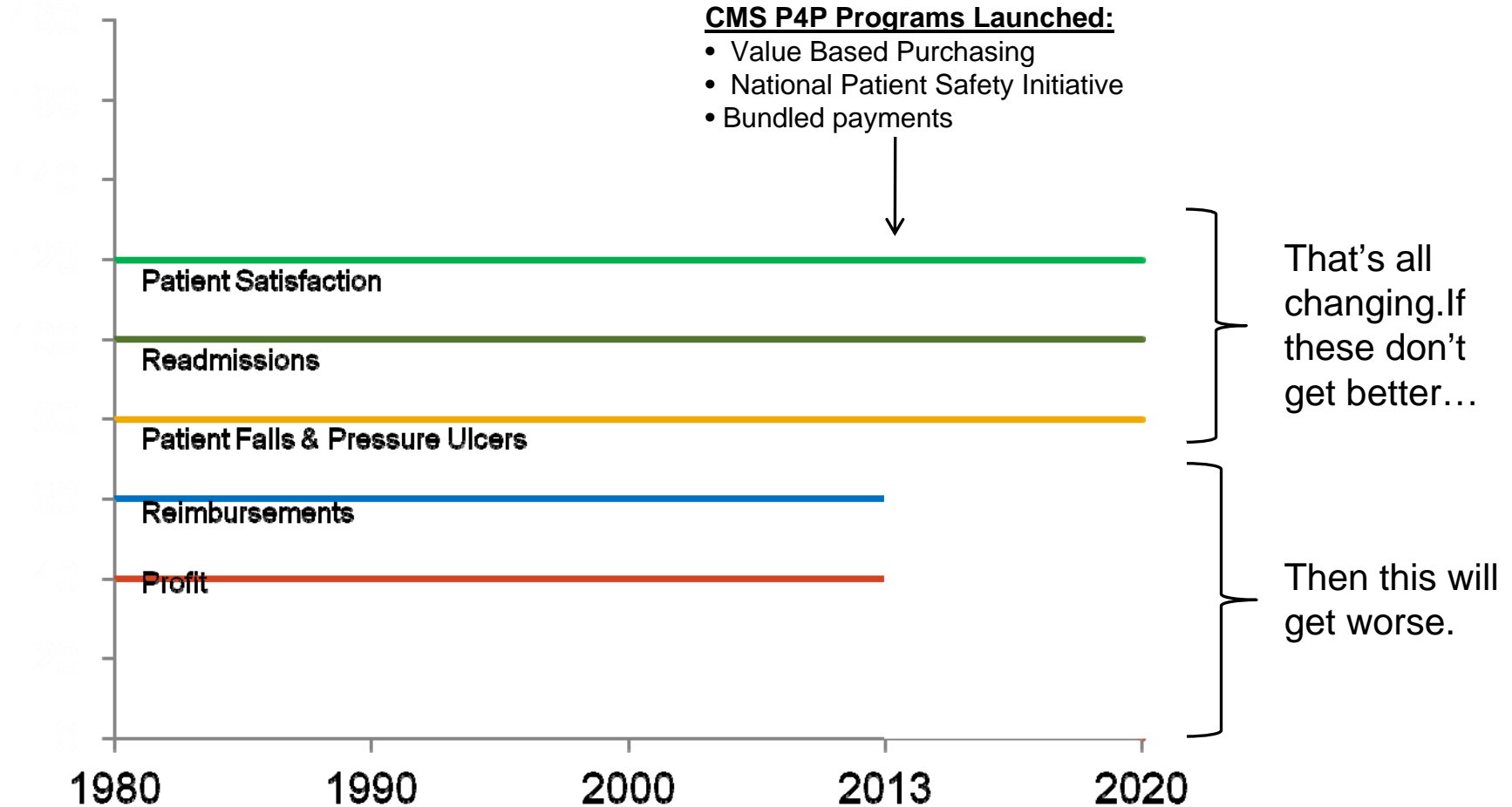
Historical U.S. Health System Model

Volume-based

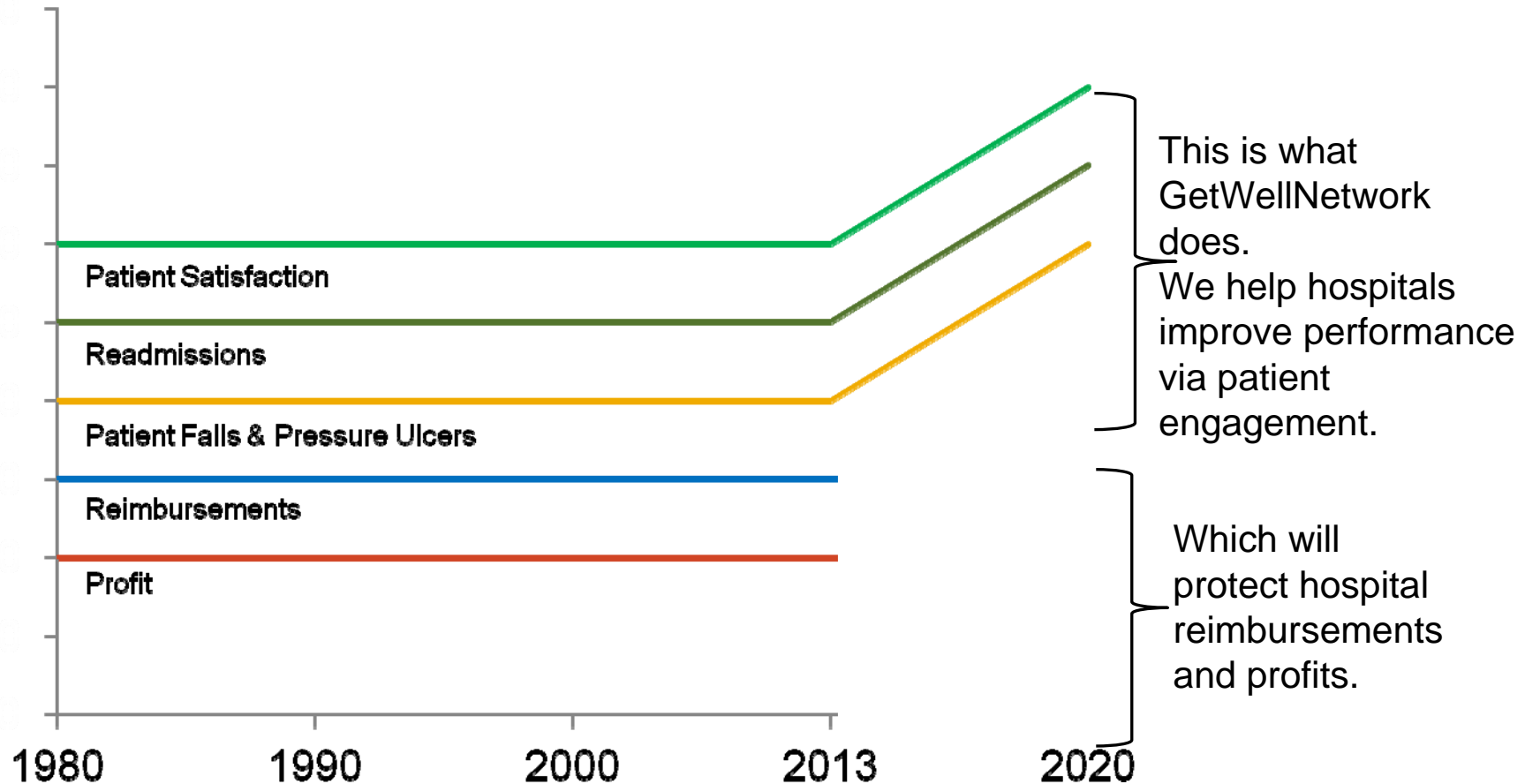


New U.S. Health System Model

Value-based



Hospitals must Improve Performance to Win in the New Value-based Paradigm



Patient Engagement is a Business Imperative for Hospitals



Health Care Advisory Board

The Advisory Board Company

Assembling the Provider Network

I

**Securing Effective
Physician Partnerships**



II

**Integrating
Post-Discharge Care**



Engaging Patients

III

**Activating Patients
Across the Continuum**



Succeeding Under Bundled Payments

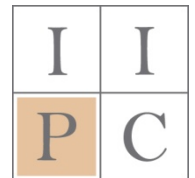
About GetWellNetwork



Michael O'Neil, Founder and CEO

- Inspired by Michael's battle with cancer
- Leader in Interactive Patient Systems
 - #1 in KLAS; 100% 'Would buy again'
- Exclusive endorsements & affiliations
 - American Hospital Association
 - DAISY Foundation for Nurses
 - Institute for Interactive Patient Care
- 95+ client hospitals, 18,000+ beds
- Based in Bethesda, MD; ~150 employees

getwell:)network



GetWellNetwork Drives Measurable Performance Improvement for Hospitals

PATIENT SATISFACTION

23% ↑

RN Communication



CLINICAL OUTCOMES

31% ↓

Falls Reduction



FINANCIAL

53% ↑

Pharmacy Gross Profit



15% ↑

Staff Responsiveness



59% ↓

HF Readmissions



7.2% ↓

Length of Stay



Our Solution

First Digital Platform to Engage Patients



Awareness & Expectations



Welcoming Wow!



Game Plan



Whole Treatment



Going Home



Taking Charge



Healthy Living



Pediatric Experience



Adult Experience



Seniors Experience

GetWellNetwork in the Hospital



GetWell@Home using the web
is easily integrated with your hospital website



GetWell@Home using cable TV
provides living room access



GetWell@Home using a mobile
sends reminders directly to the phone

GetWellNetwork at Home



Sent via GetWellNetworkMonday • October 14, 2011 12:03pm

I liked that I could find out about the drugs I was taking and their side effects and the purpose of them. Also, I liked expressing what I thought about things and getting a response quickly.

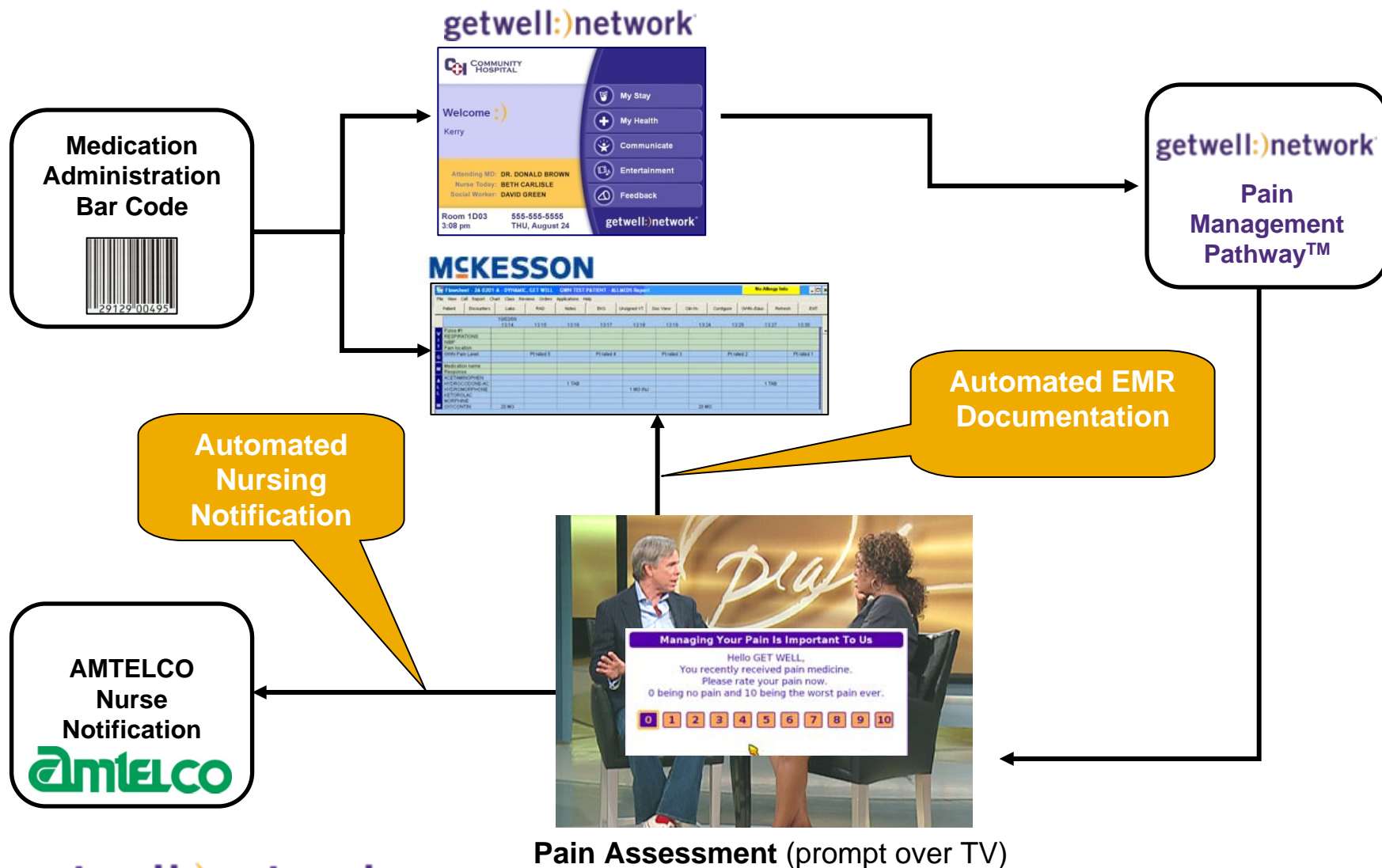


Sent via GetWellNetworkMonday • November 22, 2011 4:56pm

It really explained the way my child's seizures are. It help me to understand what to do. I was able to view the material as much as I needed.

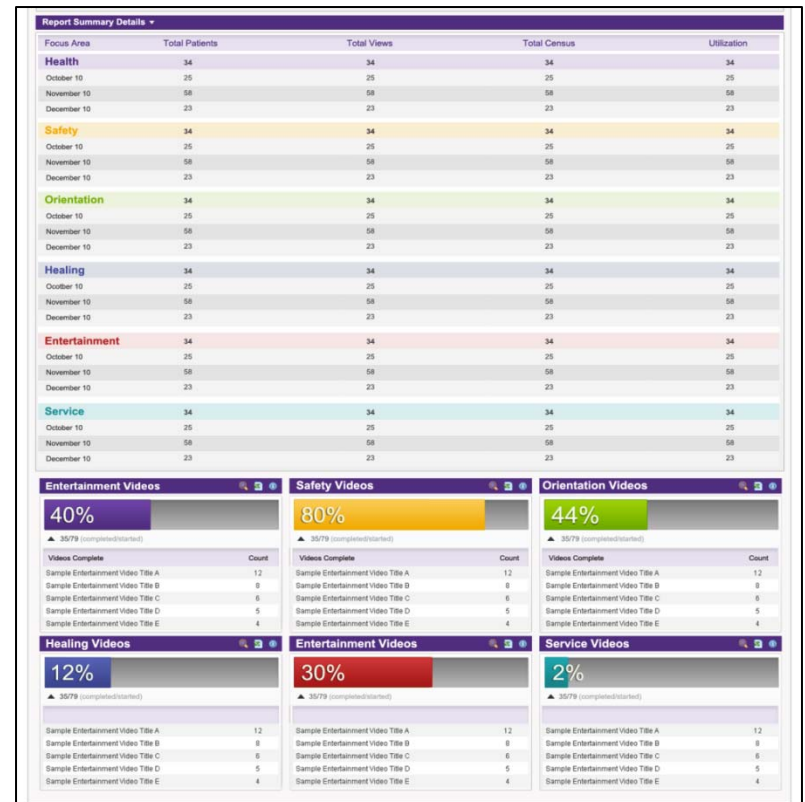
Our Solution

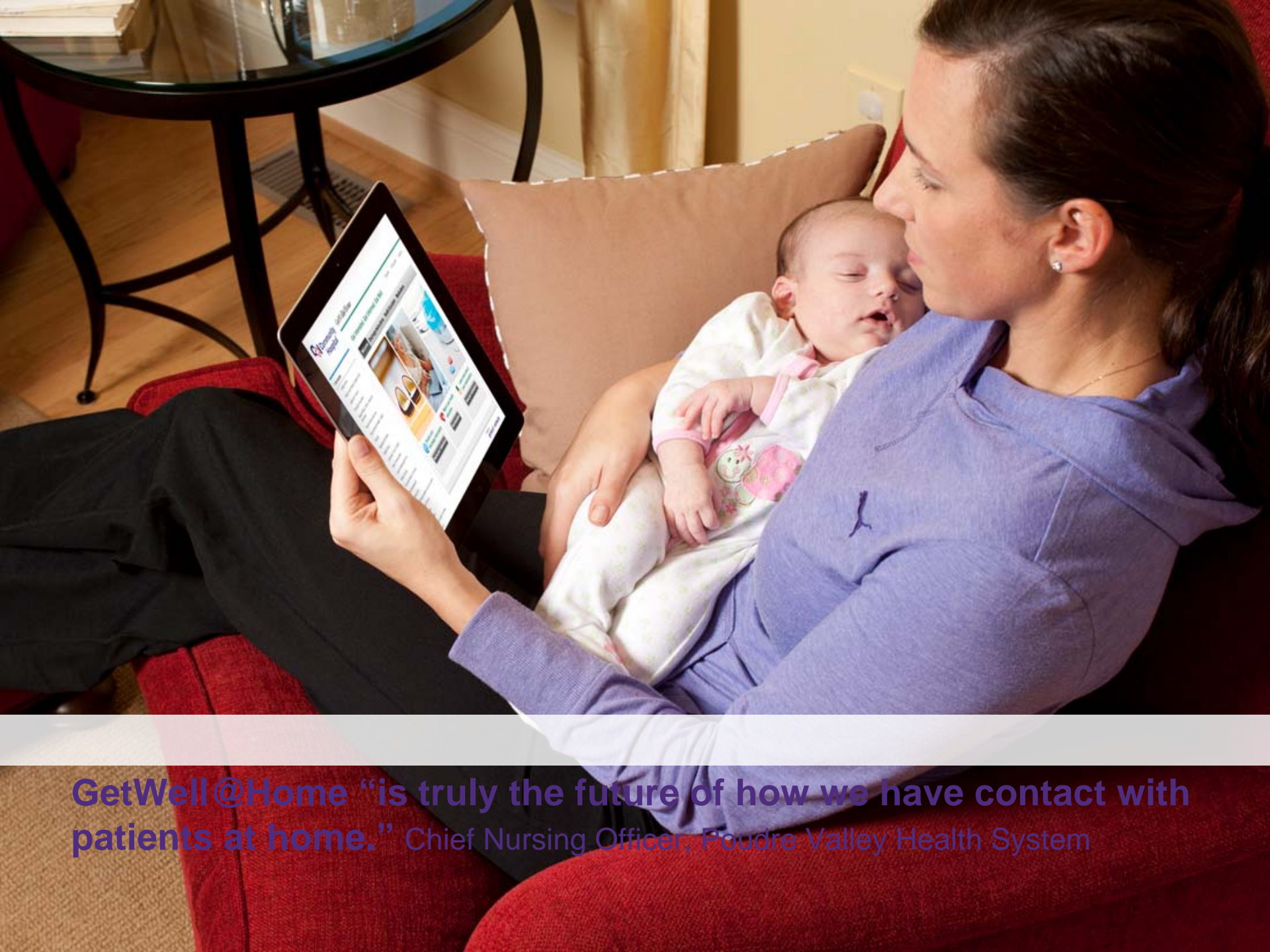
Patent-pending workflow engine



Our Solution

Actionable Data for Clinicians & C-Suite



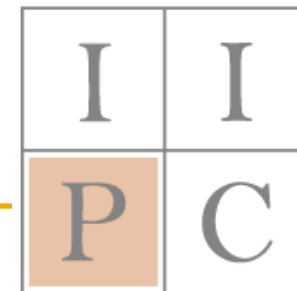


GetWell@Home “is truly the future of how we have contact with patients at home.” Chief Nursing Officer, Poudre Valley Health System

Leading Providers Embracing IPC



IIPC National Advisory Board



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Barbara Summers, PhD, RN, NEA-BE, FAAN	Vice President & Chief Nursing Officer, The University of Texas

2011-12 Research Agenda



Fall Reduction

Research Objectives

1. Reduce fall rate/1000 patient days
2. Reduce fall injury rate
3. Reduce average cost per case for patients who have a fall with injury
4. Reduce average length of stay for patients who have a fall with injury

Heart Failure Readmissions

Research Objectives

1. Reduce HF readmission rate 30 days post discharge
2. Reduce average length of stay for heart failure patients
3. Reduce overall hospital cost/case due to a reduction in readmissions
4. Improve patient satisfaction with discharge preparation

2012 Research Agenda



Care Team Health

Research Objectives

1. Improve health of individuals and care team
2. Improve individual and care team productivity and job performance
3. Reduce overall hospital cost due to improved staff health and turnover

Medication Adherence

Research Objectives

1. Improve medication adherence and heart failure at home
2. Reduce HF readmission rate 30 days post discharge
3. Reduce overall hospital cost/case due to fewer readmissions

IIPC Research Hospitals



In Closing





Sent via GetWellNetwork Sunday • Jan 3, 2012 12:03pm

“this is the best system ever!
i want one in my house.”

Thank you

getwell:)network

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Founder & CEO

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Technology Fast500



KLAS
ACCURATE. HONEST. IMPARTIAL.