

# **LTC Tech Summit**

## **Session #1: Information Overload**

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[SOA Presentation Disclaimer](#)



**Standards-Based, Mobile & Cloud-Based Health Platforms  
With a “Privacy by Design” Architecture**

Purpose:

Transforming healthcare by empowering individuals with their own health data and making them informed participants to manage their health and healthcare.

Compelling issue:

200,000+ annual preventable deaths due to medical errors, mainly among the 65+ whose medical history is mostly unavailable as they transition care.

New policy-based solution:

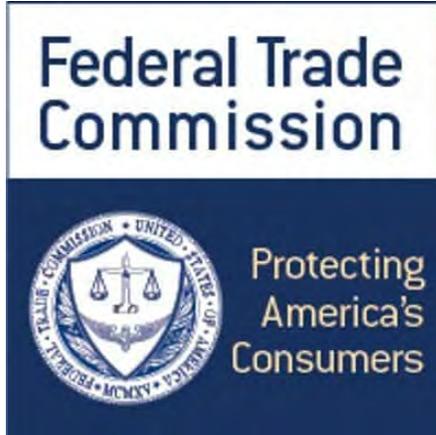
Capitalizing on new CMS open API/Blue Button policies, the CMS approved [iBlueButton](#) technology provides Medicare beneficiaries, caregivers and providers an up to date medical history with life-saving alerts generated from claim data.

# 2019 LTC Tech Summit

November 7, 2019

Bettina Experton, M.D., M.P.H.

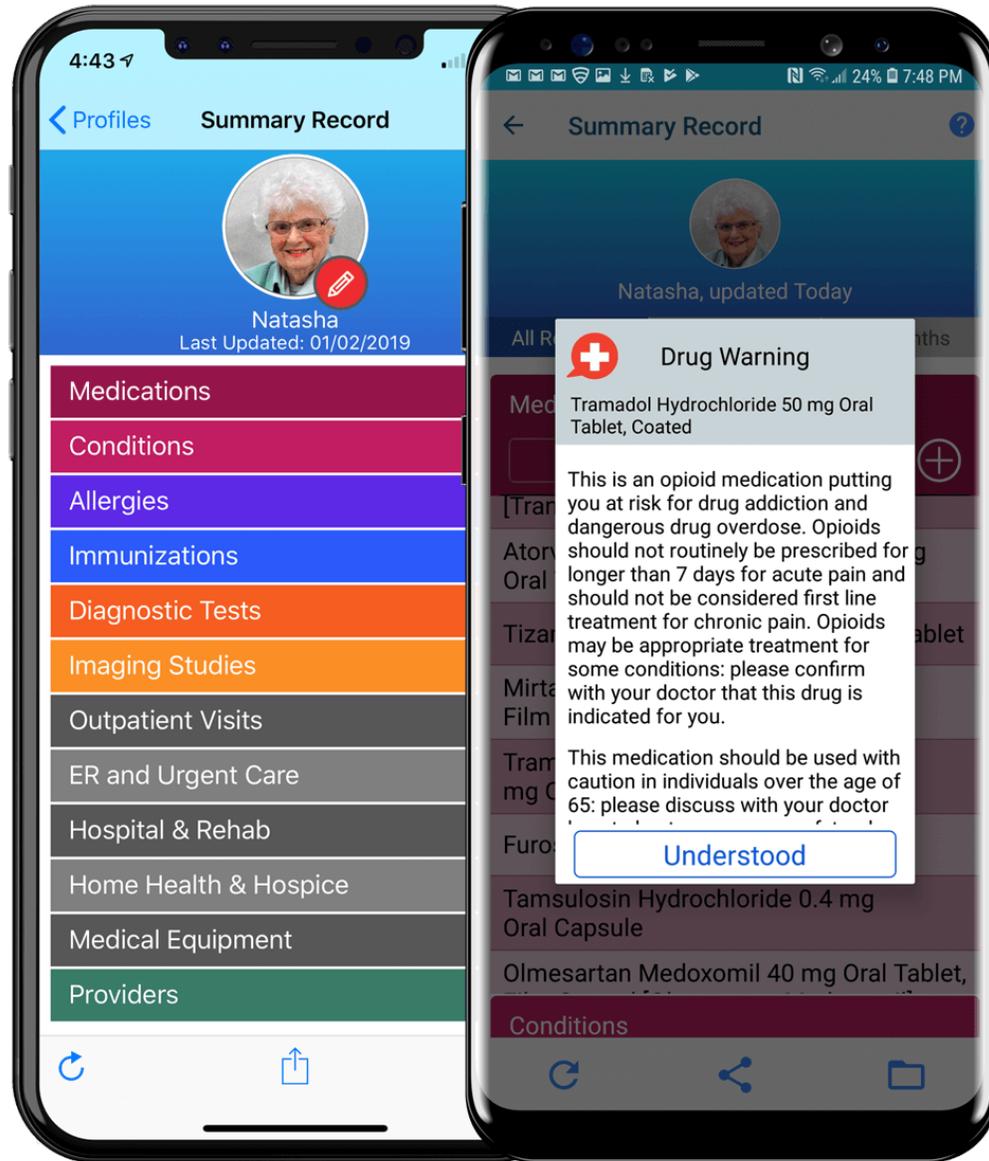
@BettinaExperton



**Federal  
Communications  
Commission**

## Humetrix - iBlueButton Awards and Recognition

- **White House Blue Button Conference**, July 30, 2018 and August 13, 2019
- **First CMS approved** Blue Button native mobile app, April 2018
- **FTC Recognition for Privacy Architecture**, cited in Spring Privacy Series, May 2014
- **AARP 50+ Innovation Leader's Award**, administered by MedCity News, 2017
- **FCC Chairman's Award** for Advancements in Accessibility, 2016
- **Physician's Practice 10 Best Medical Apps**, 2014
- **ONC Blue Button Co-Design Challenge**, 2013
- **ONC Blue Button Mash Up Challenge**, 2012
- ... and many more



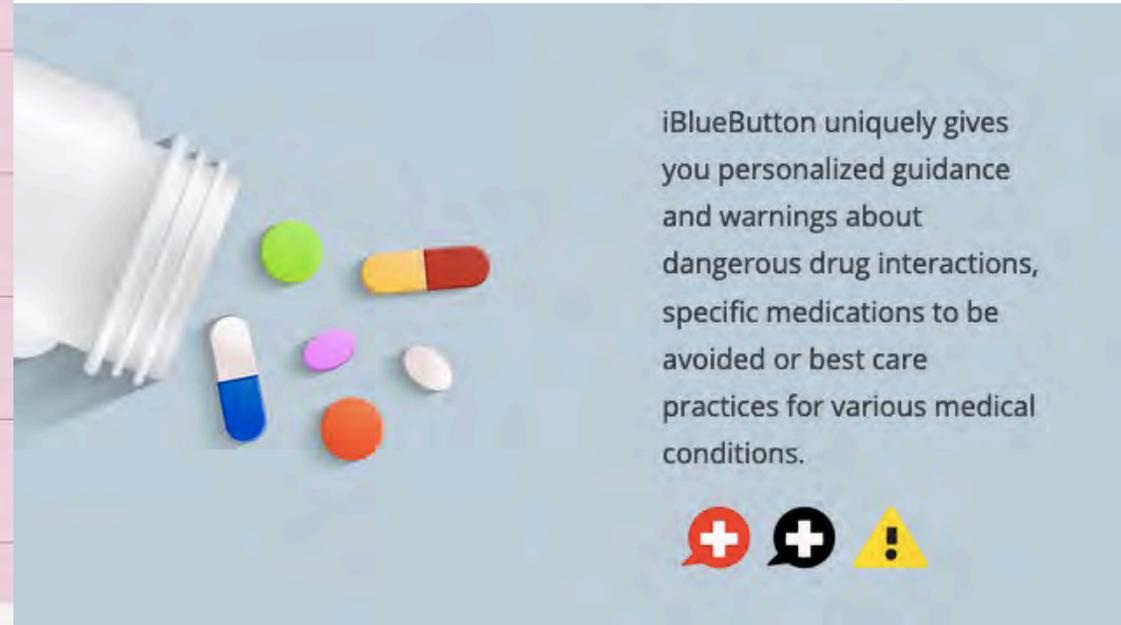
# iBlueButton

- **Humetrix' iBlueButton is the first CMS approved** mobile application to provide useful access to their claim data to Medicare beneficiaries under the new BlueButton 2.0 initiative.
- **Comprehensive and actionable health information:**
  - 4 years of Medicare claim data for 61 million Medicare beneficiaries
  - Translated into an organized and actionable medical history
- **Personalized safety warnings** for: opioid, drug-drug interactions and warnings for drugs which are not recommended for those over 65 using real time analytics
- **Unique “Privacy by Design” architecture:** individual data only stored on user's device – not in the cloud, with users having complete control over how this data can be used and by whom.



# iBlueButton: Real-time analytics provide critical safety information to patients, family caregivers, and providers

**37% of Medicare Prescriptions produce an iBlueButton Drug Warning**





**The iBlueButton Cloud Services provide payors & providers real-time clinical data management & analytics for direct integration with their existing applications**

**Data Sources:**



- Medicare FFS & MA
- Medicaid FFS and Plans
- Commercial Plans



# 2019 LTC Tech Summit

Erine Gray  
Aunt Bertha  
November 7, 2019



# Disclosures

Founder of **Aunt Bertha, a Public Benefit Company** focused on connecting people in need to available services in the United States.

My desire is to share some of the strategies and thoughts currently used throughout the United States.

# Broken Social Care System



# Seeker

[see-ker]

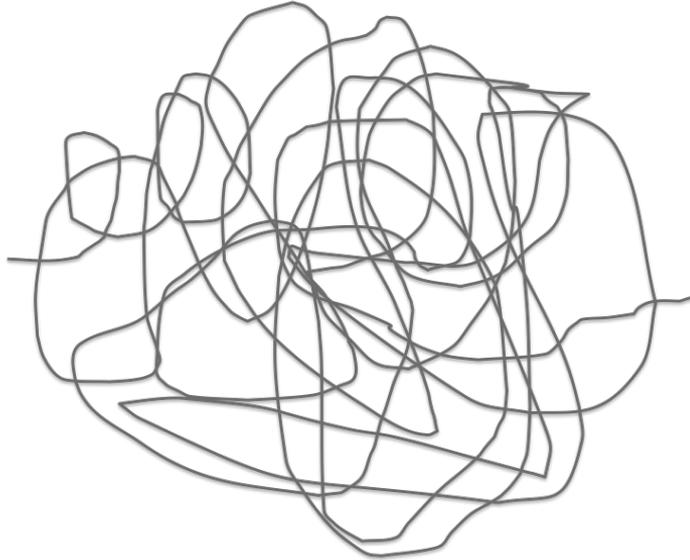
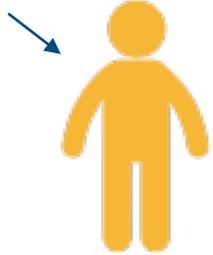
Someone who is in need of services.

Or, **everyone**, at some point in their lives.



# It's too hard to navigate the system.

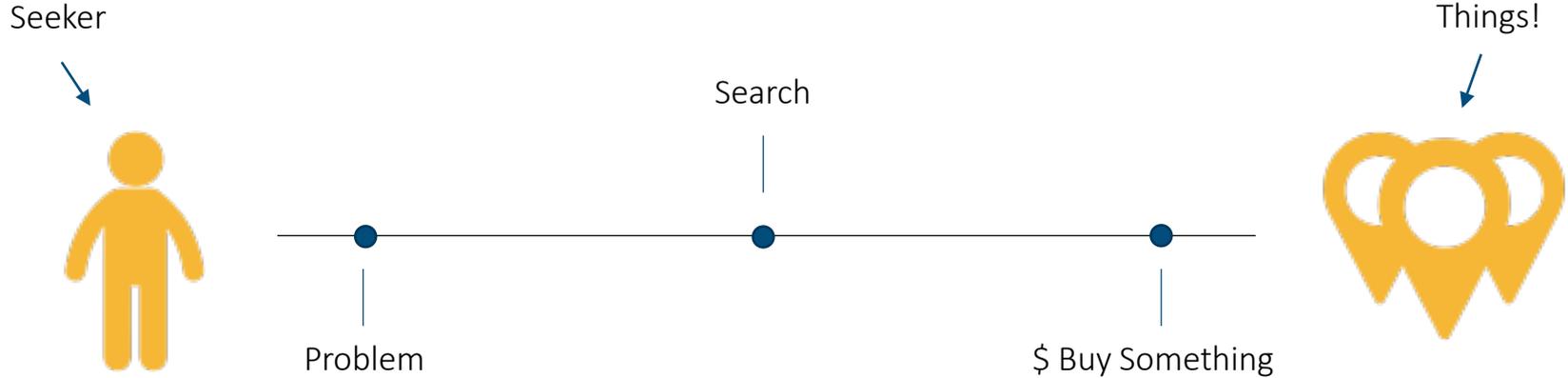
Seeker



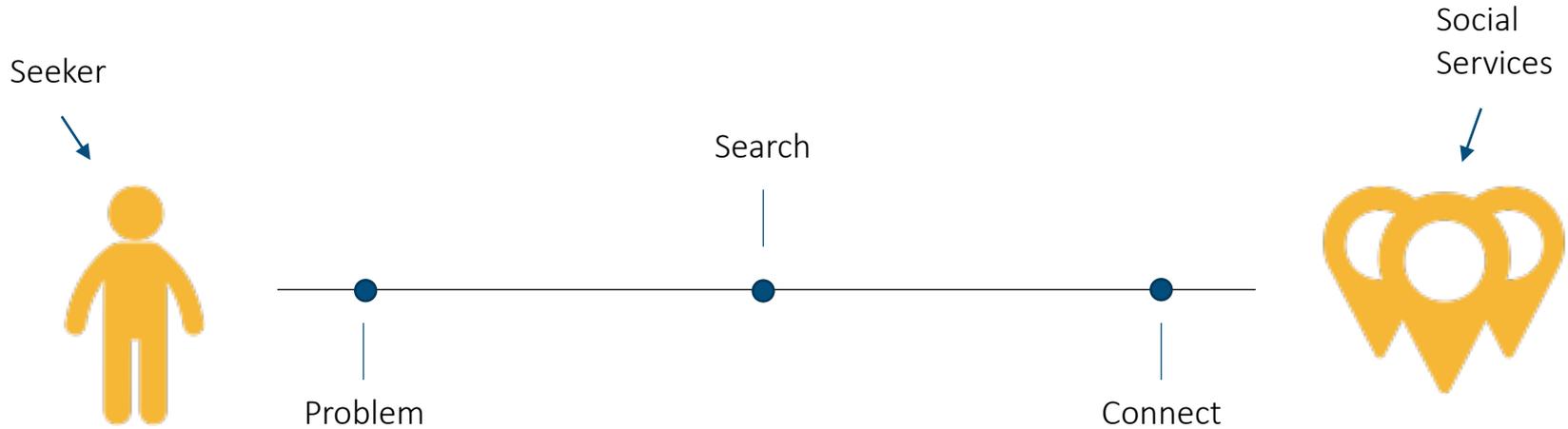
Programs



# How it usually works...(other sectors)



# It should work like this...



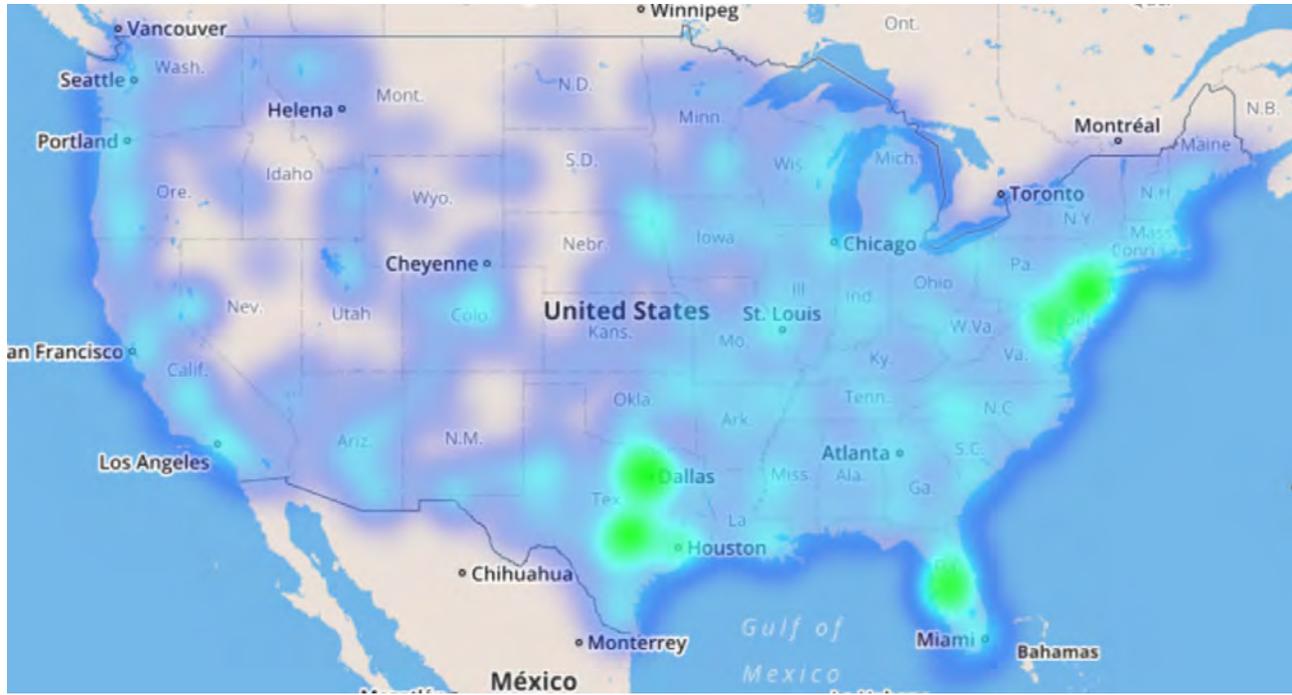
# Solving One Problem: *Finding Help*



# The ideal workflow would be (simple)...



# Ideally...Policy Makers have more data

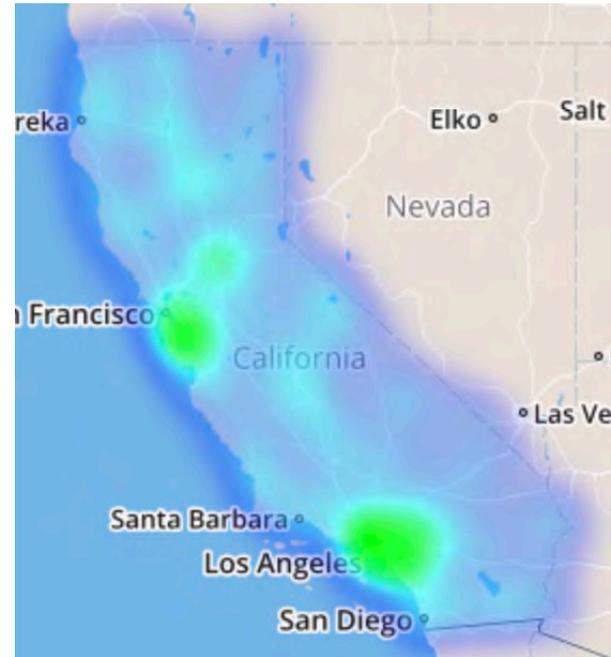


# Ideally...Policy Makers have more data

The ideal solution allows  
policy makers to drill in  
further...

California Activity

**187K Users**

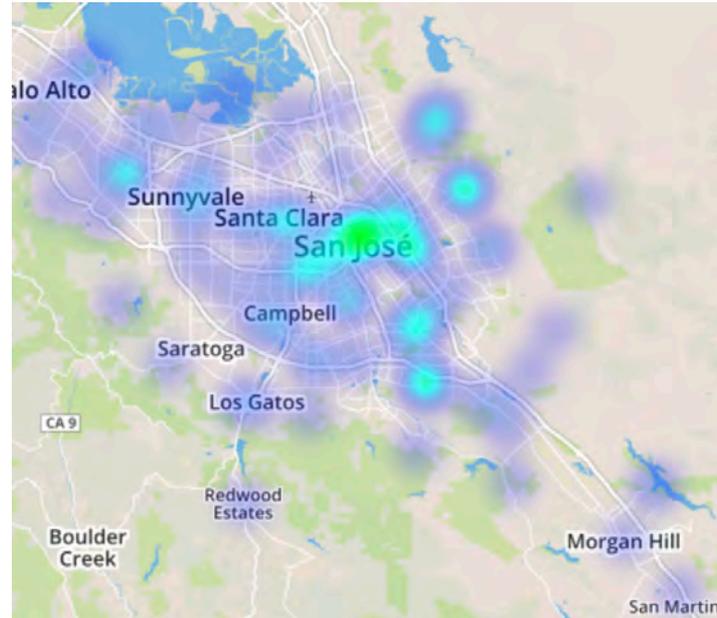


# Ideally...Policy Makers have more data

Can we see trends within our communities?

Santa Clara County

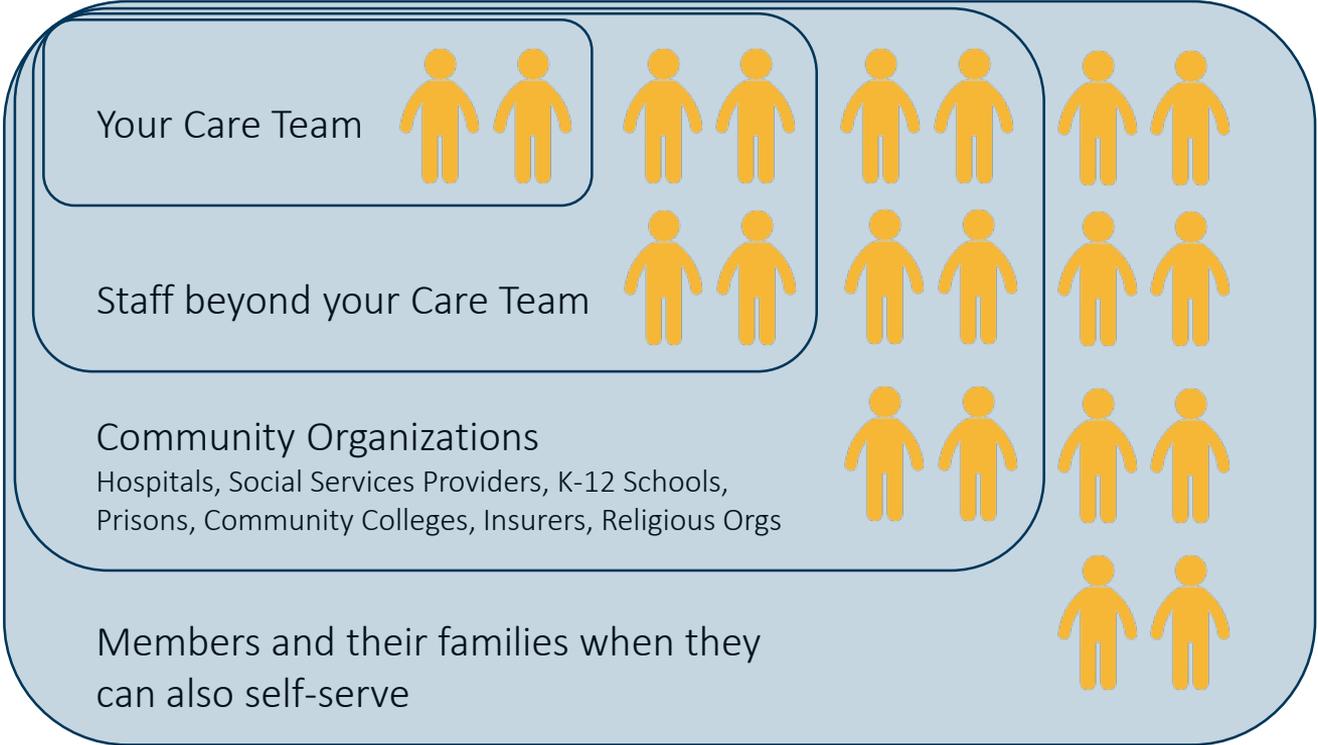
15K Users



# The Reach



# The Reach of...



# Data Trends



Stakeholders can use data like this to see regional trends...

An Example: **Texas**  
**328K Users**

Most Common Search Terms

	TERM	SEARCHES
1	help pay for housing	50,542
2	food pantry	47,353
3	dental care	46,592
4	financial assistance	35,841
5	help find housing	33,287

#3 Dental Care

## Does Medicaid cover dental work for adults in Texas?

For children under 21 in **Texas, Medicaid** pays for comprehensive **dental services** including cleanings, fillings, sealants, root canals, and even dentures. ... **Medicaid** provides no coverage for preventative, diagnostic, or restorative **dental services for adults.**

Stakeholders can use data to compare regions...

California  
125K Users

#### Most Common Search Terms

	TERM
1	food pantry
2	help find housing
3	help pay for housing
4	emergency food
5	food delivery
16	help pay for internet or phone
17	dental care

#17 Dental Care

More than 7 million adults (21 years of age and older) enrolled in Denti-Cal, **California's Medicaid dental** program, will have a fully restored package of **dental** benefits in 2018. ... Denti-Cal **dental** benefits remain the same for children, pregnant women or adults in a skilled nursing or intermediate care facility. Nov 2, 2017

# Meeting People Where They Are



# LinkNYC



# LinkNYC



# LinkPHL



# LinkPHL



DATETIME CST	TYPE	TERM	RESULT COUNT	COUNT
03/18 05:56 PM	text	Free Meals	44	4
03/18 05:54 PM	service_tags	help pay for food	17	2
03/18 05:53 PM	service_tags	clothes for work	3	1
03/18 05:51 PM	service_tags	help find housing	22	1

# LinkPHL

DATETIME CST	TYPE	TERM	RESULT COUNT	COUNT
03/18 05:56 PM	text	Free Meals	44	4
03/18 05:54 PM	service_tags	help pay for food	17	2
03/18 05:53 PM	service_tags	clothes for work	3	1
03/18 05:51 PM	service_tags	help find housing	22	1
03/17 06:41 PM	text	Wine	0	1

6:41 PM – Wine!



# Alexa, you there?



# AARP's Connected Communities



Alexa,  
Help me find...



# We're all Seekers, eventually.



[see-ker]

Someone who is in need of services.

Or, **everyone**, at some point in their lives.

# Questions?



# More Information

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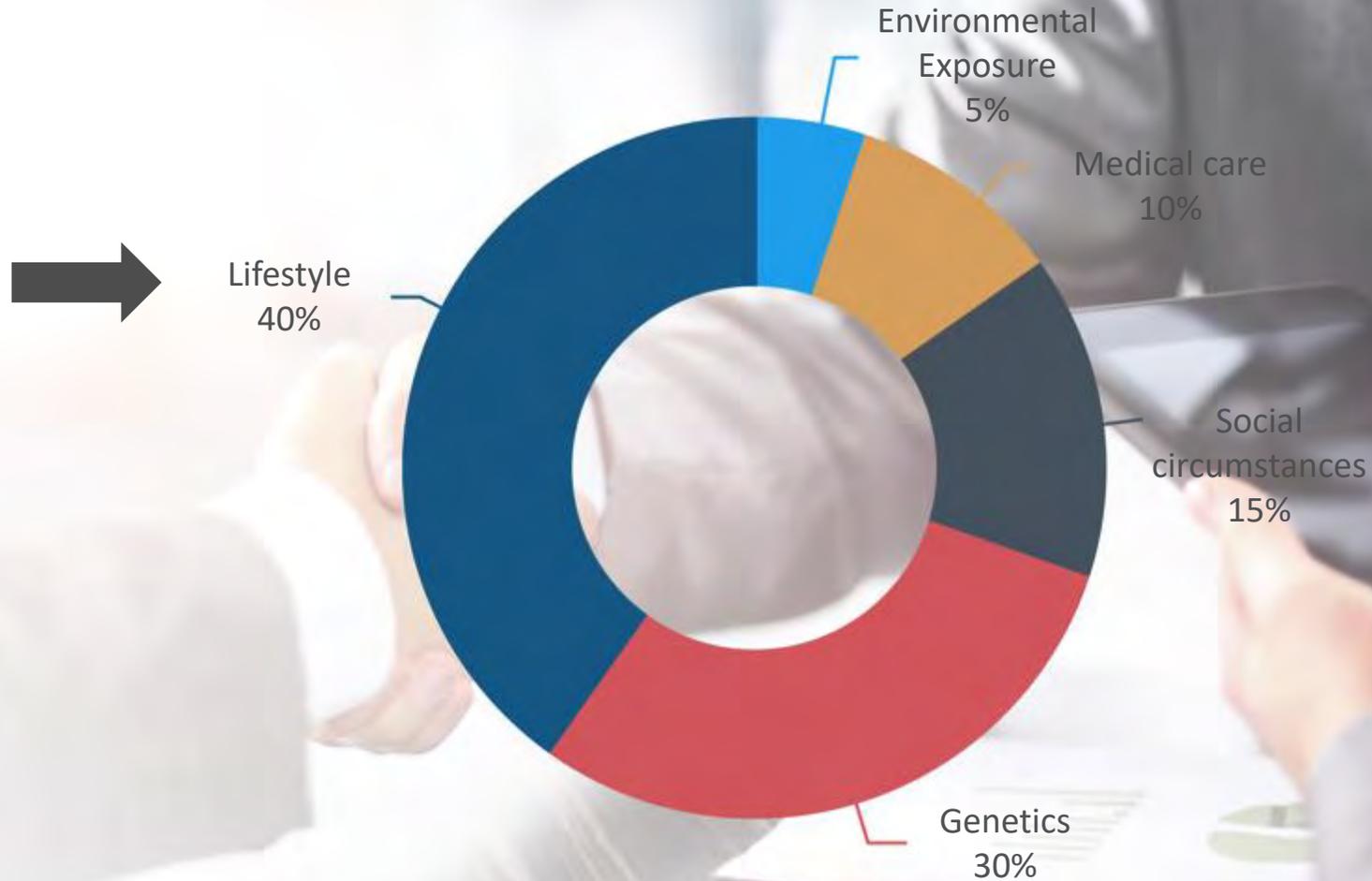
dacadoo

## **dacadoo** – Digital Customer Engagement centered around Wellness

Blake Hill, FSA, FCIA, VP Life Insurance, dacadoo

Health Scoring and Lifestyle Navigation

# Why lifestyle is important for your health outcome



# Trends – Meeker Report 2019

## Healthcare Innovation = Apple... Hardware + App Store Leveraging Research For Consumers

### Apple = Democratization of Healthcare

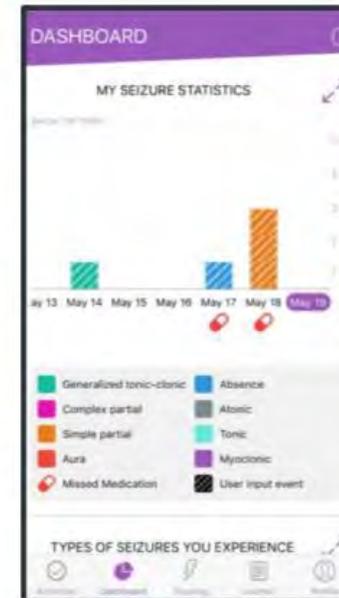
*If you zoom out into the future & you look back, & you ask the question, 'What was Apple's greatest contribution to mankind,' it will be about health.*

*Because our business has always been about enriching people's lives. We've gotten into healthcare more & more through the Watch, other features created with ResearchKit & CareKit & including medical records on the iPhone. This a huge deal.*

*[Healthcare] is very important for people. We are democratizing it. We are taking what has been with the institution & empowering the individual to manage their health. We're just at the front end of this.*

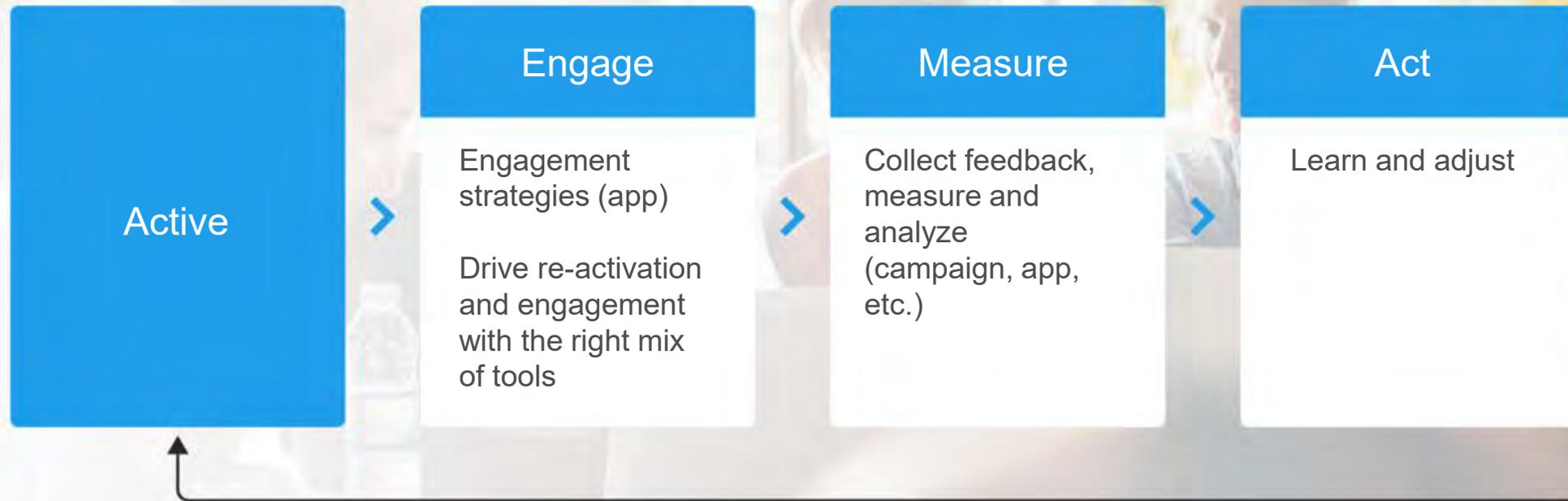
Tim Cook – CEO, Apple, 1/19

### Apple ResearchKit = Medical Research Technology for Consumers



# Engagement is a process and needs our focus

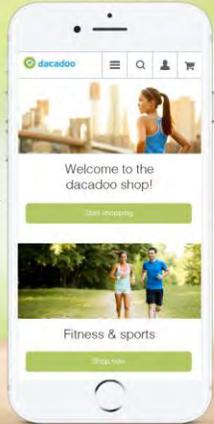
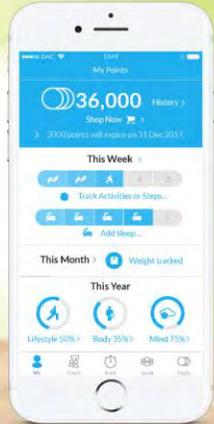
Engagement is the output of engagement strategies, campaign design, etc.  
› Engagement is a process.



dacadoo provides support throughout the process

# Engagement features overview

Package	
Standard Package	<ul style="list-style-type: none"> <li>• <b>Health Score and data visualization:</b> Health Score and visualization of all data</li> <li>• <b>Automated Coach &amp; Content:</b> rule-/AI-based, lifestyle content, goals, etc.</li> <li>• <b>Gamification:</b> challenges, achievements, etc.</li> <li>• <b>Social features:</b> friends, groups, commenting, sharing, etc.</li> </ul>
Optional add-on	<ul style="list-style-type: none"> <li>• <b>Reward system:</b> earn points for healthy behavior, burn points in rewards sh</li> </ul>



HS and Data Visualization

Automated Coach & Content

Gamification

Social Features

Reward System «Earn Points»

Reward Shop «Burn Points»

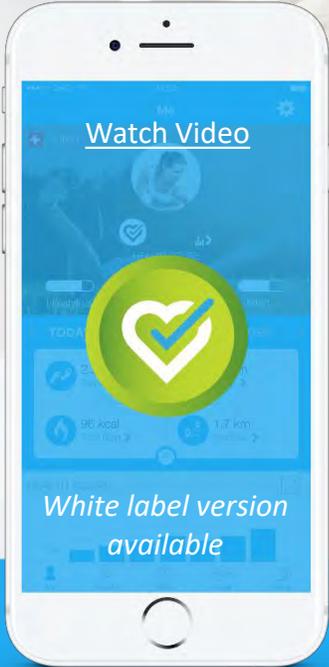
dacadoo

Rewards partner



# Offering in engagement and health risk quantification

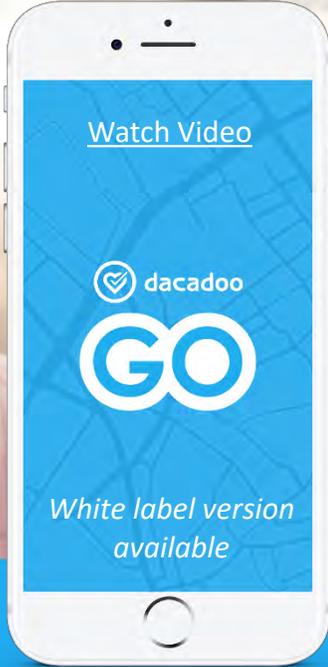
## Engagement Value Proposition



dacadoo Health Engagement Platform



Technology Access for 3<sup>rd</sup> Party Development



Walking Game  
dacadoo GO

dacadoo platform RESTful API

## Risk Value Proposition



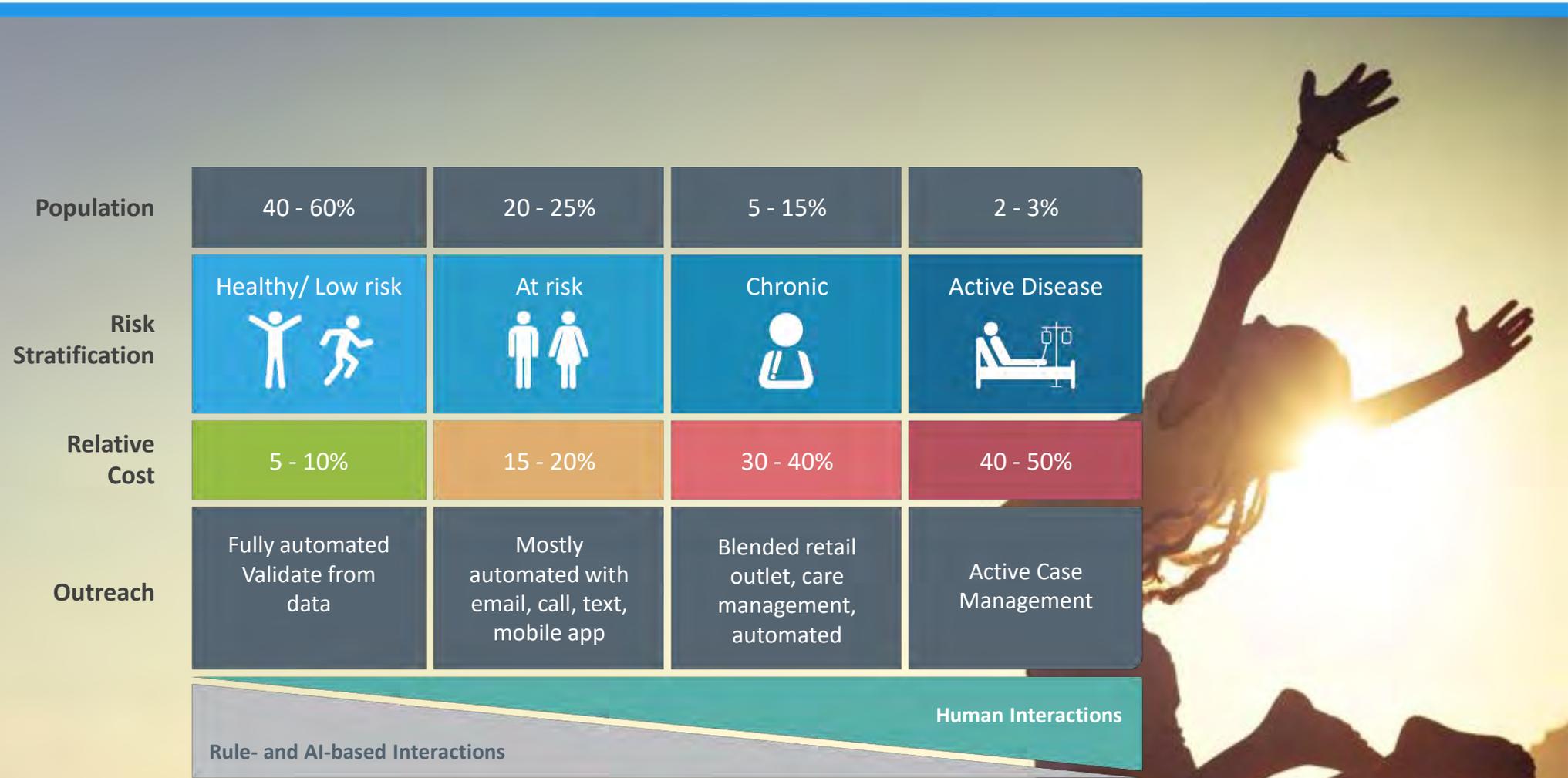
Health Risk Quantification (HRQ)  
dacadoo Risk Engine  
dacadoo instant Health Score

Models API

# dacadoo partner program – Eco system



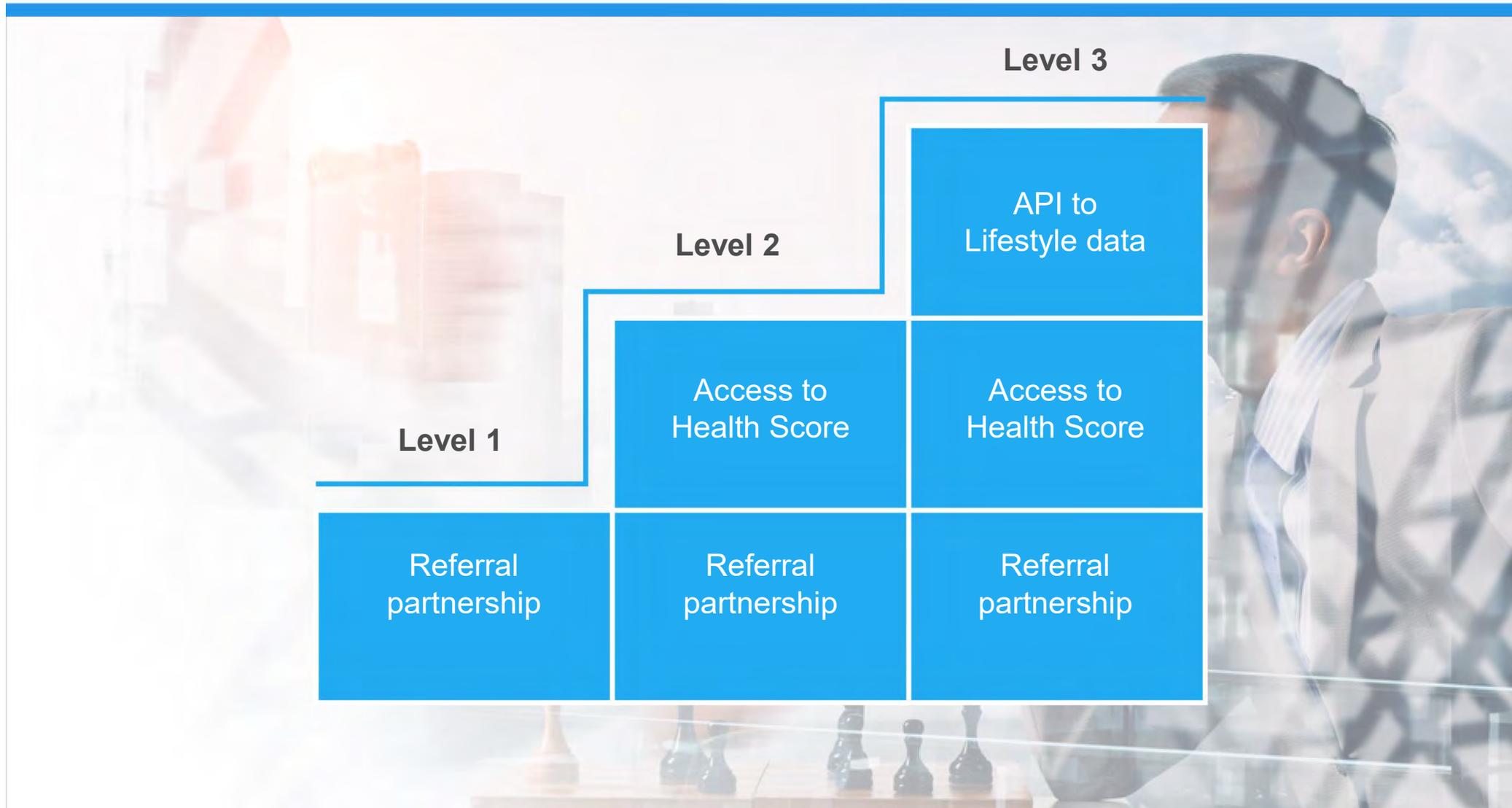
# Impact of digital on population health management



# dacadoo partner program – population management



# dacadoo Partner program “stair case” integration model



# Legal notice and contact

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