LTC Tech Summit

Session #1: Information Overload

SOA Antitrust Compliance Guidelines
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.
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
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

iBlueButton uniquely gives you personalized guidance and warnings about dangerous drug interactions, specific medications to be avoided or best care practices for various medical conditions.
The iBlueButton Cloud Services provide payors & providers real-time clinical data management & analytics for direct integration with their existing applications.
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.
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…

Your Care Team

Staff beyond your Care Team

Community Organizations
Hospitals, Social Services Providers, K-12 Schools,
Prisons, Community Colleges, Insurers, Religious Orgs

Members and their families when they can also self-serve
Data Trends
Stakeholders can use data like this to see regional trends...

An Example: **Texas**

328K Users

#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

#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

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LinkPHL

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

Name: Erine Gray
Email: egray@auntbertha.com
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

Source: Mcinnis et al. (2002). The Case For More Active Policy Attention To Health Promotion. Health Affairs, 21 (2): 78-93
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

dacadoo | Slide 3
Engagement is a process and needs our focus

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

› Engagement is a process.

Active

Engage
- Engagement strategies (app)
- Drive re-activation and engagement with the right mix of tools

Measure
- Collect feedback, measure and analyze (campaign, app, etc.)

Act
- Learn and adjust

dacadoo provides support throughout the process
## Engagement features overview

<table>
<thead>
<tr>
<th>Package</th>
<th>Feature Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Package</strong></td>
<td>• <strong>Health Score and data visualization</strong>: Health Score and visualization of all data</td>
</tr>
<tr>
<td></td>
<td>• <strong>Automated Coach &amp; Content</strong>: rule-/AI-based, lifestyle content, goals, etc.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Gamification</strong>: challenges, achievements, etc.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Social features</strong>: friends, groups, commenting, sharing, etc.</td>
</tr>
<tr>
<td><strong>Optional add-on</strong></td>
<td>• <strong>Reward system</strong>: earn points for healthy behavior, burn points in rewards shop</td>
</tr>
</tbody>
</table>

- HS and Data Visualization
- Automated Coach & Content
- Gamification
- Social Features
- Reward System «Earn Points»
- Reward Shop «Burn Points»

Rewards partner: dacadoo
Offering in engagement and health risk quantification

**Engagement Value Proposition**
- dacadoo Health Engagement Platform
- Technology Access for 3rd Party Development
- Walking Game dacadoo GO
- dacadoo platform RESTful API

**Risk Value Proposition**
- White label version available
- Health Risk Quantification (HRQ)
- dacadoo Risk Engine
- dacadoo instant Health Score
- Models API
dacadoo partner program – Eco system

Customers
- Customers
- Wearable & devices
  - Withings
  - TomTom
  - SUUNTO
  - POLAR
  - GARMIN
  - JAWBONE
  - fitbit
- Apps
  - runkeeper
  - endomondo
  - STRAVA
- Strategic partners
  - ORACLE
  - LOG/LOG/C
  - PIPELINE
- Global reinsurers
  - Munich RE
  - Swiss Re
  - hannover re

Wearable & devices

Apps

Strategic partners

Global reinsurers

Health Coaching
- Health Coaching
- Remote coaching & Lifestyle intervention
- To be announced soon
- Diabetes
- Obesity
- Stress
- Sleeping
- Financial wellbeing
- Medical screening & blood testing

dacadoo | Slide 7
Impact of digital on population health management

<table>
<thead>
<tr>
<th>Population</th>
<th>40 - 60%</th>
<th>20 - 25%</th>
<th>5 - 15%</th>
<th>2 - 3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy/ Low risk</td>
<td>At risk</td>
<td>Chronic</td>
<td>Active Disease</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Relative Cost</th>
<th>5 - 10%</th>
<th>15 - 20%</th>
<th>30 - 40%</th>
<th>40 - 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully automated Validate from data</td>
<td>Mostly automated with email, call, text, mobile app</td>
<td>Blended retail outlet, care management, automated</td>
<td>Active Case Management</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outreach</th>
<th>Rule- and AI-based Interactions</th>
<th>Human Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
dacadoo partner program – population management

Registration
Triage & Filtering

Population dashboard

Authorized Health Coaching Partner

300

500

Coach Goal

Nutrition coach
Activities coach
Stress coach
Body coach
Sleep coach

Diabetes
+420 million

Obesity
2 billion

Depression
300 million

Nutrition
coach

Activities
coach

Stress
coach

Body
coach

Sleep
coach
dacadoo Partner program “stair case” integration model

- Level 1: Referral partnership, Access to Health Score
- Level 2: API to Lifestyle data, Access to Health Score
- Level 3: Referral partnership, Referral partnership, Referral partnership
Legal notice and contact

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