mPulse
mobile

The Explosion of Value Based Care:

HOW TECHNOLOGY CAN HELP US SCALE

Today's Speakers

Aram Khodiguian
Director, Value Based Care
Solutions, mPulse Mobile

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VP, Population Health & Strategy,
Bassett Healthcare Network

Today's Agenda

- About Us

- The Changing Landscape

- AWVs and HCC Recapturing

- Engaging Patients to Deliver Better Outcomes

- Cost Savings and ROI

- Q&A

Are you currently in one or more of the following value-based program models?

mPulse™ mobile

mPulse Mobile is transforming digital engagement for value based care organizations through proven solutions that combine conversational AI with integrated streaming content to deliver business efficiencies, improve health outcomes, and inspire a more equitable, healthier world, one person at a time.

200+
Healthcare customers spanning Medicaid, Medicare, Commercial, ACOs, IPAs, MSOs, IDNs, & more

1B+
Annual automated conversations to activate customers & drive desired outcomes

12+
Years of expertise working with healthcare organizations as their leading strategic partner

Bassett Healthcare Network

The Bassett Healthcare Network is committed to helping the population we serve achieve optimum health and enjoy the best quality of life possible. We accomplish this through an innovative and unique health care system that connects comprehensive care and services to people living throughout Central New York.

Mission

Bassett's mission is improving the health of our patients and the well-being of our communities.

Vision

Through advanced integrated clinical services, education, and research, we aspire to be a model of excellence for health, creating remarkable patient experiences and better living.

The Changing Landscape

Value-Based Care is Growing

Private-capital investment in value-based care grew from 6% of the capital investment in hospitals to nearly 30% within two years.

To compensate this growth, VBC organizations should be considering the following:

- Operational efficiencies are mandatory to ensure growth and scalability

- Specialist provider adoption of value-based care models will continue to increase

- Competition will increase as growth accelerates

✓ VBC is predicted to be a $1 trillion enterprise value by 2027

✓ The number of patients treated by VBC organizations is expected to double in the next 5 years

✓ CMS announced their goal to shift 100% of Medicare beneficiaries into accountable care by 2030

ACOs and ACO Lives Over Time

2021q1, 36,254,938
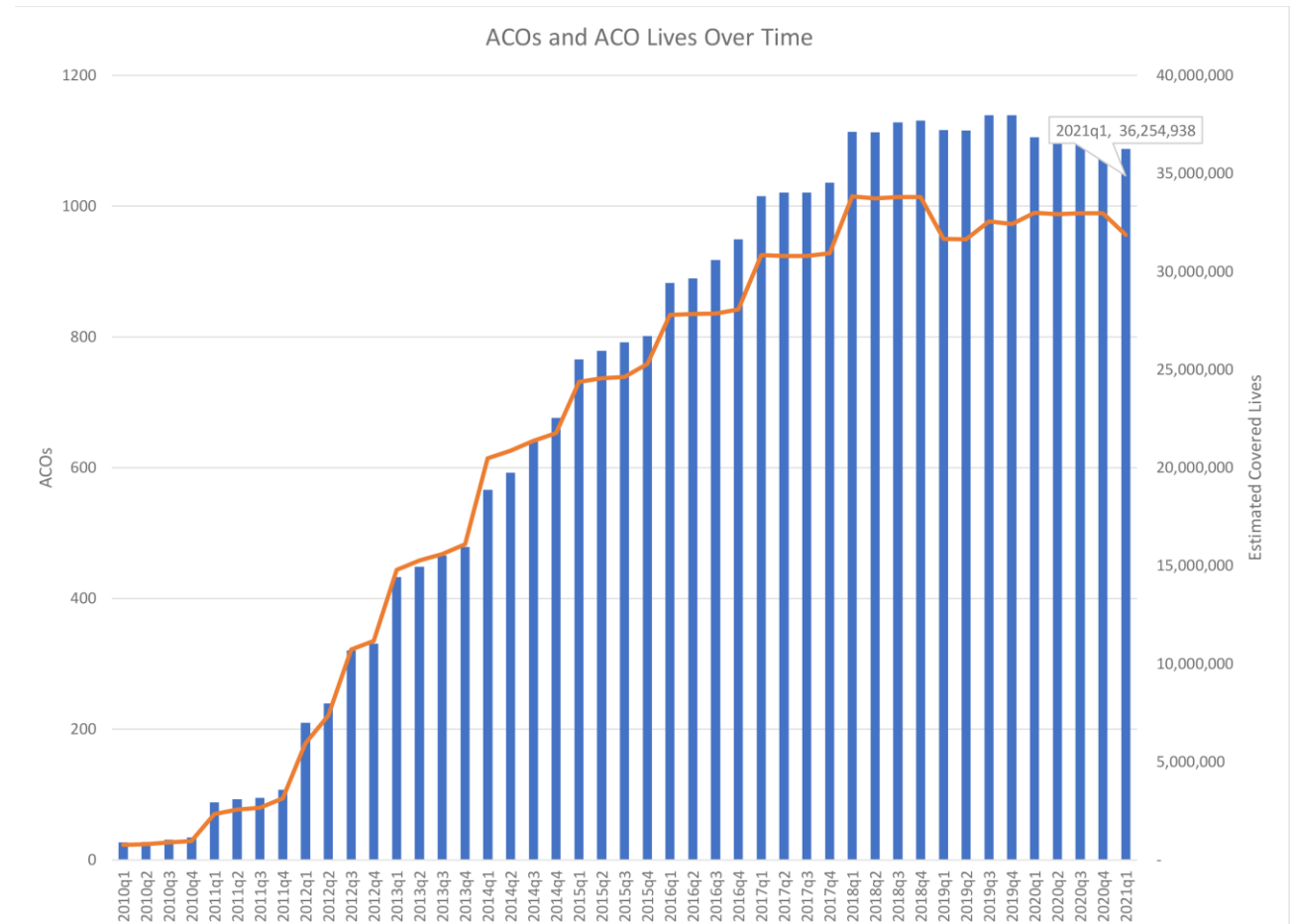
Leveraging Technology to Meet Demand

Challenges and Obstacles

INFRASTRUCTURE

- Data Interoperability
- Claims Management Software
- Data Accuracy

PATIENTS AND PROVIDERS

- Preventable Care & ED Utilization
- Provider Burnout and Workload
- Lack of Behavior Change
- Overcoming Barriers to Care
- Access
- Leakage

Key Opportunities Tech can solve

- Leverage public and private data sets to benchmark and analyze population insights and prioritize areas of opportunity

- Remote patient monitoring and conversational AI engagement to uncover patient-level insights and intervene with appropriate resources and support

- Reduction of preventable exacerbations, hospital readmissions, and medically preventable inpatient stays

- Data entry and EHR refinement and provider education + implementation of process efficiencies

Annual Wellness Visits
and HCC Recapturing

HCC Recapturing Through AWVs

Only 25% of Medicare Advantage beneficiaries receive an AWV and 45% of all Medicare beneficiaries have four or more chronic conditions

87 Million
Medicare enrollees by 2050

$766 Billion
Annual Medicare spend, 12% of total government spend

https://www.healthaffairs.org/doi/10.1377/hlthaff.2017.1130

- 85% recapture rate will not result in a downward adjustment of the HCC risk score in 90-95% of use cases.

- 75% recapture rate is fair as it will not result in a downward adjustment of the HCC risk score in about 75-80% of use cases.

- 60% recapture rate is poor as it will not result in a downward adjustment of the HCC risk score in about 70-75% of the use cases.

This highlights the importance of an AWV. The AWV is a critical component of the HCC recapture rate. AWV and HCC risk score indicated an 85% AWV completion rate resulted in an 80% or higher HCC recapture rate.

The Importance of HCC Recapturing

Scenario 1:

Patient Demographics	HCC	Risk Adjustment Factor
75-Year-Old Male		0.428
E11.41 Type 2 diabetes mellitus w/ diabetic mono neuropathy	HCC18 Diabetes w/ chronic complications	0.625
Total RAF		1.053
Payment per month		$684.45
Payment per year		$8,213.4

Coding for HCCs is changing in 2024 and will be rolling out in phases over the next 3 years. There will be 2294 ICD-10 codes that will be removed and not mapped for payment HCC.
✓ 268 new ICD-10 codes added
✓ Increase from 86 HCC categories to 115

Scenario 2:

Patient Demographics	HCC	Risk Adjustment Factor
75-Year-Old Male		0.428
E11.41 Type 2 diabetes mellitus w/ diabetic mono neuropathy	HCC18 Diabetes w/ chronic complications	0.625
K50.00 Crohn's disease of small intestine w/o complications	HCC35 Inflammatory Bowel Disease	0.279
M05.60 Rheumatoid arthritis of unspecified site w/ involvement of other organs and systems	HCC40 Rheumatoid Arthritis and Inflammatory Connective Tissue Disease	0.423
Total RAF		1.755
Payment per month		$1,140.75
Payment per year		$13,689

AWVs for Risk Adjustment. CMS announced that this impacts risk score for patients that don't have a change in their health status. It can have a lower financial impact - an estimation of about -3.12 for MA plans which could save the Medicare Trust fund $11 billion in 2024.

https://wisemaninnovations.com/hcc-hierarchical-condition-category/

Engaging Patients to Deliver Better Outcomes

Recipe for Behavior Change

mPulse's in-house Engagement Strategy team designs solutions with tailoring and personalization driven by behavioral science, instructional strategy, and health equity

OPTIMIZED BEHAVIOR CHANGE

Behavioral Science

Instructional Strategy
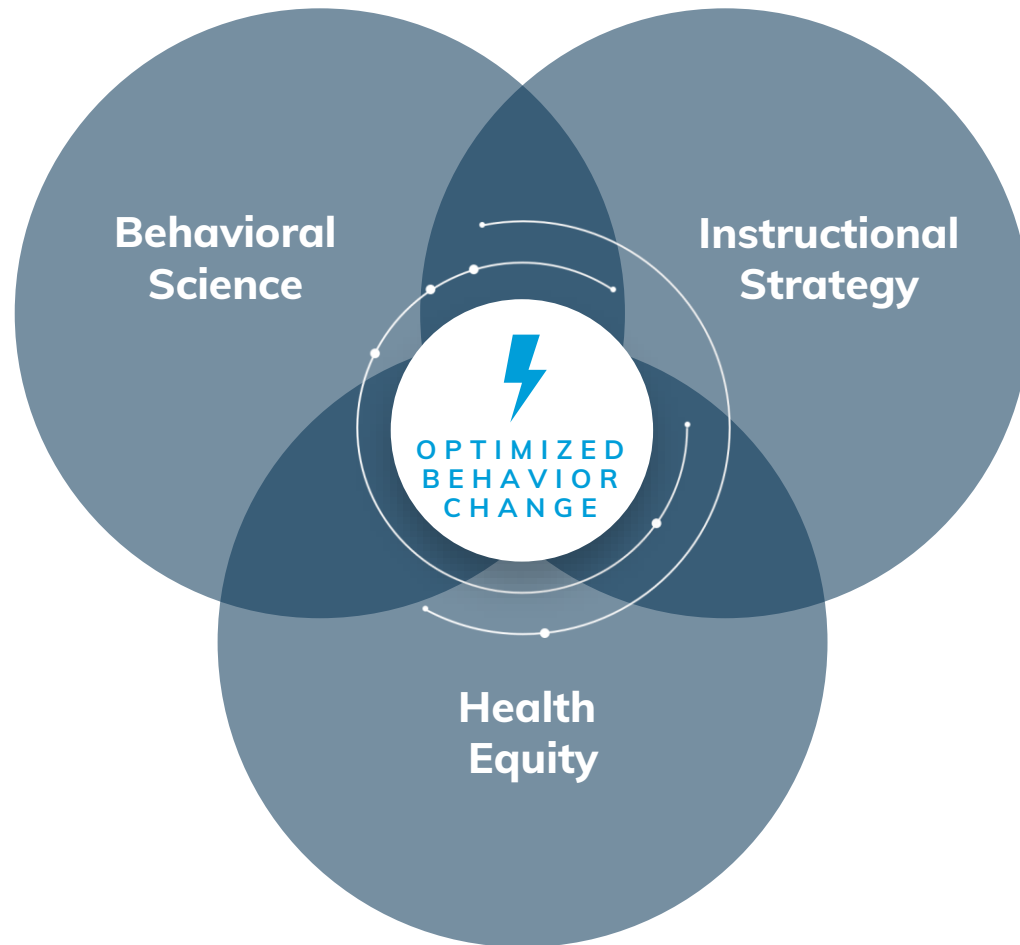
Health Equity

- **Instructional Strategy**
  Our trademarked Captivate, Educate, Activate**v** model ensures content is designed to sustain engagement. All content is taught or informed by industry experts.
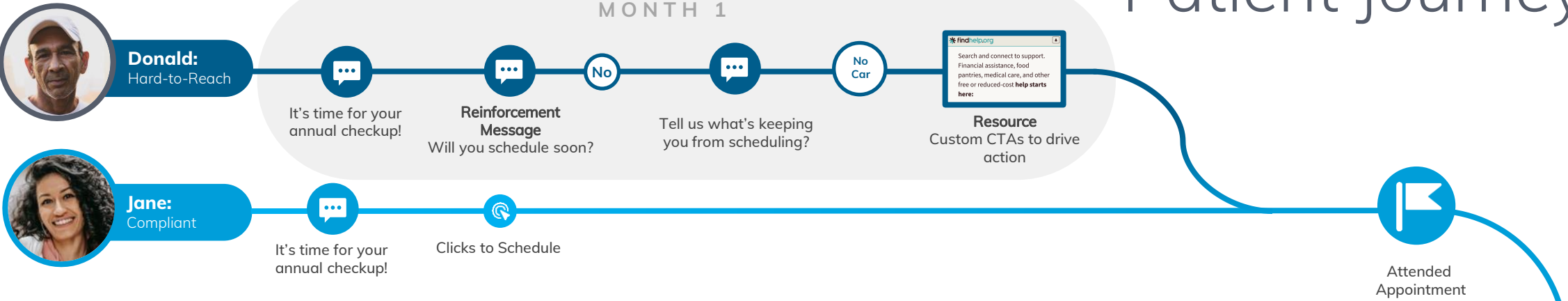
- **Health Equity**
  mPulse is committed to reducing health disparities and inequities. We design culturally relevant, empathic multilingual content with inclusivity at the forefront.

- **Behavioral Science**
  Rooted in neuroscience and psychology, behavioral science - infused content uses cutting-edge techniques to inspire action and empower behavior change.
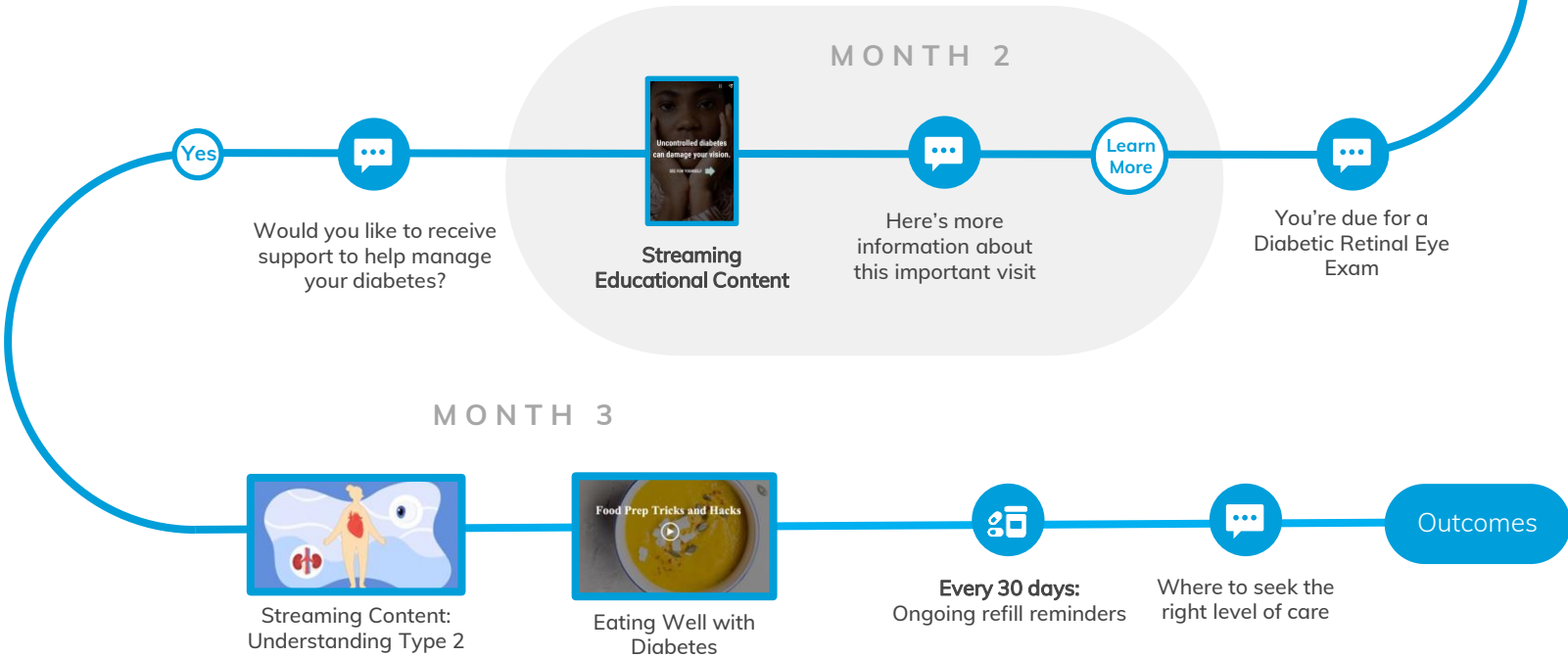
Patient Journeys

MONTH 1

Donald: Hard-to-Reach

It's time for your annual checkup!

Reinforcement Message
Will you schedule soon?

No

Tell us what's keeping you from scheduling?

No Car

findhelp.org
Search and connect to support. Financial assistance, food pantries, medical care, and other free or reduced-cost **help starts here:**

Resource
Custom CTAs to drive action

Jane: Compliant

It's time for your annual checkup!

Clicks to Schedule

Attended Appointment

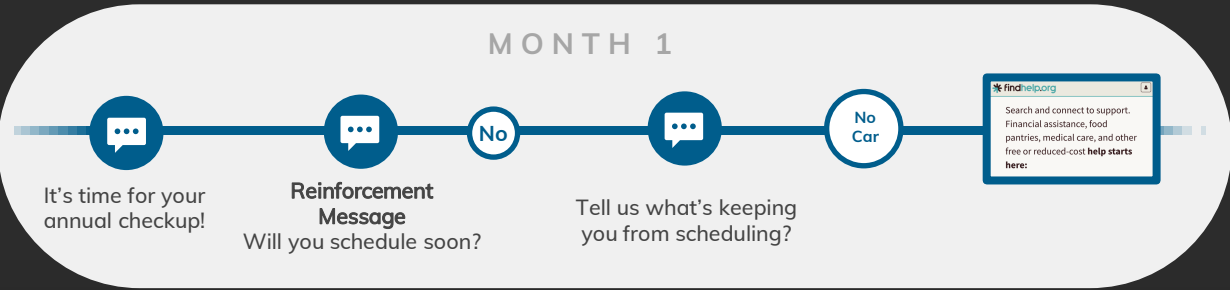## MPULSE OUTCOMES

18%
Increase in hard-to-reach patients attending an AWV

70%
Reduction in ER visits in a high utilizer population
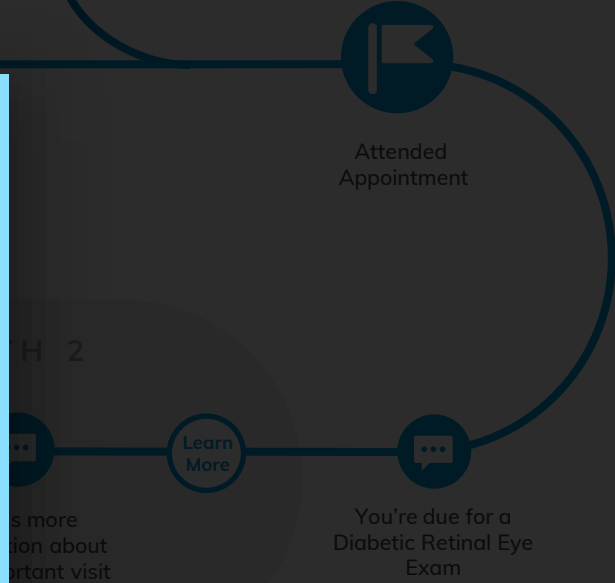
14pp
Increase in chronic condition medication refills

MONTH 2

Yes

Would you like to receive support to help manage your diabetes?

Uncontrolled diabetes can damage your vision.

Streaming Educational Content

Here's more information about this important visit

Learn More

You're due for a Diabetic Retinal Eye Exam

MONTH 3

Streaming Content: Understanding Type 2

Food Prep Tricks and Hacks
Eating Well with Diabetes

Every 30 days: Ongoing refill reminders

Where to seek the right level of care

Outcomes

Patient Journeys

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Jane:

Attended Appointment

Two-Way SMS
Lifting Motivation. Overcoming Barriers.

Overcome Barriers
Identify and respond to common barriers

Natural Language Understanding (NLU)
Trained by billions of conversations annually

Dynamic Tools & Resources
Deliver your CTAs to members depending on what they need most

Path Health

Wellness visits are a no-cost way to team up with your doctor and take charge of your health. Is one of these reasons keeping you from scheduling?
1 Can't afford it.
2 Need transportation
3 Don't have time.
4 Need a doctor.
5 Had trouble making an appointment.
Please reply with a number 1-5 now.

I don't have a way to get there

We can help you get to your appointment! For help call us Monday through Friday 7:00 AM to 7:00 PM ET at (123) 555-3878. Find free or reduced cost ride programs here: findhelp.org
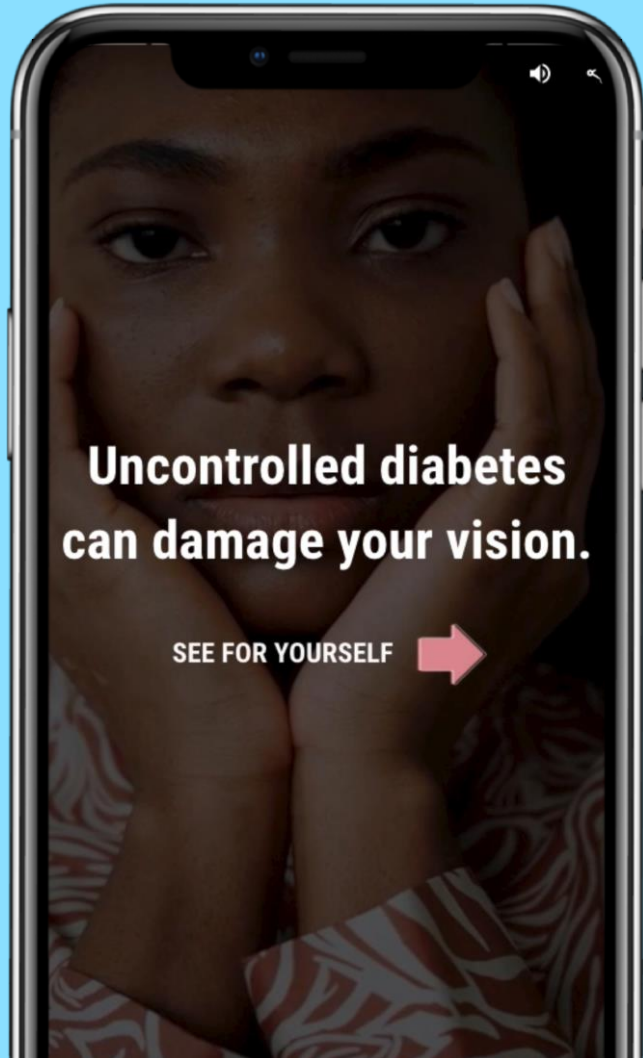
findhelp.org

Search and connect to support. Financial assistance, food pantries, medical care, and other free or reduced-cost **help starts here:**

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99%
SMS reach rate for AWV MA member outreach
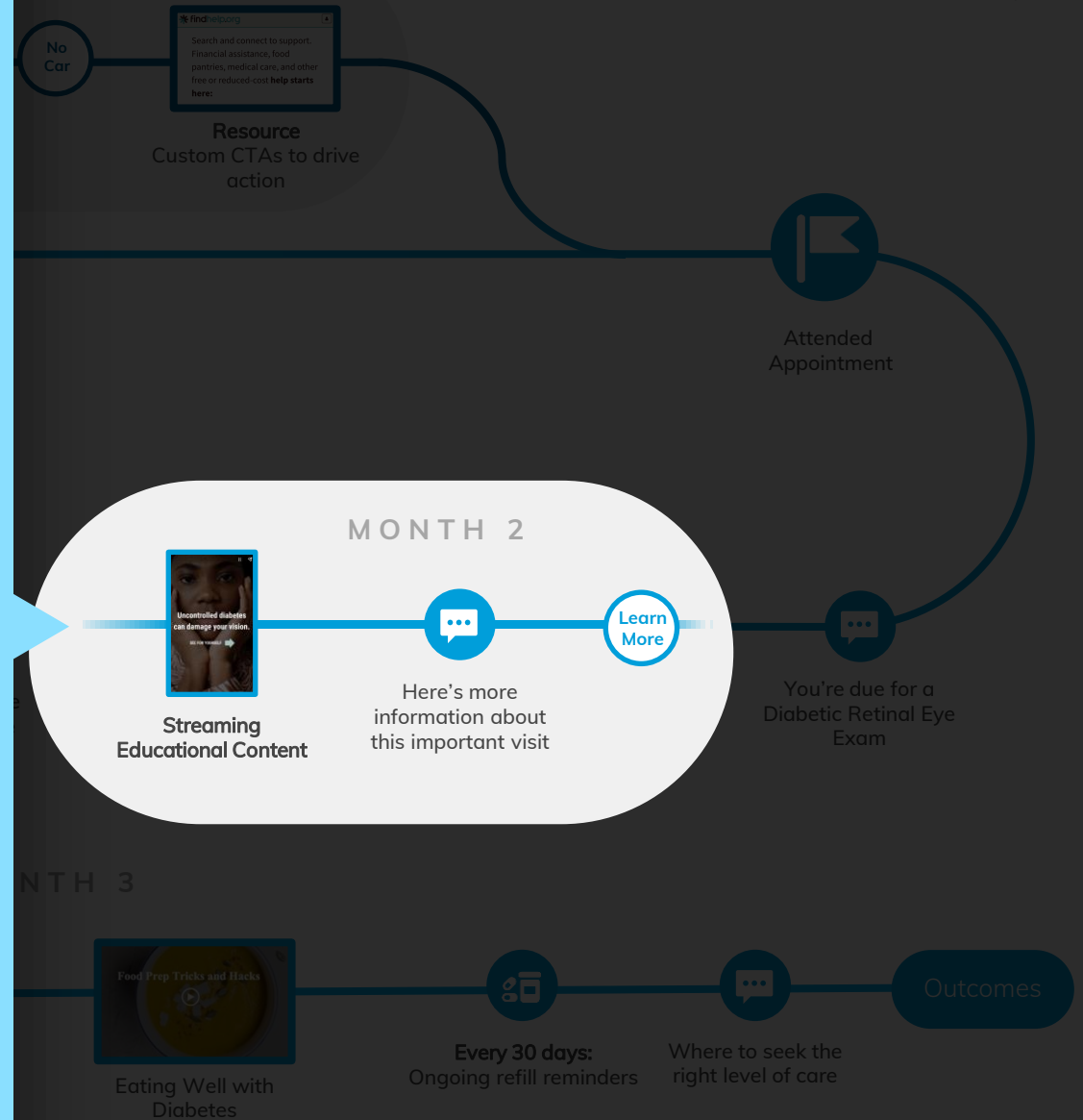
Behavioral Science & Streaming Content

Using Behavioral Science techniques combined with powerful content to empower action.

Loss Aversion
Consumers are quicker to act when there is a fear of loss.

Present Bias
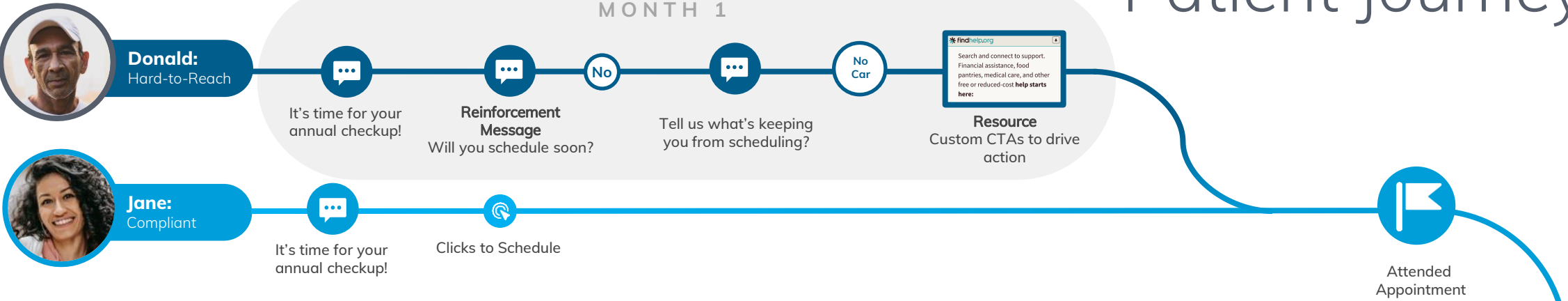The tendency to gravitate towards immediate reward to avoid long-term consequences.

Uncontrolled diabetes can damage your vision.

SEE FOR YOURSELF

Resource
Custom CTAs to drive action

Attended Appointment

MONTH 2

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Eating Well with Diabetes

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Where to seek the right level of care

Outcomes

How are you currently engaging with your patients digitally?

Patient Journeys

MONTH 1

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Annual Wellness Visit Improvement for Unengaged MA Members

mPulse™ mobile

PARTNERSHIP AT A GLANCE

Client serves nearly 1.3 million MA members in 33 states. Their digital engagement initiative is executed through mPulse Mobile and underscores key HEDIS measures through targeted SMS and IVR channels.

GOAL

Encourage unengaged members to attend their annual wellness visit by sending automated SMS and IVR calls to members who haven't yet scheduled or attended their visit.

STRATEGY

1. **Tailor Outreach:** Analyze member population into buckets to tailor communications based on how long it had been since scheduling an AWV: Members with an AWV in 2020 & 2021, Members with an AWV in 2020, but not 2021, and Members with no AWV in 2020 or 2021.

2. **Drive Awareness:** Provide educational messaging baked with behavioral science to drive an increase in wellness visit completions.

3. **Empower Action:** Links to scheduling and plan resources were embedded via SMS or shared via IVR to empower members to schedule.

RESULTS

18%
UNIQUE MEMBER ENGAGEMENT RATE (FOR MEMBERS WITHOUT AN AWV FOR 2+ YEARS)

99.9%
SMS REACH RATE

150K total members

11.2% of all members responded "DONE" meaning they scheduled an AWV

88.6%
IVR REACH RATE

Almost 260,000 calls were answered or went to voicemail

16% calling back after receiving VM

Building Relationships with Meaningful Health Journeys

Value-based care emphasizes the importance of quality care and healthier populations. mPulse designs solutions that reinforce healthier behavior change by empowering patients to own their health journey using omnichannel conversational AI and integrated streaming content.

Annual Wellness Visits allow us to recapture HCC codes while enabling better understanding of a patient's health, and resources they need to promote healthier behavior change while reducing leakage.

Always-on personalization meets the individual where they are and gives them the education and resources to make healthier decisions that deliver better health outcomes and cost savings.

Improve Health Outcomes Across:

• Health Risk Assessments (HRAs) and Annual Wellness Visits (AWVs)
• Medication Refills and Adherence
• ED Diversion and Redirection
• Cancer Screenings and Preventive Care
• Patient and Provider Relationships (Patient Experience & Satisfaction)
• Chronic Condition Management
• Social Isolation and Mental Health

Cost Savings & ROI

Risk Adjustment

Ensure members receive the care they need while deliver better health outcomes using mPulse's Risk Adjustment solution.

Total Population		100,000
Average percentage of members without a risk adjustable visit		20.0%
mPulse Impact to Hard-to-Reach AWV Attendance		18.0%
Total increase in AWVs attended		3,600
Average value per HCC	$	1,080.00
Average HCC's per member		1.5
Total Potential Monthly Savings / Cost of Delay		$486,000
Potential Annual Savings due to Additional AWVs		$5,832,000

$486,000

Potential Total Monthly Cost of Delay without mPulse Risk Adjustment Solution

$5,832,000

Potential Annual Savings due to mPulse Risk Adjustment Solution

Risk Adjustment

Ensure members receive the care they need while deliver better health outcomes using mPulse's Risk Adjustment solution.

- Improved patient experience through proactive engagement

- Reduction in labor costs & direct mail costs attributed to appointment reminder outreach and scheduling

- Increased member retention and member understanding

- Protect and differentiate against competing healthcare organizations

- Increase in ER Diversion

- Increase in preventive care and cost savings due to early intervention

- Quality improvement and increase in gap closure

- Increase in time saved by the provider and health system

- Increased reimbursements for providers and health systems

- Reduction in leakage

Q&A

Activate 2023

mPulse Mobile's annual in-person industry conference for healthcare leaders to learn, network, and celebrate innovative health engagement.

VISIT THE WEBSITE →

Designing Consumer Journeys for Health Equity

This year's conference will explore the way the healthcare industry can develop more equitable digital health experiences for all populations through the use of technology, data, and innovative engagement strategies.

Improve quality, improve experience, empower your teams

KEYNOTE SPEAKER
Ruha Benjamin

Equity & innovation expert at the intersection of race, justice and technology.

Subject Matter Experts

A convention of thought leaders from healthcare and beyond. Get the latest insights on digital engagement.

Connect & Collaborate

Opportunity to connect with forward-thinking leaders & collaborate on ways to elevate the health consumer experience.

Celebrate Innovation

Join together for Awards, a Happy Hour, a Dinner & Reception & an Off-Site Networking Activity.

Visit our virtual booth at VBCExhibitHall.com