



**Better** cardiac data



# Wellbridge Health—A Telehealth Solution to Prevent HF Readmissions





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Wellbridge Health

## Personalized Solution to Support Chronic Disease Management

- Supports care transition and care coordination for patients with chronic conditions
- Empowers patients and providers to improve health of at-risk populations
- Addresses health needs proactively to prevent complications and avoid unnecessary healthcare costs





Wellbridge Health

## A Scalable Solution

Bringing together technology and people for frequent, brief and positive interactions in between doctor's visits to prevent or minimize disease progression.

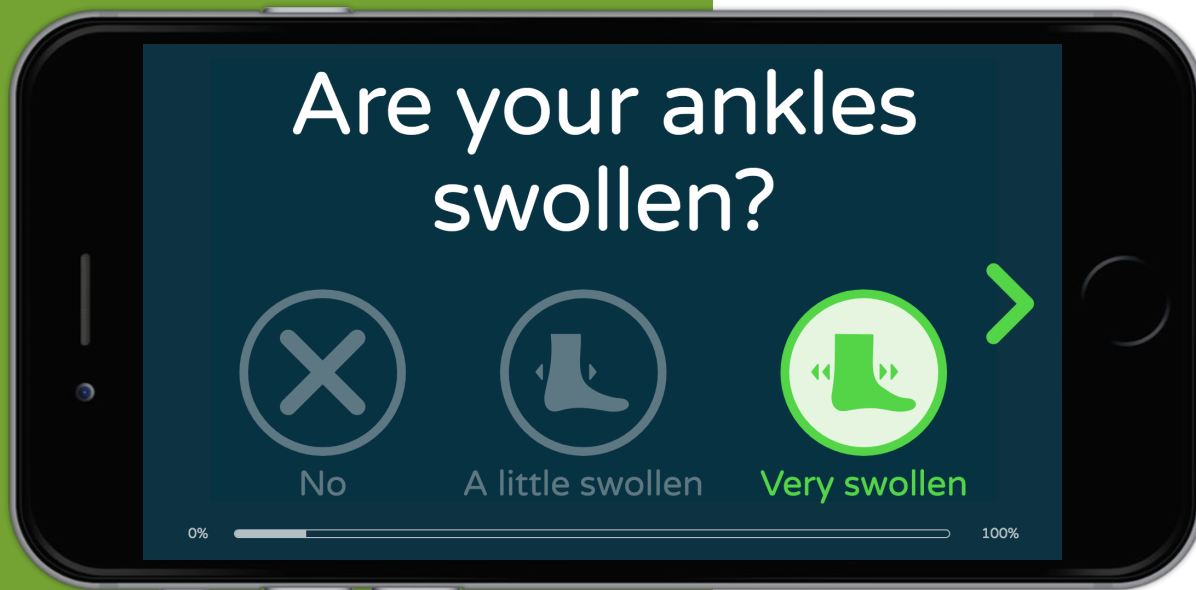
**7 days/week**

symptom monitoring

**Weekly**

video chat coaching





Customizable Daily Check-ins

## Daily Insight into Member's Well-being

- Augment biometric data with a second data stream capturing a member's hardest to measure health indicators
- Disease-specific symptom prompts encompass all comorbidities
- Daily check-ins enable early warning for emerging health crises

# Wellbridge Clinical Protocols

## Physical Health

- Type I Diabetes
- Type II Diabetes
- Asthma
- COPD
- Congestive Heart Failure
- Hypertension
- Peripheral Artery Disease
- Coronary Artery Disease
- Other Cardiovascular Diseases
- Chronic Kidney Disease
- End-Stage Renal Disease
- COVID-19 Symptom Monitoring

## Mental Health

- Mood Disorders
- Anxiety Disorders

## Wellness Activities

- Diet / Nutrition
- Sleep
- Smoking Cessation
- Mindfulness
- Exercise





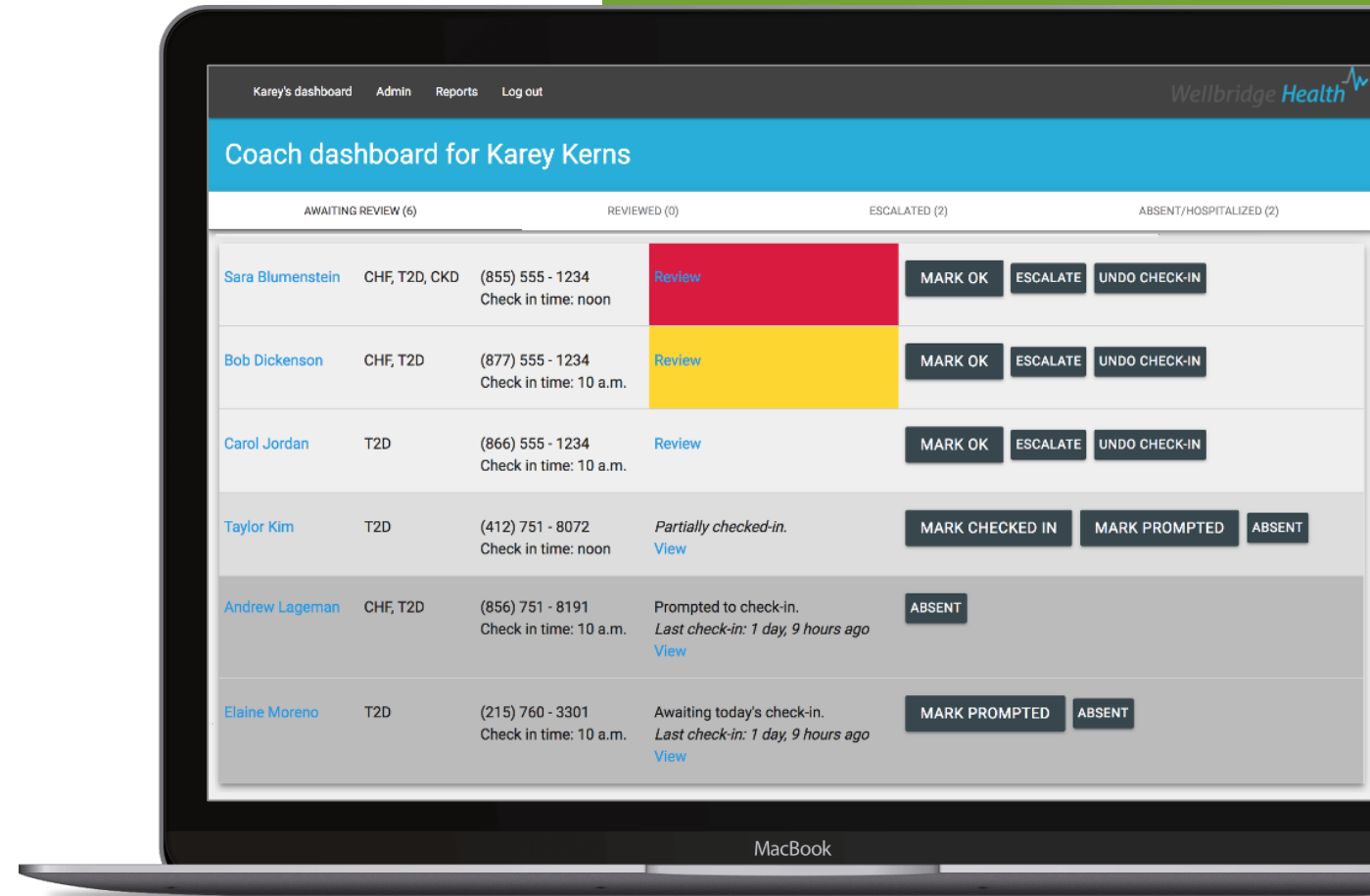
Dashboard

# Translating Complexing Data into Simple Views

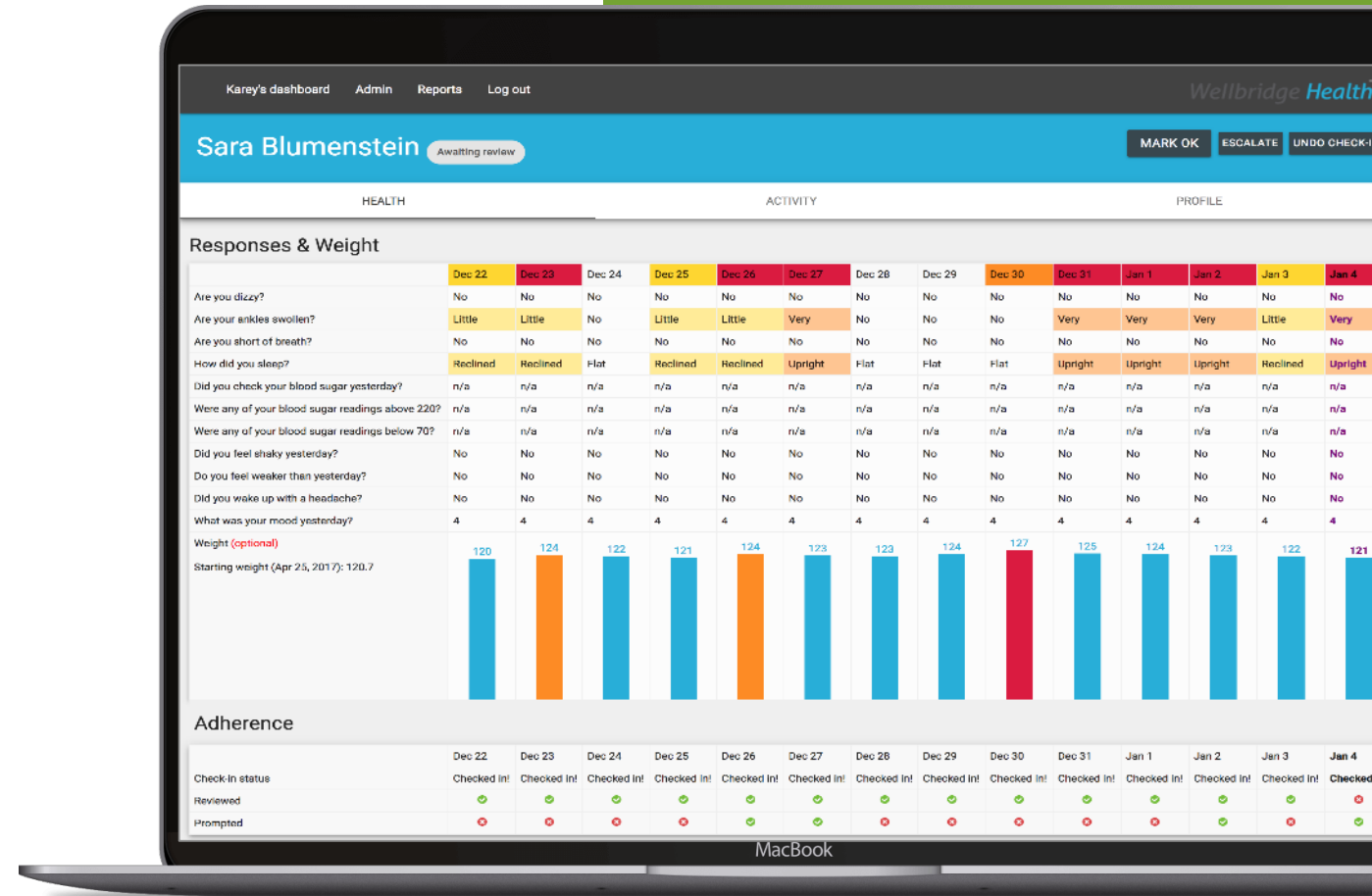
- Daily snapshot of member's wellbeing and symptoms (via app)
- Daily biometric data (via integrated medical device)
- Weekly video chats
- Health & wellness assessments
- Medical & pharmaceutical claims
- Overall program adherence
- Custom tracking reports



# Web-Based Dashboard for Health Coaches



# Member Overview Page Correlating Multiple Data Streams



# Clinical Approach

## Motivational Interviewing

- State of readiness to change
- Set small goals
- Use understanding of states of change and members own motivations to help individuals achieve goals



## Cognitive Behavioral Therapy

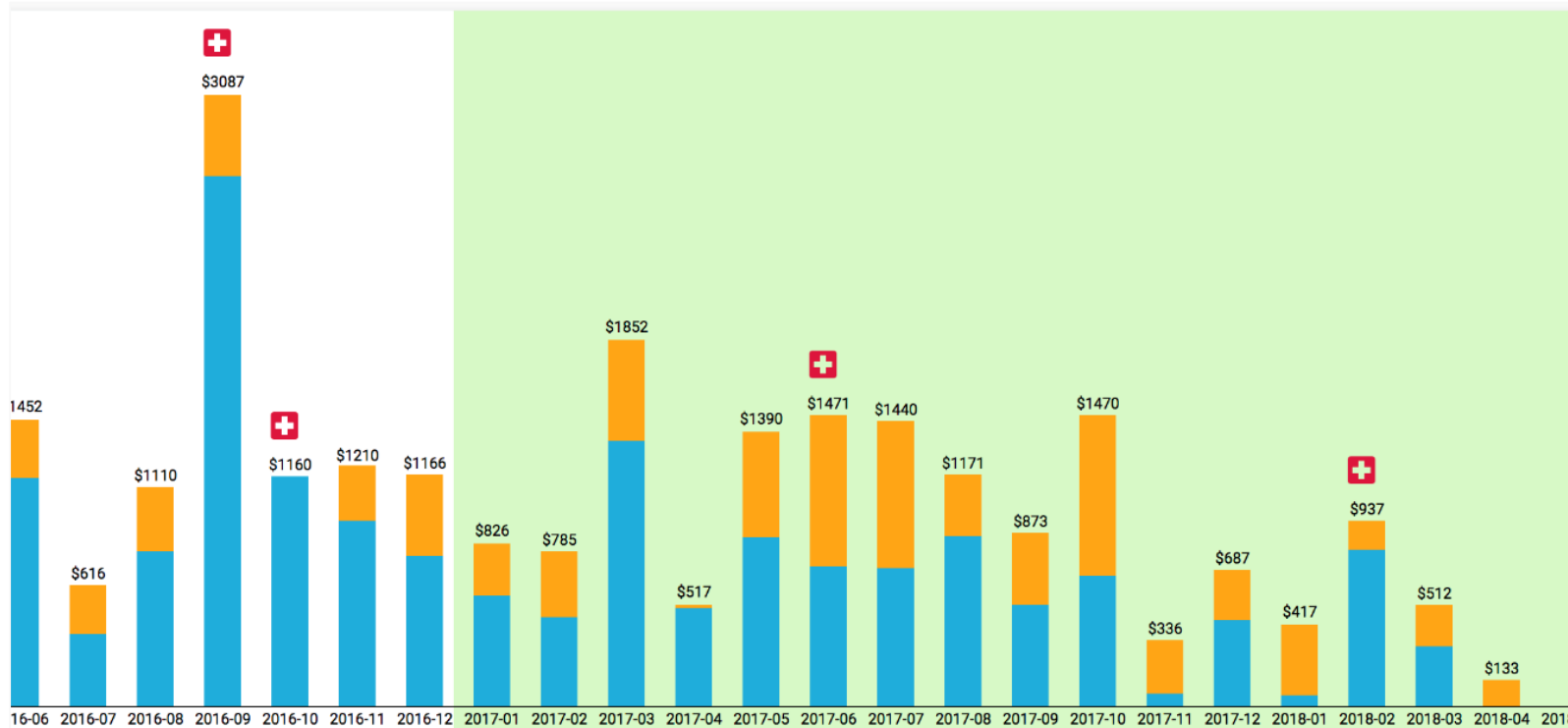
- Reframe negative or distorted thoughts and behaviors
- Increase positive/decrease negative emotions with proven techniques



## Problem Solving Therapy

- Define & set goals
- Create menu of alternative solutions
- Decision making
- Choose solution
- Implement
- Evaluate





Integrated claims browsers to assess members' historic and present utilization.

- Medical claims
- Pharmacy claims
- ER/hospitalizations
- Costs after enrollment in Wellbridge

#### Member summary

Before: \$1,358.93 PMPM

During: \$911.52 PMPM

Δ \$-447.41 PMPM (-32.9%)



Improve

# HEDIS and STAR Ratings

- Effectiveness of care
- Experience of care
- Utilization
- Timeliness of care
- Preventive visits
- Immunizations



# Impacts Cost & Health Outcomes

Lowers Overall  
Cost of Chronic  
Care Patients

**ROI**

Demonstrated returns on  
management fees

Improves Mental  
and Emotional  
Wellbeing

**79%**

Improvement in  
depression severity  
scores, using validated  
tool (PHQ)

Reduces  
Readmissions in  
HF Patients

**96%**

Program adherence

**50%**

Reduction in HF  
readmissions



# Business Models

## Full Program

- Includes use of Wellbridge Health Coaches
- Per Member / Per Month
- Gain Share
- At-risk

## Tech Platform License

- Up-front Fee
- Training Fees
- Much Lower Per Member / Per Month
- Maintenance Fees



# Roundtable Discussion



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THANK YOU

