



CareSignal®

Deviceless Remote Patient Monitoring



innovation  
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## How Deviceless Remote Patient Monitoring Helps Payers Enable Proactive, Differentiated Care

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# Agenda & Learning Objectives

- Review the **State of Payer-enabled Virtual Care**: Balancing Revenue & Relationships
- Identify **Specific, Actionable Strategies** to Increase Care Access for High-risk & Rising-risk
- Examine **Real-world Impacts & Quantitative Outcomes**: Engagement & Clinical Results
- Connect **Key Learnings** to Your Organization's Position
- Q&A



# Learning From the Past: Sensitive Members Avoid Care, Resulting in Higher Morbidity & Mortality



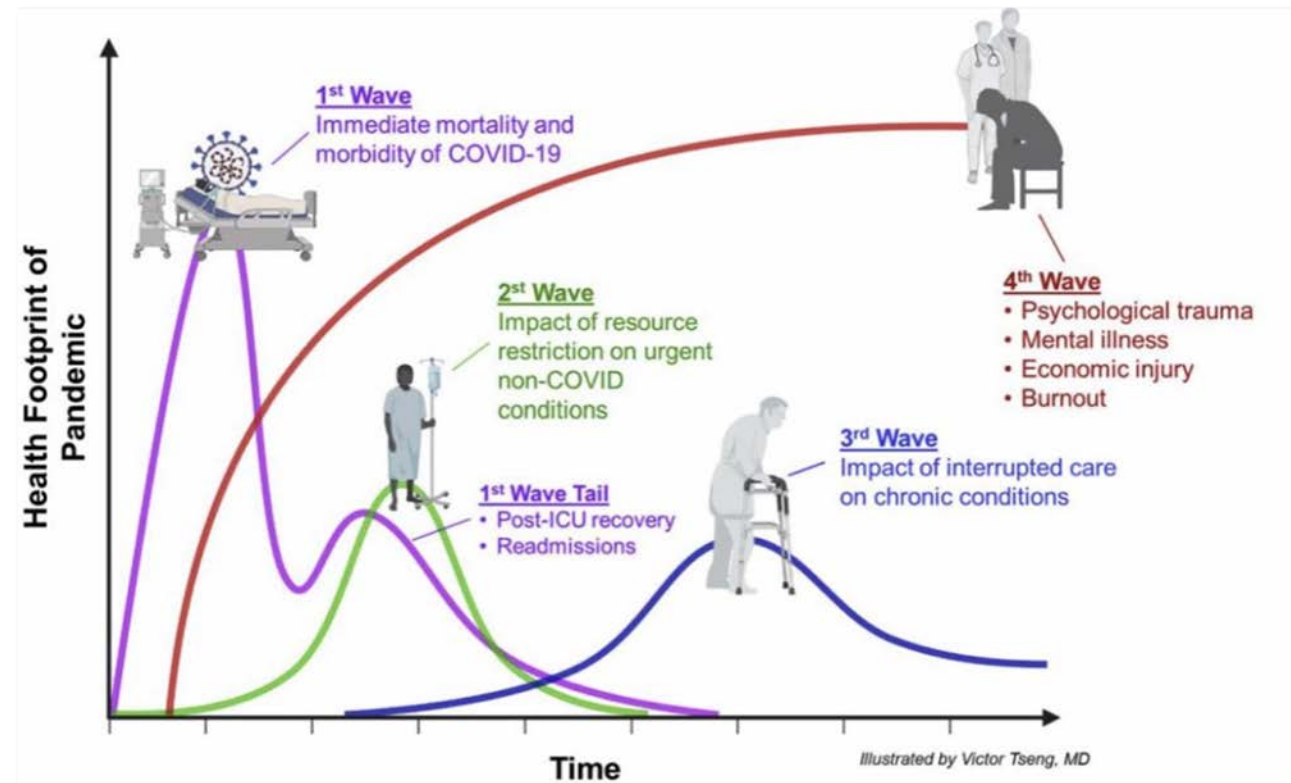
“[T]he continuity of regular medications or treatments for chronic diseases were **interrupted** during the SARS epidemics because the **patients were fearful of going to hospitals.**”

(T.-H. Lu et al., 2007)



“[M]ortality caused by **diabetes mellitus and cerebrovascular diseases significantly increased** during the SARS epidemic by 8.4% and 6.2%, respectively.”

(S.-Y. Wang et al., 2012)



Source: Dramatized illustration by Victor Tseng, MD



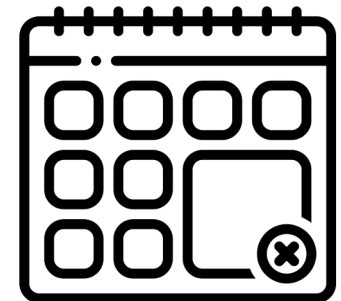
# New Challenges May Arise Quickly

Inappropriate utilization, stemming from a combination of fear and poor communication, manifests as ED utilization



Low health literacy and situation-specific education leads to lower vaccination uptake

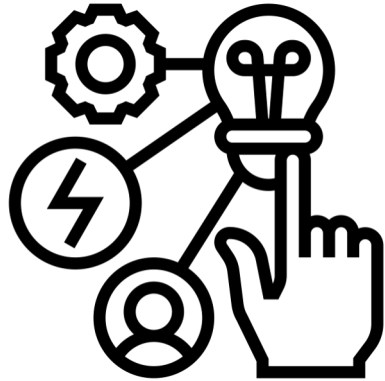
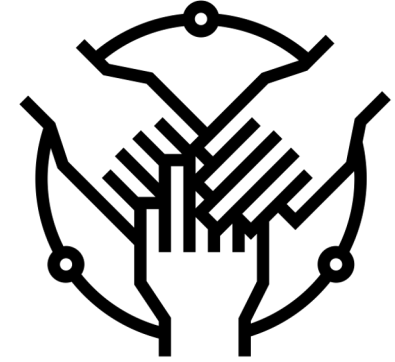
Delayed care, compounded by poor communication, results in worsened outcomes, costs, and member experiences





# Many Opportunities Exist to Recover, and Improve

Payers, in particular, can leverage relationships with providers, and coordinate or augment care virtually



Members, more open to virtual health than ever before, may be engaged through new communication pathways

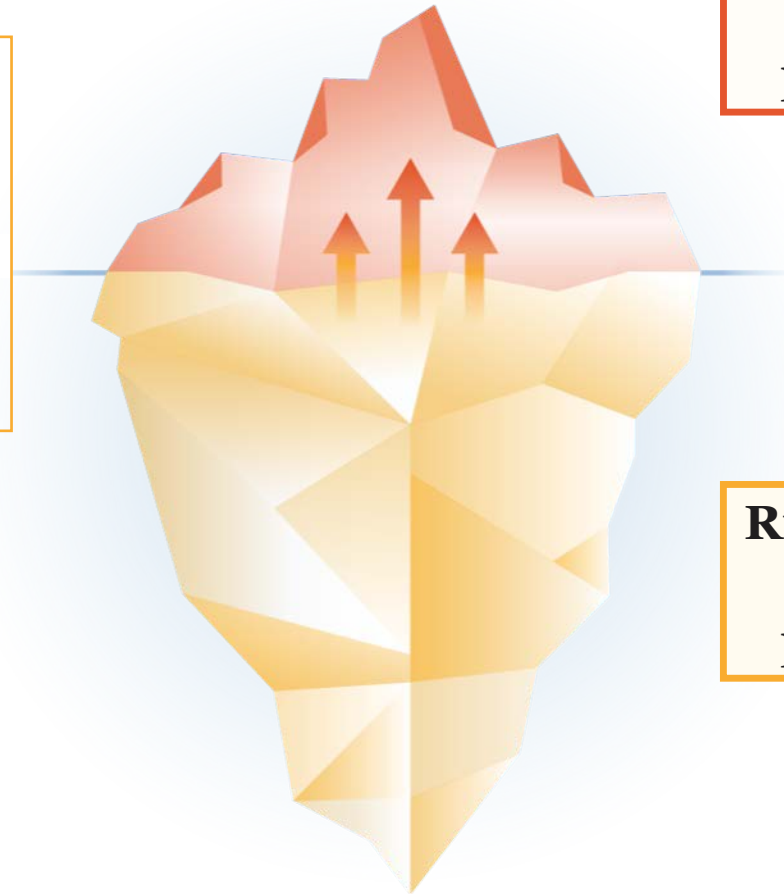
Existing care coordination resources in which payers have invested can be leveraged to drive outcomes and value





# Specific, Actionable Strategies Begin With the Right Population Focus

Each year, 1 in 5 of **rising-risk** members become expensive, **high-risk** patients



**High-Risk:**  
5% of  
population

**Rising-Risk:**  
20% of  
population



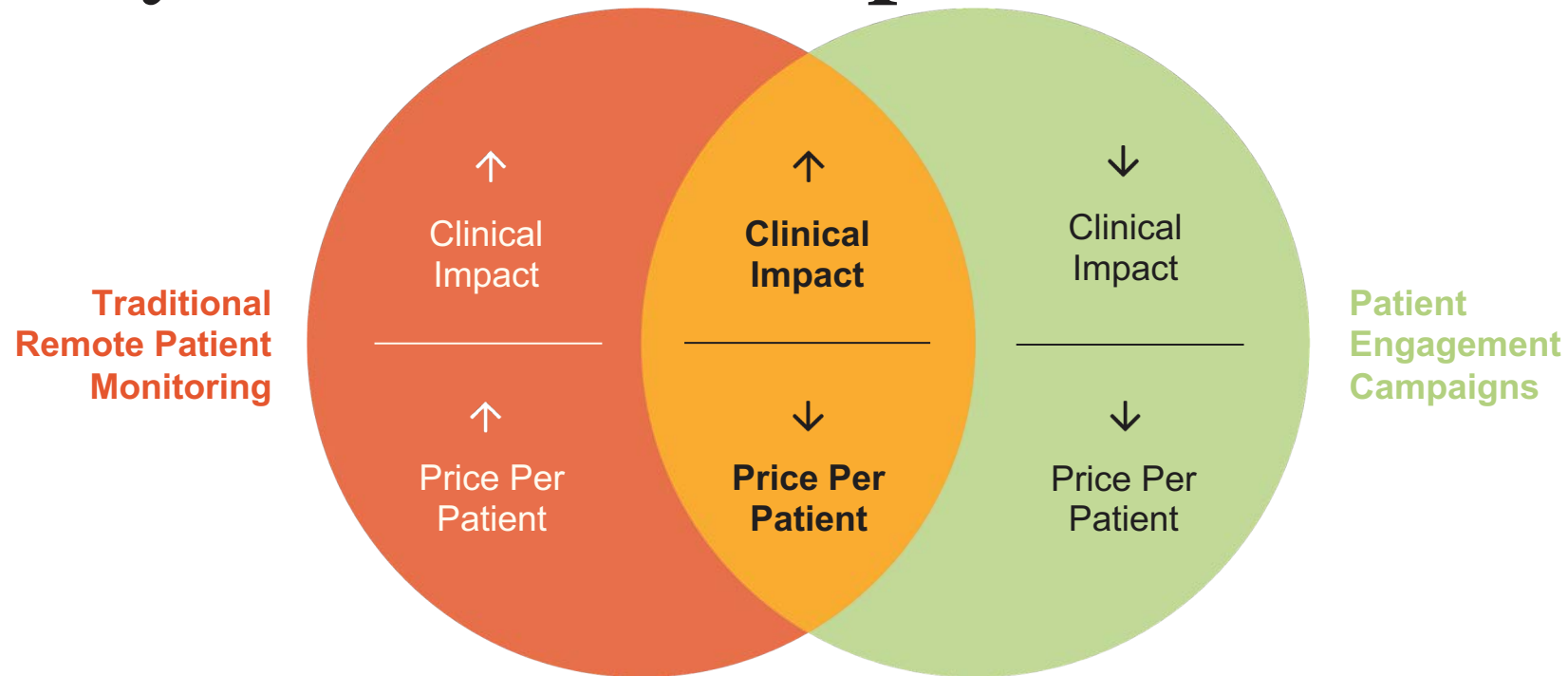
The NEW ENGLAND  
JOURNAL of MEDICINE

*“Our findings may also reflect fundamental challenges with the strategy of targeting superutilizers: **many patients whose medical costs are high today will not be as high in the future.**” – Hotspotting Study*

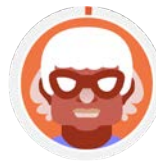
(A. Finkelstein et al., 2020)



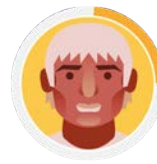
# Deviceless Remote Patient Monitoring: a Scalable, Clinically Actionable Component of Virtual Care



**High Risk**  
0.5 – 5 %



**Rising Risk**  
20%



**Low Risk**  
75%



Relevant Patient  
Population

Financial Opportunity



# Ubiquitously Accessible Technology Meets Members Where They Are

CareSignal works for  
**any** member

Via **smartphone**, **pay-as-you-go phone**, **landline**, or **concerned caregiver's phone**

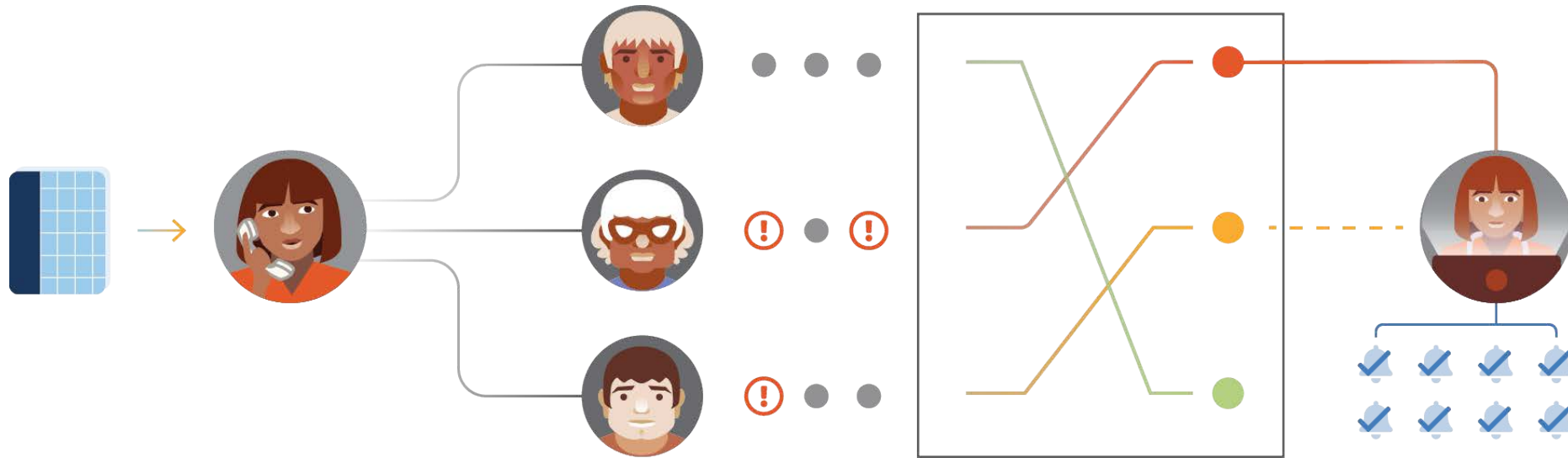
**10+**

Publications in peer-reviewed journals





# Examining the Innovation Health + CareSignal Workflow



①

## **Innovation Health**

Sends list of eligible members to CareSignal

②

## **CareSignal**

Engagement Specialists call members, gather consent, and enroll in program.

③

## **Members**

Answer prompts on the phone, sending in clinically-relevant data.

④

## **CareSignal**

Categorizes at-risk individuals and triggers alerts in real-time

⑤

## **Innovation Health's Nurse Concierge Team**

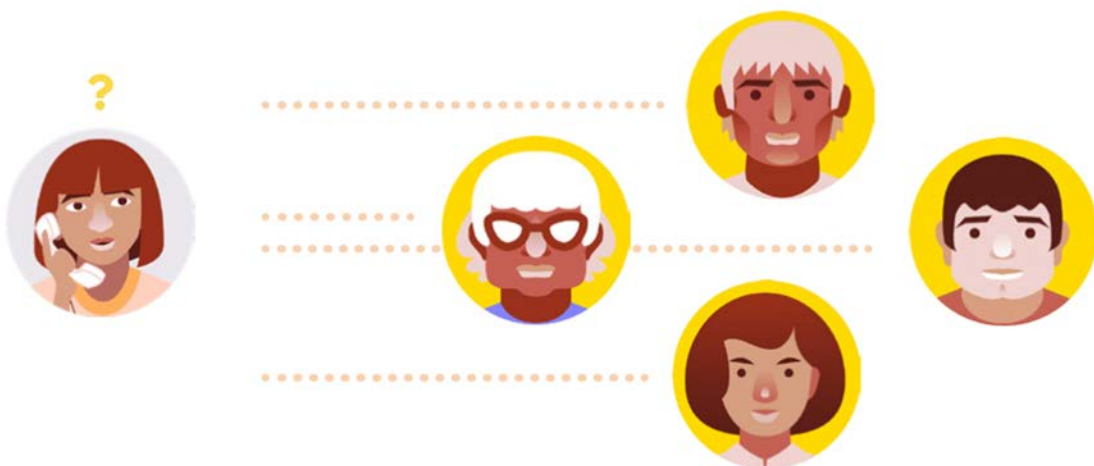
Provides care coordination following standard processes



# Fundamental Shift: Cold/Reactive → Warm/Proactive

## Stratification Before

Manual Outbound Reach to all members on Innovation Health's rising-risk list



Retrospective data groups members into broad risk pools requiring **manual outreach** to triage

## Stratification After

Automated Inbound Insight reporting Member Sharon M. has average blood sugar >200

\*Member's name has been changed to keep identity anonymous

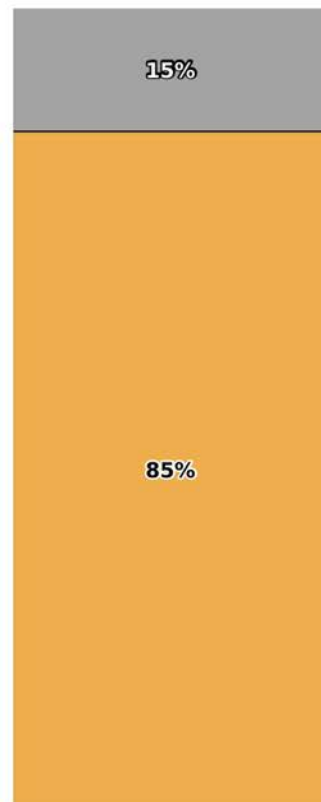


Real-time member-generated data provides **actionable** clinical information for targeted intervention



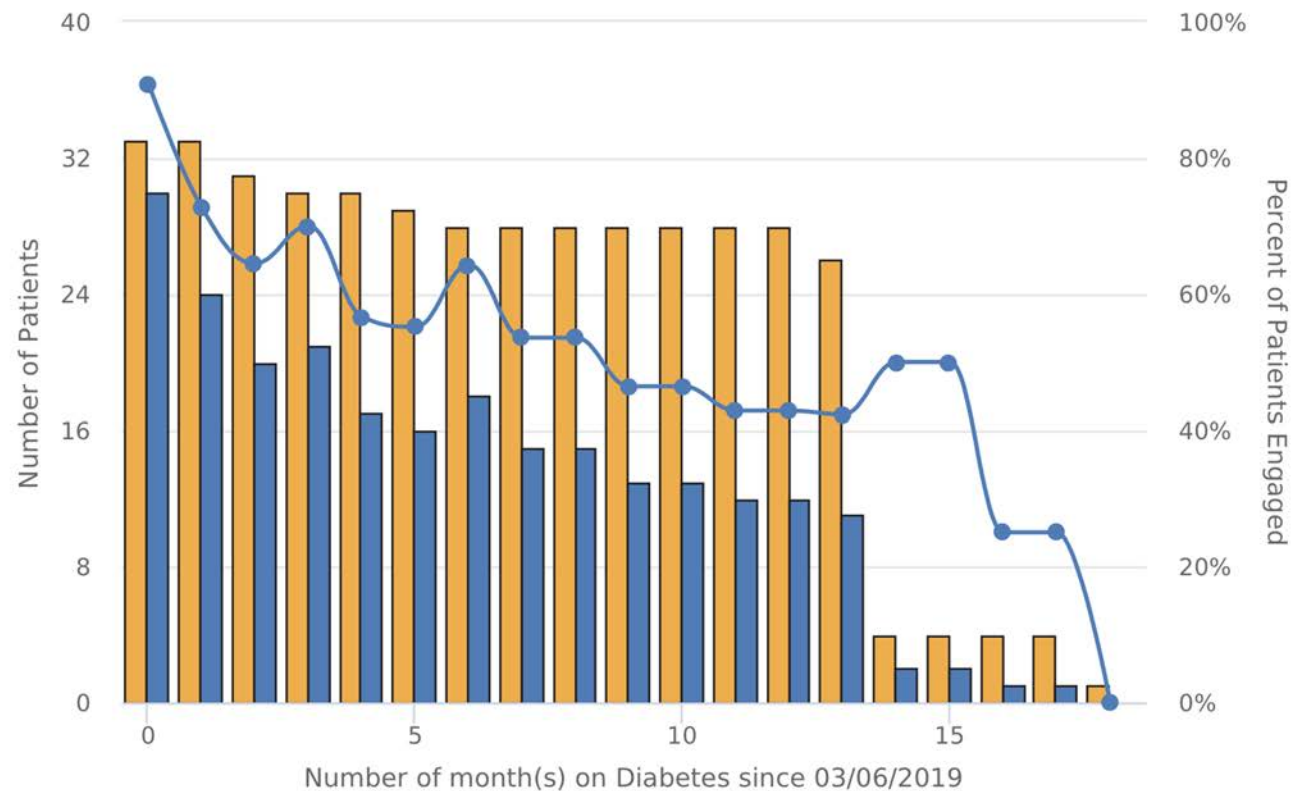
# Real-world Impact: Activation & Engagement

## Activation



● Did not Activate  
● Activated

## Engagement



● Activated Patients ● Engaged Patients ● Percent Engaged



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Source: CareSignal Q3 2020 Quarterly Report for Innovation Health



# Real-world Impact: Clinical Outcomes

## Hypertension

### Automated Touches

10,281

Texts

9,197

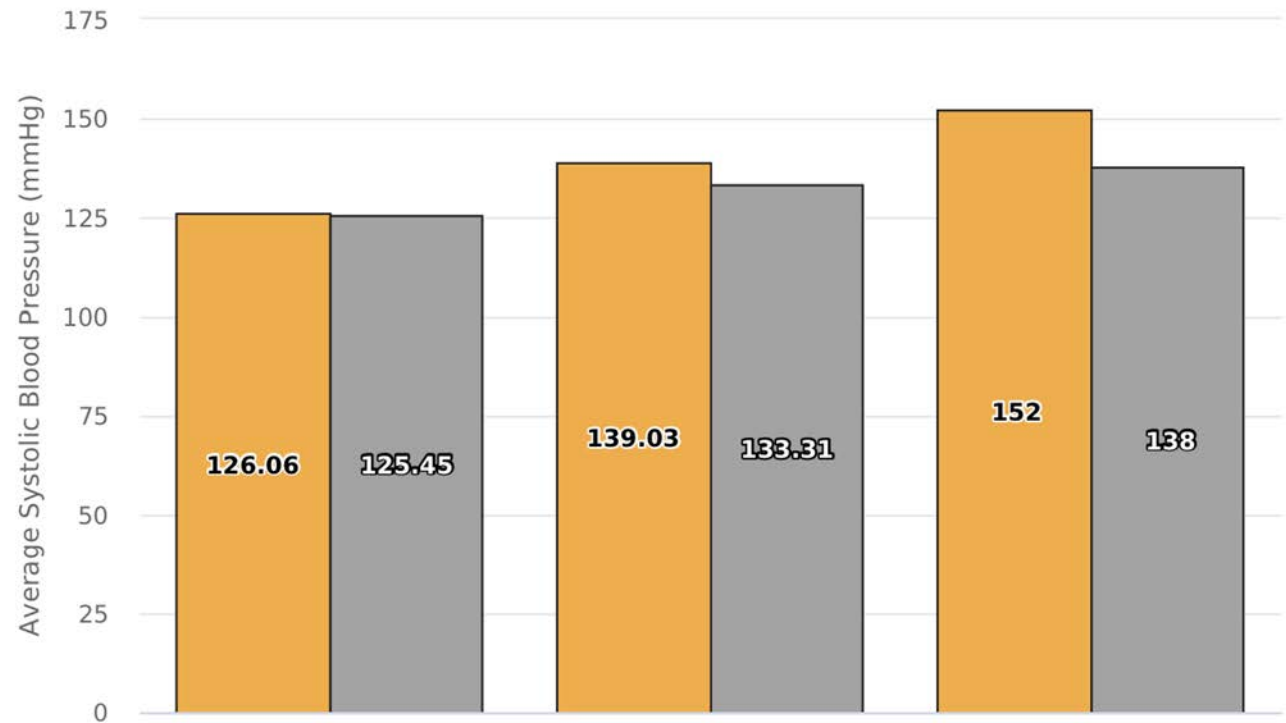
Calls

1,084

Alerts Triggered

69

### BP Pre – Post Changes





# Real-world Impact: Clinical Outcomes

## Diabetes

### Automated Touches

5,854

Texts

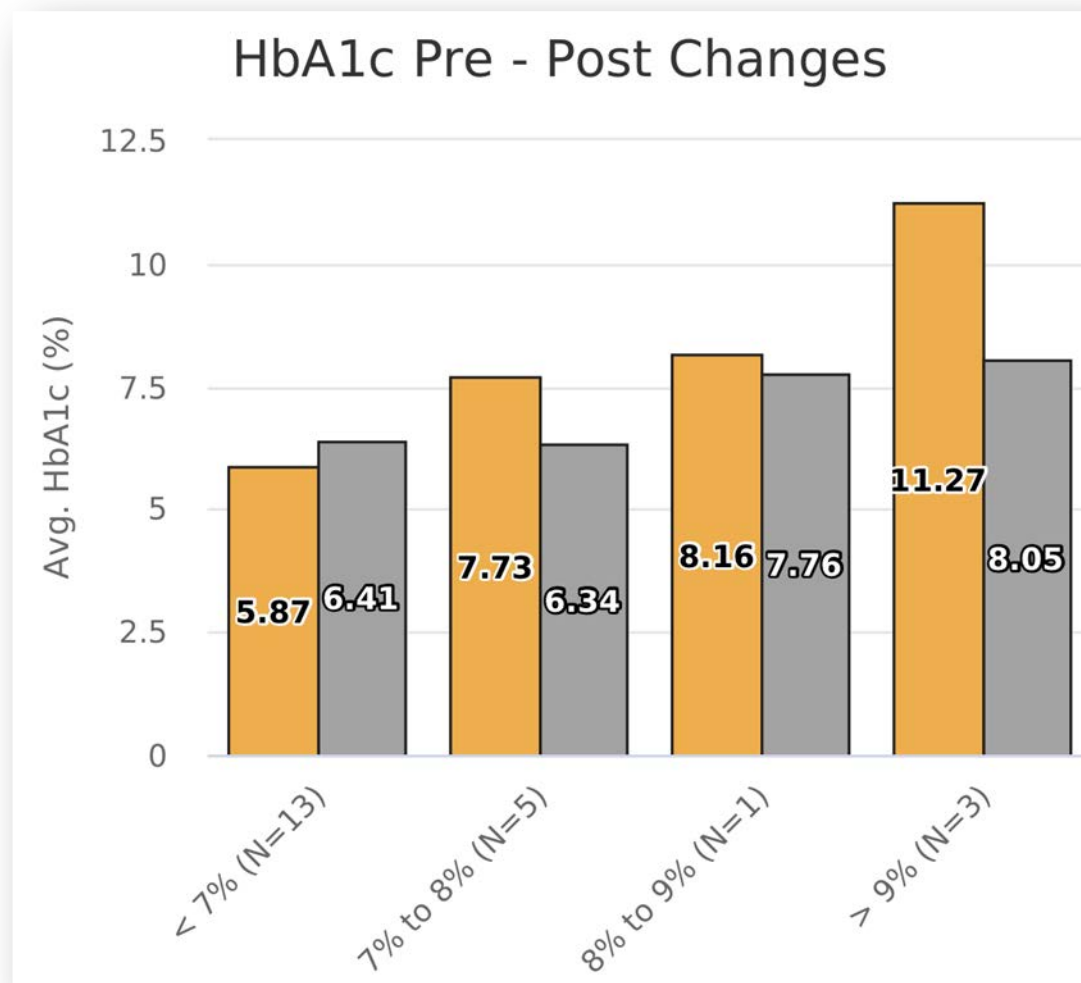
5,349

Calls

505

Alerts Triggered

5





# Real-world Impact: Clinical Outcomes

## Diabetes

### Example Messaging: Diabetes

IH.

What is your blood sugar?  
(example: 100)

255

Mbr.

IH.

Did you eat anything in the  
2 hours before you took  
your blood sugar? Please  
reply yes or no.

No

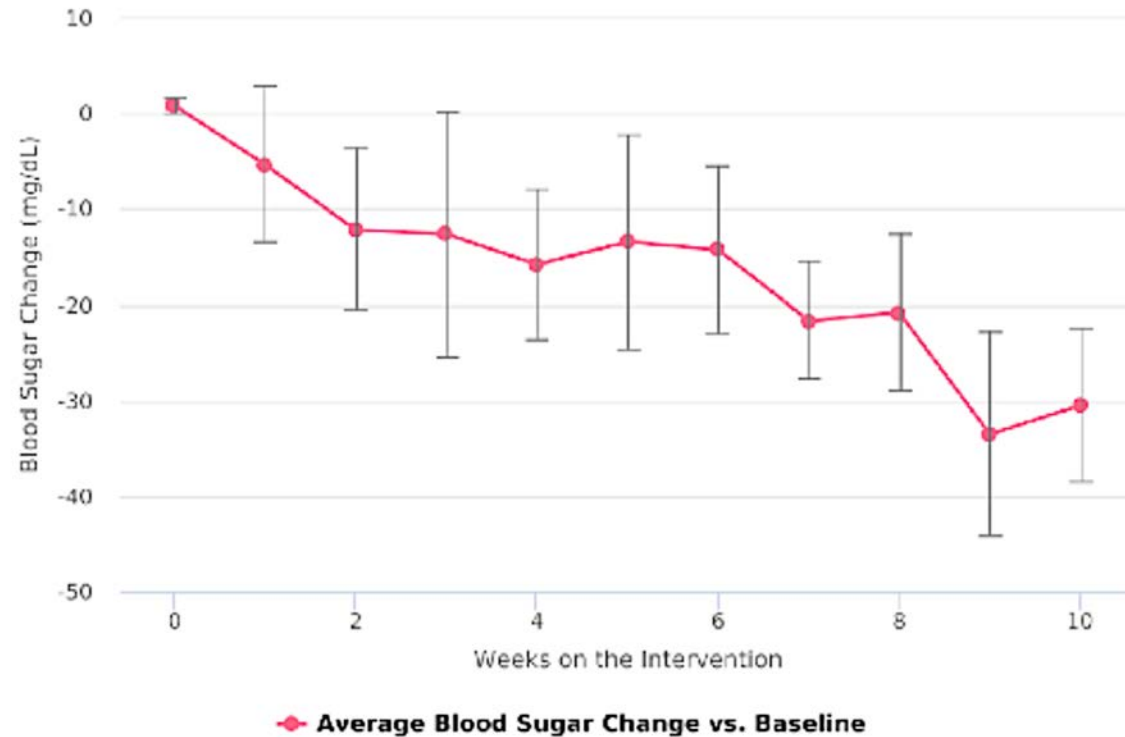
Mbr.

IH.

Your average blood sugar  
for the past two weeks is  
232. This is lower than your  
average from the previous  
two weeks. Keep up the  
good work!



### After 2 Months Innovation Health Members' Lowered Blood Sugar 20 – 30 Points on Average





# Real-world Impact: Clinical Outcomes

## Asthma

### Automated Touches

**2,944**

Texts

**2,141**

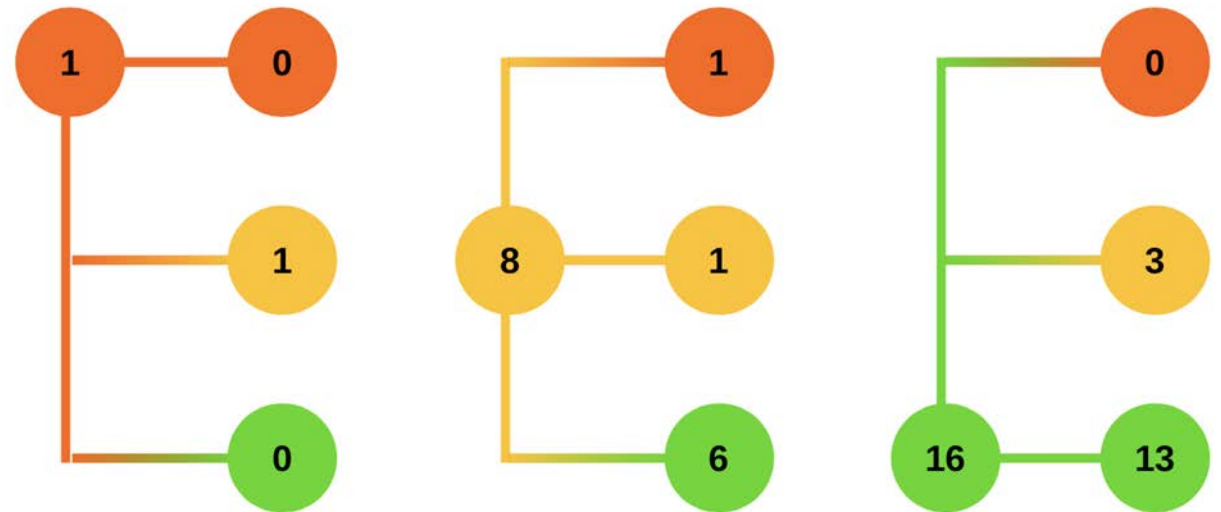
Calls

**803**

Alerts Triggered

**64**

### Asthma Status Changes



# Red at  
Baseline

Most Recent  
Status

# Yellow at  
Baseline

Most Recent  
Status

# Green at  
Baseline

Most Recent  
Status



# Real-world Impact: Member Satisfaction/Experience

**Improved Communication** · These messages have improved your communication with \_\_\_\_\_.

N = 120

Average = 7.65



1 - Significantly Worsened      Significantly Improved - 9

**Care Satisfaction** · You are getting the best possible care from \_\_\_\_\_.

N = 124

Average = 7.72



1 - Terrible

Excellent - 9



# Real-world Impact: Member Satisfaction/Experience

They make me feel like my health is a priority and help me keep my own breathing habits in check when life gets really busy and hectic.

They help remind me to monitor BP and help keep me more compliant with meds. Thank you

It gives me a chance to think about my breathing and if I am or was having trouble ;





# Key Learning #1: Member Outcomes & Relationship Quality Benefit from Virtual Care via Payer



“Significant reductions in ambulatory care (23.9%) [and] inpatient care (35.2%) were observed. Adverse health outcomes resulting from **accessibility barriers posed by the fear of SARS** should not be overlooked.”  
(H.J. Chang, et al., 2004)

“One by-product of the COVID-19 pandemic: 67 percent [decline in utilization] in the week of April 12<sup>th</sup> [2020], is unparalleled... fear of contagion is driving these effects.”  
**Telemedicine, however, holds promise.**  
(P. Chatterji et al., 2020)





# Key Learning #2: Investments in Solutions Such as Deviceless Remote Patient Monitoring Yield ROI

**Telemedicine and digital engagement** have the potential to bolster otherwise risky populations, and increase market share, if leaders act quickly.



“Average monthly service volume for the base year... and the following two years were 55%, 82% and 84%”

“[D]ue to SARS or a similar disease, **the impact is longer than previously reported.**”  
(D. Chu et al., 2008)

“[Despite reductions in outpatient utilization during the pandemic], **the admission rates for most ACSCs did not change in the post-SARS period.**”  
(Y.T. Huang, et al., 2009)





# Key Learning #3: Members Across all Demographics Now Expect Virtual Connectivity

**\$250B** of US healthcare spend will likely be virtualized<sup>1</sup>



## Consumer

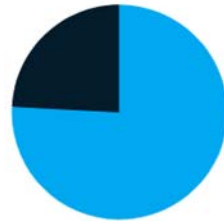
Shift from:



**11%**

use of telehealth in 2019

To:



**76%**

now interested in using telehealth going forward

**88%** of healthcare providers have made or are planning to make investments in RPM<sup>2</sup>





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# CareSignal Portfolio

## Chronic Condition Management

- Diabetes
- Hypertension
- Heart Failure
- COPD
- Asthma
- Dialysis
- Epilepsy

## Behavioral Health & Substance Use

- Depression
- Substance Use
- Opioid Management
- Mood
- Caregiver support
- Basic Needs / SDOH

## Maternal Health

- Breastfeeding
- Breastmilk
- Postpartum depression

## Discharge Support

- Appointment Reminder
- Post Discharge
- Referral
- Surgery
- Pneumonia

## Screening Reminders

- Colorectal cancer
- Breast cancer
- Cervical cancer
- Diabetes ophthalmology
- Chlamydia screening
- Lead screening

## Complementary Support

- Fall Risk
- Wellness
- Medication Tracking
- Medication Adherence