Patient Engagement —
The New Business Imperative

Population Health and Care Coordination Colloquium, March 14, 2013
September 11, 2001
Characteristics of Life
Defining Moments
The patient experience and your bottom line

Putting Patients FIRST

Benjamin Chu, M.D., is the new chair-elect of the American Hospital Association
Recent regulations signal the end of the fee-for-service model for healthcare providers; $15 Billion at risk for underperformers

- Pay based on Performance
- Meaningful Use Standards
- Value Based Purchasing
- Bundled Payments
- National Patient Safety Initiative
- Early P4P on HACs

Prior to 2007

- No Common or Standard Measurement of Quality

2007

- Standardized Measurement of Quality (Care Measures/HCAHPS)

2009

- Public Reporting on Quality

2011

- ARRA signed

2012

- Affordable Care Act Signed

2013 +

- Early P4P on HACs

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Patient engagement is now a strategic imperative for healthcare providers to improve performance.

(Source: 2010 Succeeding Under Bundled Payments 21647)
About GetWellNetwork

- Inspired by Michael’s battle with cancer
- Market leader in Interactive Patient Systems
  - Best in KLAS; 100% ‘would buy again’
- Exclusive endorsements & affiliations
  - American Hospital Association
  - DAISY Foundation for Nurses
  - Institute for Interactive Patient Care
- 140+ client hospitals, 30,000+ beds
- Over 27M patient interactions per year
- Based in Bethesda, MD, ~200 employees

Michael O’Neil, Founder and CEO

getwell:)network

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### The Impact of Interactive Patient Care

#### Performance Improvement

<table>
<thead>
<tr>
<th><strong>PATIENT SATISFACTION</strong></th>
<th><strong>CLINICAL OUTCOMES</strong></th>
<th><strong>FINANCIAL</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>59.2%</strong></td>
<td><strong>32.1%</strong></td>
<td><strong>$2.5M</strong></td>
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<tr>
<td>INCREASE</td>
<td>DECREASE</td>
<td></td>
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<tr>
<td>In Staff Responsiveness</td>
<td>In Falls</td>
<td>In Pharmacy Revenue</td>
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<tr>
<td>53.2% to 84.7%</td>
<td>5.3 to 3.6 Falls per 1,000 Patient Days</td>
<td>Revenue = Reimbursement – cost to acquire drug</td>
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<td>Top Box Scores</td>
<td></td>
<td>MEDICAL UNIVERSITY OF SOUTH CAROLINA</td>
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<tr>
<td>HASBRO CHILDREN'S HOSPITAL</td>
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| **33.2%**                | **21.6%**             | **5.8%**     |
| INCREASE                | DECREASE              |              |
| In Pain Well Controlled  | In Heart Failure Readmission Rate | Length of Stay |
| 43.4% to 57.8%          | 25.5% to 20.0%        | 5.2 to 4.9 Days ALOS |
| Top Box Scores          | 30-Day Readmits       | SHARP MEMORIAL HOSPITAL |
| WINCHESTER MEDICAL CENTER |                     |              |

| **22.1%**                |                       |              |
| DECREASE                |                       |              |
| In Heart Failure Readmission Rate |                     |              |
| 25.5% to 20.0%          | 30-Day Readmits       |              |
| 30-Day Readmits         | FLORIDA HOSPITAL      |              |
| CELEBRATION HEALTH      |                       |              |

| **5.8%**                 |                       |              |
| Length of Stay           |                       |              |
| 5.2 to 4.9 Days ALOS    |                       |              |
| SHARP MEMORIAL HOSPITAL |                       |              |
A Platform for the Patient Engagement

myGetWellNetwork™

Patient Engagement Analytics
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.
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.
myGetWellNetwork “is truly the future of how we have contact with patients at home.” Chief Nursing Officer, Poudre Valley Health System
Patent-pending workflow engine

Pain Assessment Pathway™

Medication Administration
Bar Code

Automated Nursing Notification

AMTELCO Nurse Notification

Pain Assessment (prompt over TV)

Automated EMR Documentation

Pain Management Pathway™
Patient Education Pathway™

Education ordered

Order Status to “In Process”

Document to EMR

Education

Patient is prompted to complete education
Executive and Clinician Management Tool

Actionable Data for Clinicians & C-Suite

getwell network®
Patient Engagement

Thought Leadership Community

Transformative Health
Expert insights into the future of health care

Featured Article

Beyond the Tipping Point: The New Care Delivery Model

October 01, 2012 | Michael O’Neil, Jr.

Michael D. O’Neil, Jr., JD/MBA
Founder, Chief Executive Officer
GetWellNetwork, Inc.

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# IIPC National Advisory Board

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<td>Barbara Summers, PhD, RN, NEA-BE, FAAN</td>
<td>Vice President &amp; Chief Nursing Officer, The University of Texas</td>
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2011-12 Research Agenda

Fall Reduction

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

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

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

Medication Adherence

- Improve medication adherence and heart failure at home
- Reduce HF readmission rate 30 days post discharge
- Reduce overall hospital cost/case due to fewer readmissions
IIPC Research Hospitals

The Indiana Heart Hospital
Community Health Network

MUSC
Medical University of South Carolina

Florida Hospital
Celebration Health

OSF
St. Joseph Medical Center

Florida Hospital
Orlando

getwell:)network®
The older I get, the more I see how much motivations matter. The Zune was crappy because the people at Microsoft don't really love music or art. We won because we personally love music. We made the iPod for ourselves, and when you're doing something for yourself, or your best friend or family, you're not going to cheese out. If you don't love something, you're not going to go the extra mile, work the extra weekend, challenge the status quo as much.

- STEVE JOBS
http://www.youtube.com/watch?v=Ubi42uzVBe8
Thank you

Michael O’Neil
Founder & CEO
7920 Norfolk Avenue, 10th Floor
Bethesda, MD 20814
Email: moneil@getwellnetwork.com
Direct: 240.482.3125
www.getwellnetwork.com