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GEEK OUT, DON'T FREAK OUT: HOW TO DO MORE WITH DATA

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SHSMD Webinar
JULY 30, 2019

TODAY'S EXPERTS

Bringing You New Data & Insights

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- Wellbeing innovator

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- Head of Content Marketing
- Former service line marketing manager

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WHO IS WELLTOK?

WHO ARE WE?

Data-driven, enterprise SaaS company offering a sponsor-branded consumer activation platform

WHAT DO WE DO?

Enable sponsors (clients) to activate consumers by targeting and connecting them with personalized health resources

WHO DO WE SERVE?

Health Plans

Employers

Providers

Public & Community

Pharmacy
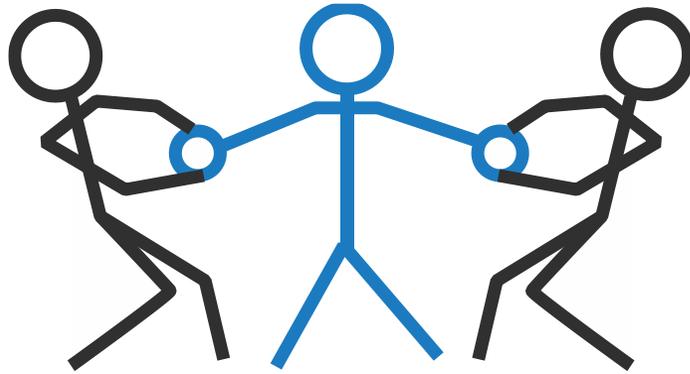
Health Services

WHAT'S THE VALUE?

- Power **growth** and **retention** initiatives
- Improve **healthcare value**
- Streamline the **consumer experience**

TEA LEAVES HEALTH IS NOW WELLTOK

MARKET DYNAMICS

Why should there be a focus on consumerism?

Competitive Marketplace

Increased Pressure
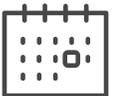
Consumer Expectations

WE GET IT: YOU'RE FACING A MULTITUDE OF CHALLENGES YOU'RE BEING ASKED TO DO THINGS DIFFERENTLY

Attract and retain more patients

Generate revenue through strategic, enterprise-wide growth

Maximize the long-term value of a patient

Create a highly-unique patient experience that builds long-term relationships

Keep (and grow) in-network referrals

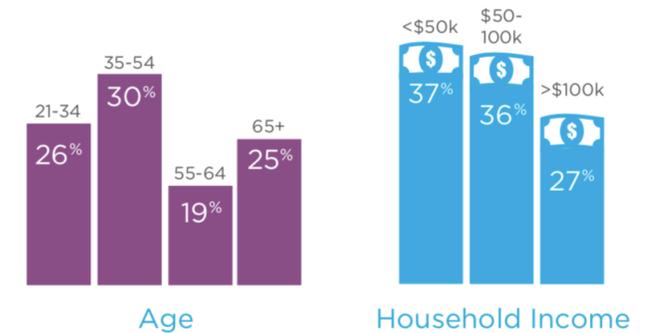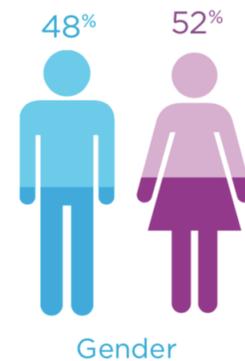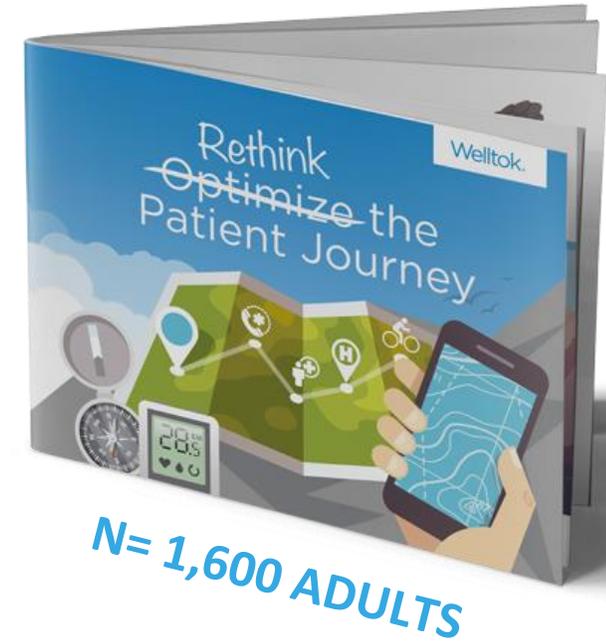Amplify and compliment your internally developed patient resources

Manage risk to support value-based reimbursement models

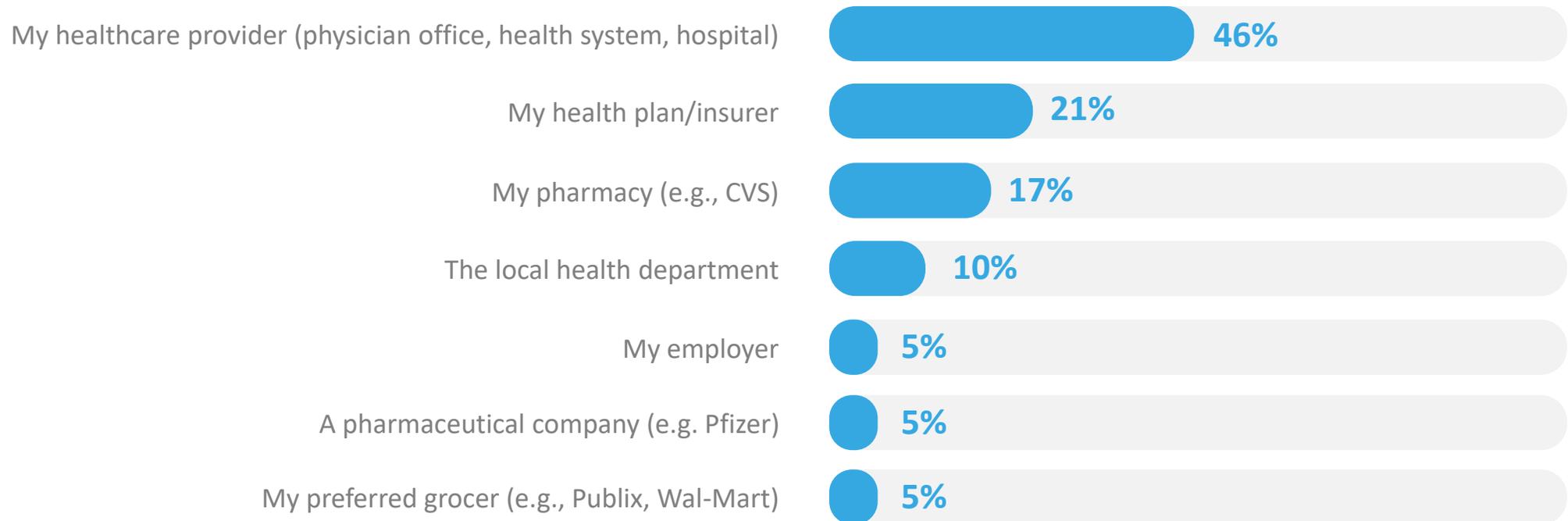# WHAT DO PATIENTS WANT FROM YOU?

WE ASKED, PATIENTS TOLD US

- What type of health and wellbeing support do they need from you?

- What will increase loyalty to you?

- How important is personalization?

N= 1,600 ADULTS

48% 52%

Gender

21-34 26% 35-54 30% 55-64 19% 65+ 25%

Age

<$50k 37% $50-100k 36% >$100k 27%

Household Income

PROVIDERS ARE IN THE BEST POSITION TO PROVIDE SUPPORT

Which of the following would you most likely turn to for holistic
health & wellbeing support, not clinical care?

My healthcare provider (physician office, health system, hospital)	46%
My health plan/insurer	21%
My pharmacy (e.g., CVS)	17%
The local health department	10%
My employer	5%
A pharmaceutical company (e.g. Pfizer)	5%
My preferred grocer (e.g., Publix, Wal-Mart)	5%

37% said none of these

PATIENTS WANT MORE HOLISTIC HEALTH AND WELLBEING SUPPORT FROM PROVIDERS…


74%
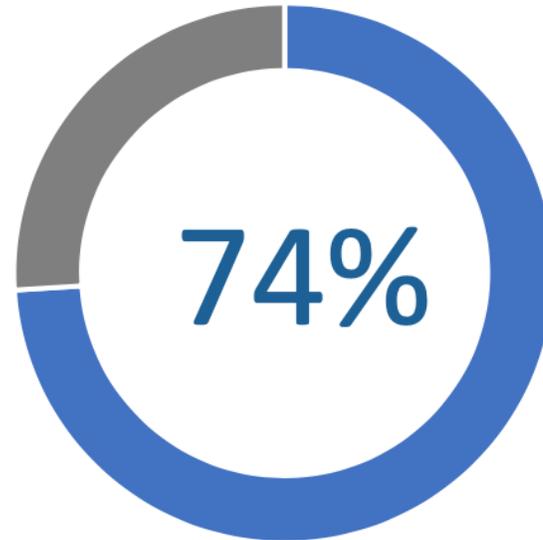
Believe their provider should do more to support their health and wellbeing goals even when they are not sick

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AND WILL BE MORE LOYAL FOR IT

84%

of all patients would be more loyal to their provider if their overall wellbeing was more supported out of the clinical setting

% of Patients (by Age) Who Would be More Loyal if Provider Supported Holistic Health and Wellbeing

88% — Age: 21-34
88% — Age: 35-54
80% — Age: 55-64
76% — Age: 65+
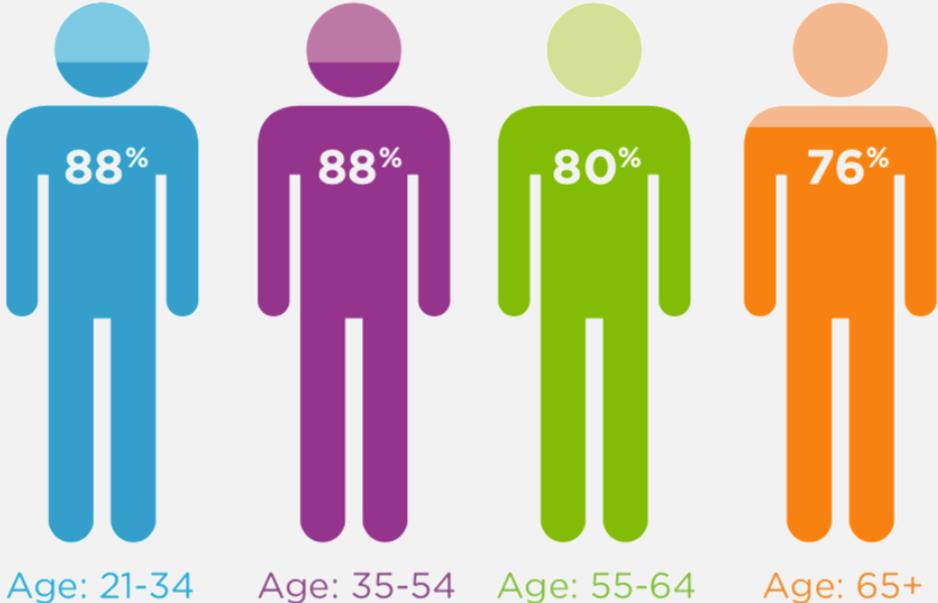
TYPES OF PROGRAMS/RESOURCES PATIENTS WANT FROM PROVIDERS

Types of Programs/Resources Patients Want from Providers

Program/Resource	%
How to control or manage an existing health condition (e.g. diabetes, asthma)	96%
Healthy eating habits	94%
Appropriate level of physical activity	93%
Emotional or mental health support	93%
Adequate sleep	93%
Manageable stress level	92%
Positive family relationships	83%
Advice on how to take care of my spouse and/or children	80%
Financial health	70%
Finding a higher purpose	65%
Advice on how take care of my elderly parents	59%

Q: How important is it for you that your healthcare provider offer programs and resource that support the following?

(% who answered very important, important or somewhat important)

On a scale of 1-5, how well do you think your organization is currently providing holistic health and wellbeing support?

(1 = Poor, 5 = Excellent)

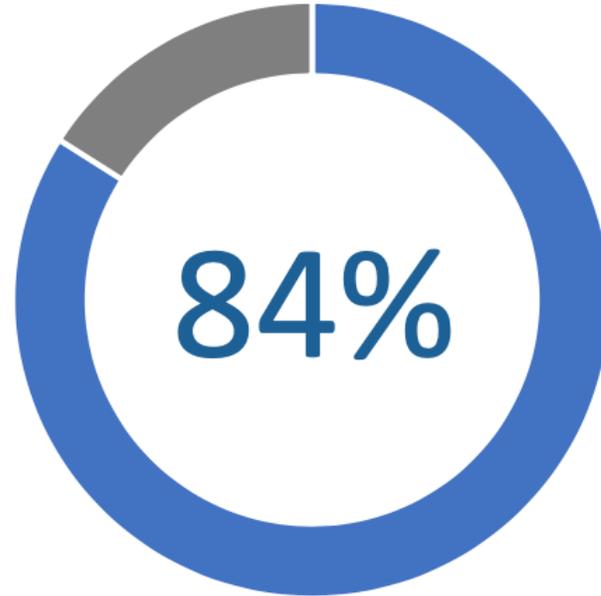# FILL OUT THE EVALUATION AFTER THE WEBINAR TO ACCESS THE FULL SURVEY!

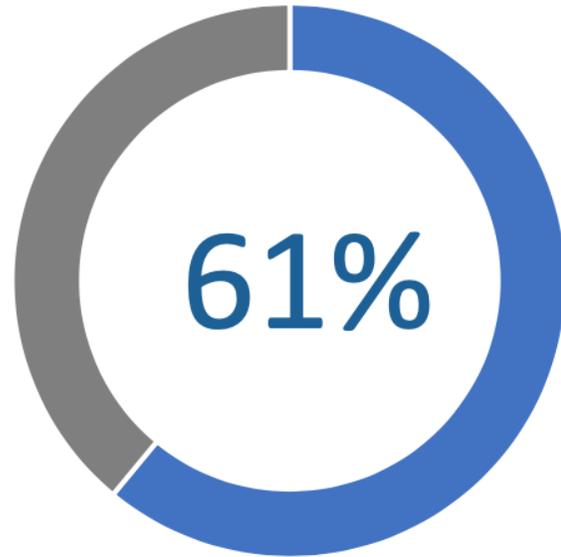Or download full report now!

info.welltok.com/patient-journey

PERSONALIZATION IS AN EXPECTATION
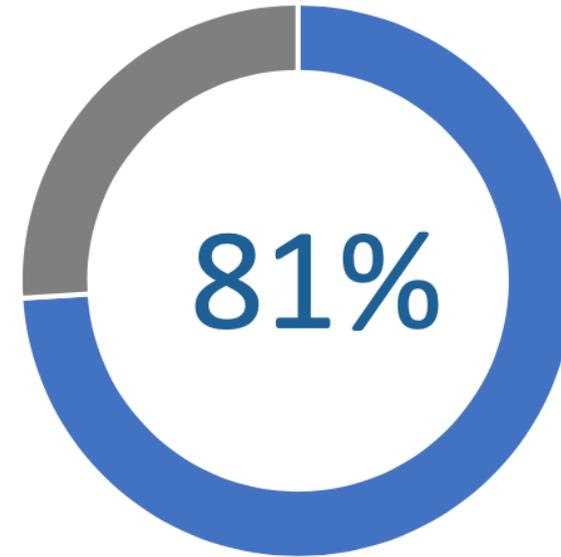
PATIENTS ARE SEEKING MORE PERSONALIZATION

84%

Believe their provider would serve them better
if their health interests, goals and motivations
were better known

PERSONALIZATION IS ALSO KEY TO DRIVING ADHERENCE AND SATISFACTION

61%

Feel discharge orders, pre/post-visit info are generic and not personalized to them

81%

Would be more likely to follow if discharge orders, pre/post-info was personalized to them

KNOW
YOUR BUSINESS

GROW
YOUR BUSINESS

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UNLOCK THE POWER OF DATA-DRIVEN PERSONALIZATION

EMR/Clinics

Classes & Outreach Events

Omni Channel Campaigns

CMS Web Reg HRA

Disparate Data Systems

Wellness Centers

Call Centers

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HEALTHCARE DATA PROVIDES A LIMITED VIEW OF A PATIENT
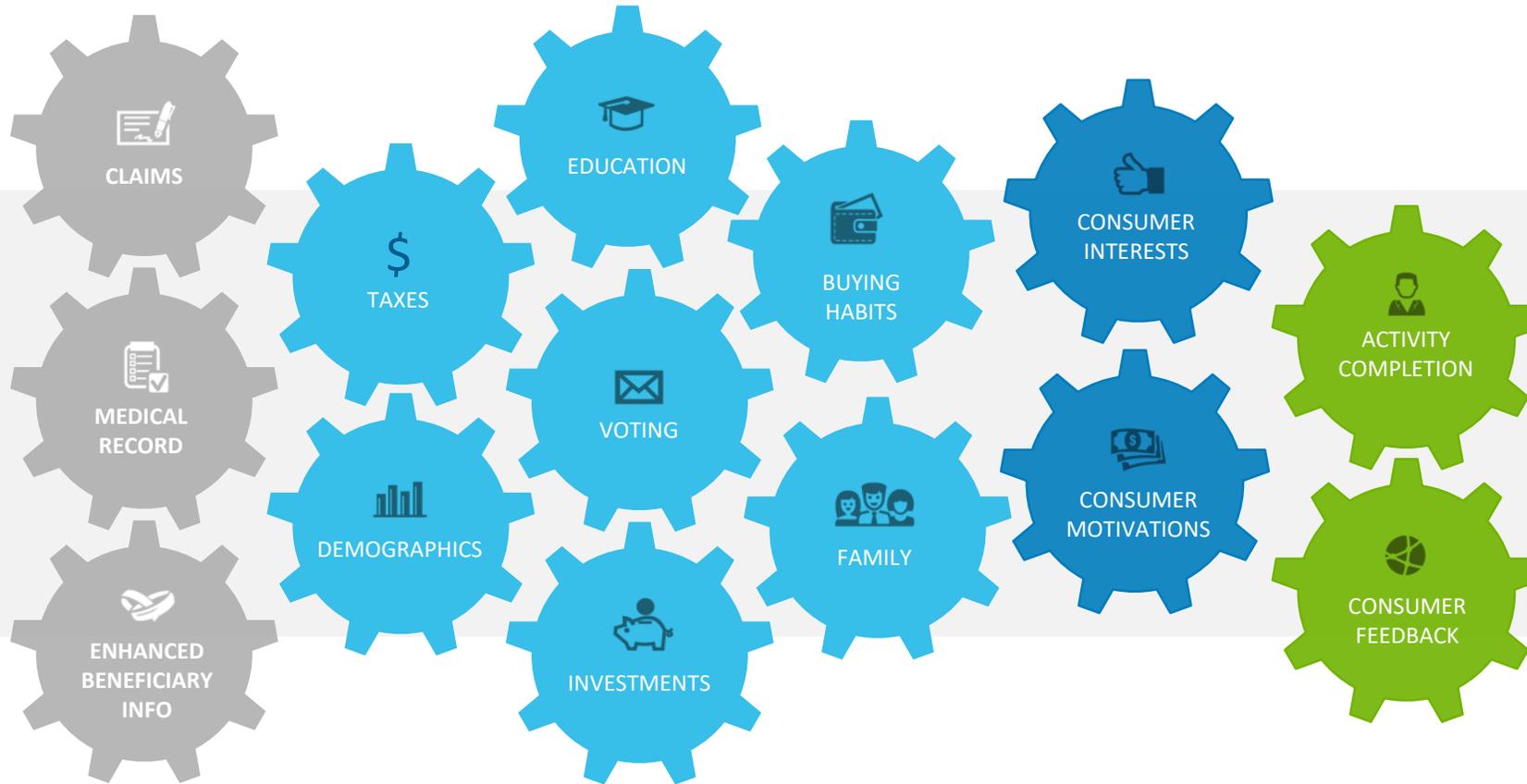
CLAIMS

MEDICAL RECORD

ENHANCED BENEFICIARY INFO

CONVENTIONAL DATA

HOW TO CREATE A 360 DEGREE VIEW OF YOUR PATIENTS

Combine Both Healthcare and Non-Healthcare Data to Create Individual-Level Insights

CLAIMS

MEDICAL RECORD

ENHANCED BENEFICIARY INFO

EDUCATION

TAXES

BUYING HABITS

VOTING

DEMOGRAPHICS

FAMILY

INVESTMENTS

CONSUMER INTERESTS

CONSUMER MOTIVATIONS

ACTIVITY COMPLETION

CONSUMER FEEDBACK

CONVENTIONAL DATA

PROPRIETARY CONSUMER DATA
275M Individuals; 800 Variables
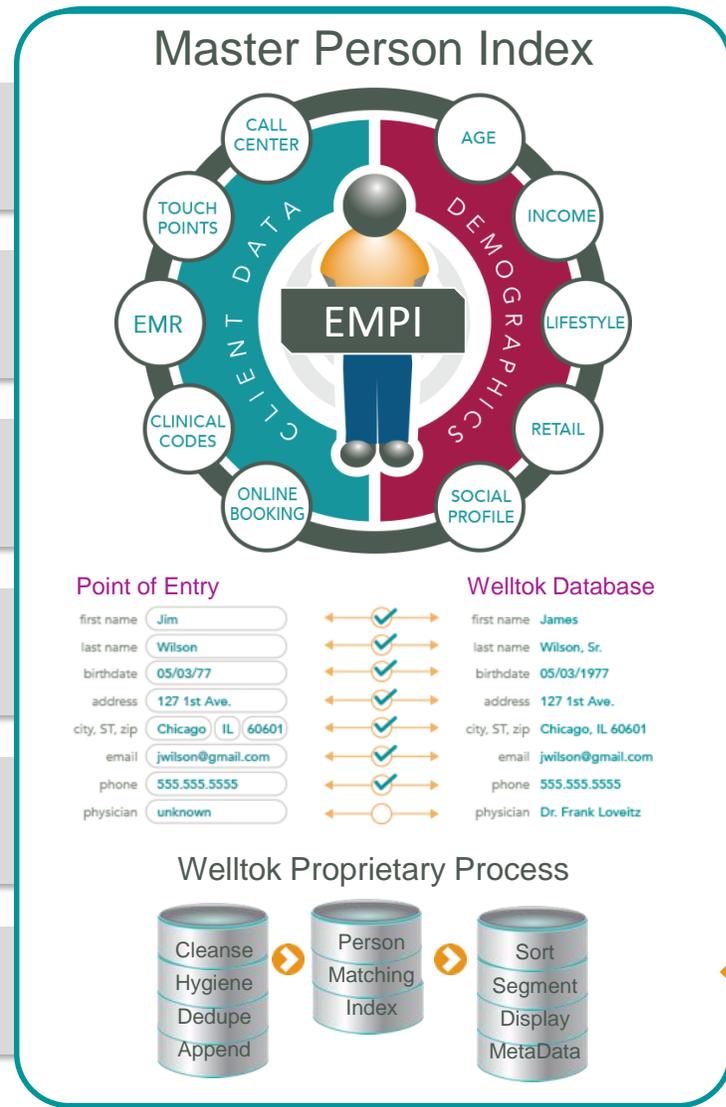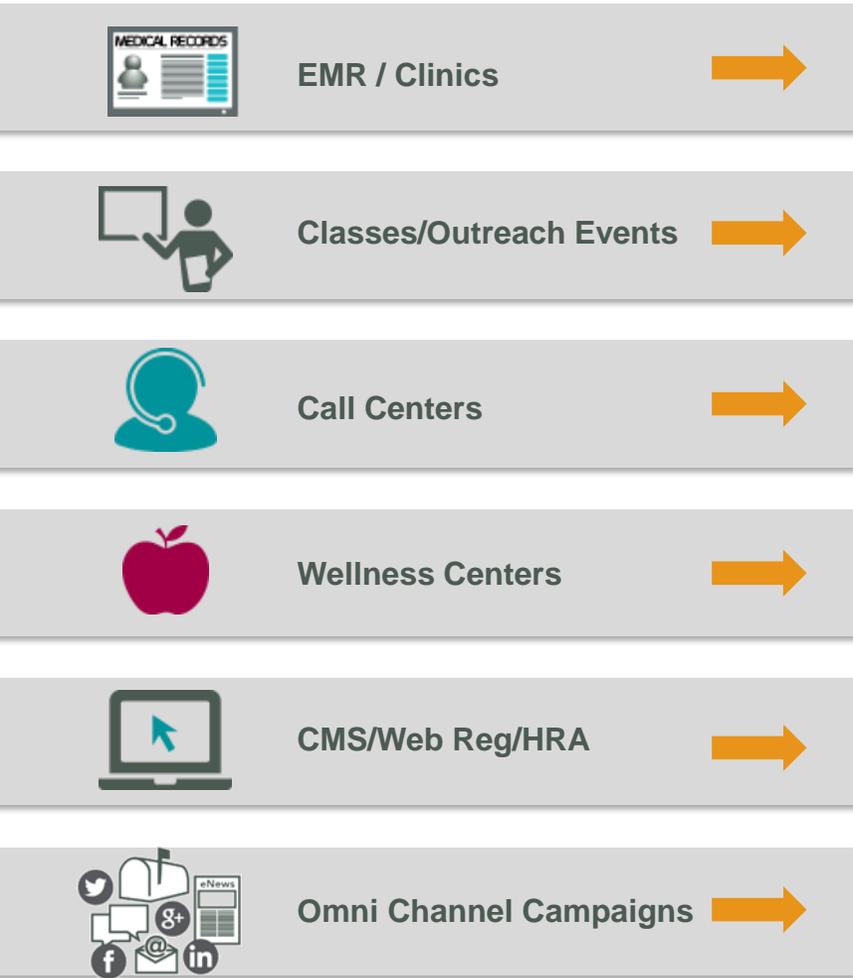
CONSUMER INTERESTS & MOTIVATIONS

CONSUMER ACTIONS

POLL

Are you using consumer data today?
(1= Yes, 2= No)
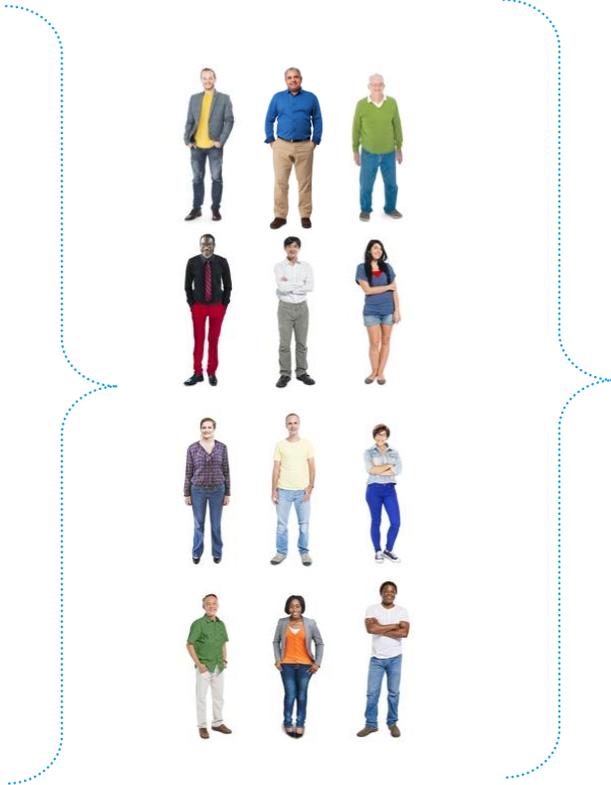
DATA FLOW AND INTEGRATION

SO YOU CAN BETTER UNDERSTAND AND TARGET PATIENTS

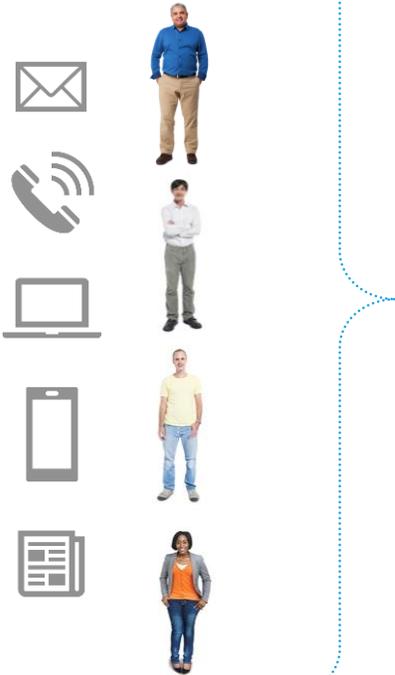Analytics Drives You Towards a Highly Personalized Experience

WHO HAS WHAT NEEDS?

WHO IS IMPACTABLE?

BY WHAT MEANS?
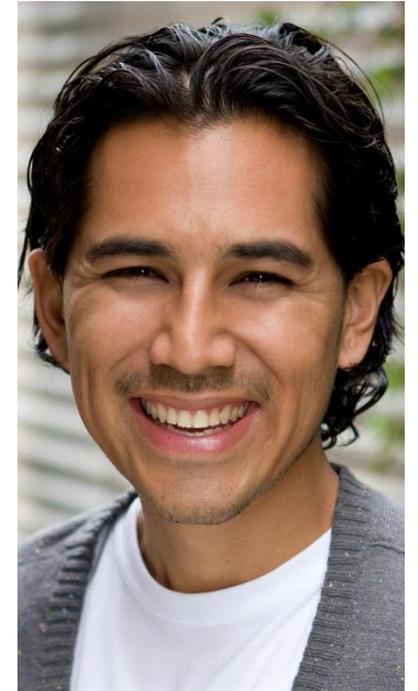
PERSONALIZED EXPERIENCE

CONSUMER DATA & ADVANCED ANALYTICS CAN TELL YOU MUCH MORE

Individuals living in an area where a large percent of families with kids live below the poverty line are more likely to inappropriately use the ED

Individuals who have low IRA amount (lower income) are more likely to be receptive to a Transitions Care Management program

Individuals that regularly vote in interim elections tend to be more adherent to medication and treatment plans

Individuals who live in a more blue-collar area are more likely to be receptive to a Complex Case Management program

Individuals who have more equity in their home (lower loan-to-home-value ratio) are more likely to be impacted by an Ambulatory Care Management program

USE CASE – PERSONAS

Cool Parents

Conservative Thinkers

Risk Takers

The Athletes

Safety First

Survey sent to x # of individuals. in the client's market. from Welltok's database

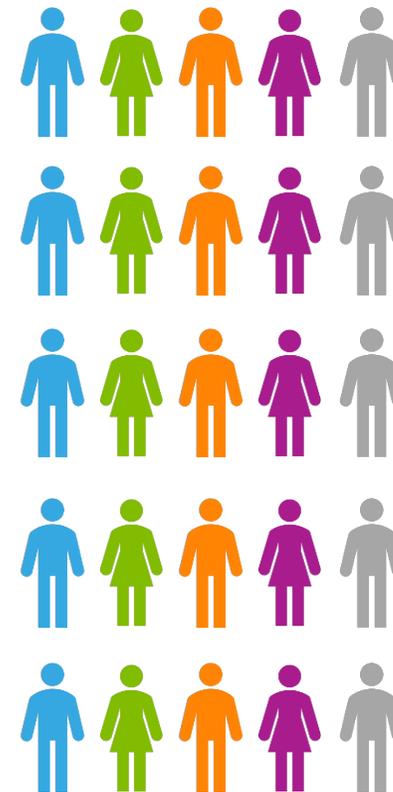**Results are sorted for similarities and grouped by demographics /behaviors**

Clients can label each bucket/group as a unique persona

Those personas are applied to the client's database of individuals

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A DATA-DRIVEN CRM: ACQUIRE, ACTIVATE AND RETAIN HIGH-VALUE PATIENTS

Use **CRM** to build brand and precisely identify high-value, at risk, cardiovascular disease patients

🧍	At Risk/Low
🧍	At Risk/Moderate
🧍	At Risk/High

Leverage **multi-channel campaign** encouraging completion of an HRA and informing prospect of an upcoming educational workshop. Collect contact information

A DATA-DRIVEN CRM: ACQUIRE, ACTIVATE AND RETAIN HIGH-VALUE PATIENTS

Use **CRM** to build brand and precisely identify high-value, at risk, cardiovascular disease patients
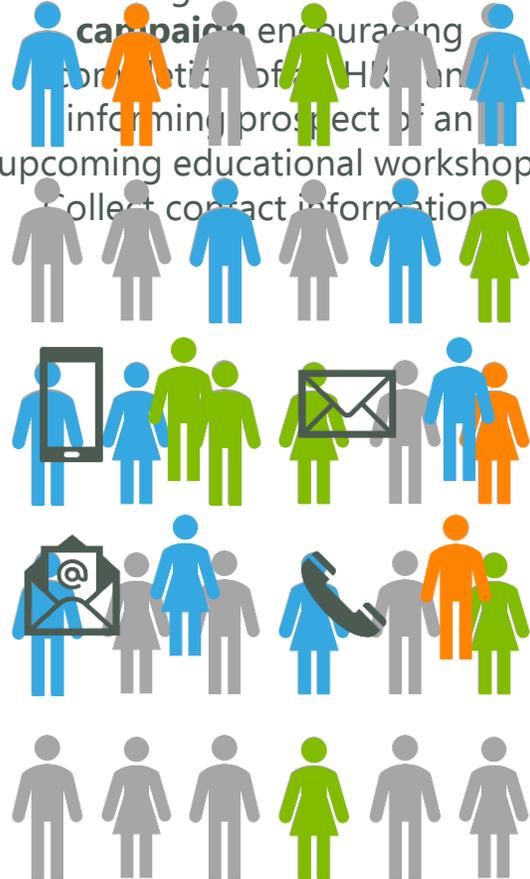
At Risk/Low

At Risk/Moderate

At Risk/High

Leverage **multi-channel campaign** encouraging completion of an HRA and informing prospect of an upcoming educational workshop. Collect contact information.

Patient attends educational workshop

Patient receives and completes **HRA survey**

Patient makes appointment with PCP through the call center

Patient receives appointment reminder

PCP confirms diagnosis of hyperlipidemia and refers patient to an in-network Cardiologist

Patient receives access to additional programming on their **Personal Health Itinerary** to manage their condition, nutrition & exercise goals

Referral remains in network due to physician liaison outreach
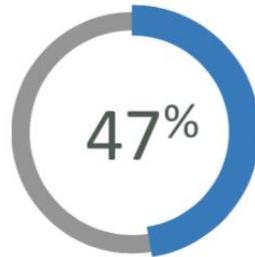
GENERATE HIGH VALUE, HIGH FIDELITY TARGET LISTS

MEET JOHN

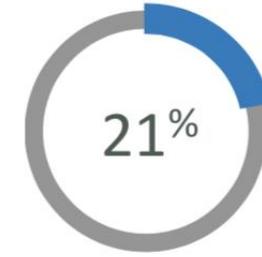**100%** All Consumers in Area

30% Patient/Payer
Current patient, Full Insurance Coverage through BCBS

68% Age Range, Gender, Ethnicity
49, Male, Caucasian

21% Lifestyle
Exercises irregularly, likes to eat out, works behind a desk, subscribes to Big & Tall and has tried multiple weight loss plans

47% Individual Marital Status, Presence of Children
Wife (45), 2 kids (Son, 6 & Daughter, 11)

11% Conditions
Known Smoker, overweight, joint pain, and frequent headaches

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RETHINK THE PATIENT JOURNEY:
PROVIDE YEAR-ROUND SUPPORT

IT'S NOT ABOUT CLICKS, CALLS & CLASSES

False measures of success

TODAY'S TECHNOLOGY CAN SCALE TO GET YOU THERE

Integrate Comprehensive Data...

...Using a Machine Learning Platform...

...To Make it Easy for People to Complete Personalized Health Actions

ACTIVITY COMPLETION

CONSUMER MOTIVATIONS

EDUCATION

REWARDS REDEEMED

VOTING

BASIC DEMO. INFO

CLAIMS

TAXES

HEALTH RISK ASSESSMENT

FAMILY

BUYING HABITS

INVESTMENTS

MEDICAL RECORD

CONSUMER INTERESTS

Proprietary Consumer Data 800 Variables, 275mm People

Common Data Platform

Claims

Clinical

2 CURATE AND PROVISION

3 OUTREACH AND CONNECT

4 TAKE ACTION AND BE REWARDED

1 DEFINE AND TARGET

5 LEARN AND OPTIMIZE

Who is Most Receptive?

Who is Most Impactable?

What are the Best Channels?

Multi-Channel Activation

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THANK YOU AND QUESTIONS

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