

UNCOVER THE SECRETS IN YOUR DATA:

Four mHealth Strategies To Improve Outcomes & Reduce Care Costs



Executive Summary

Consumers are living longer and with more health conditions than in previous generations. Technology and medical advancements may improve consumer health care outcomes, but attempting to define and organize consumers to best target and deliver care is a rapidly growing challenge as their needs become more complex. Indeed, defining a “complex care” consumer is a task unto itself.¹

A consumer’s care can be complex for a myriad of reasons. First, there are conditions that are ‘complex’ by their very nature – addictions, mental disorders, autism, intellectual and development disabilities, Alzheimer’s disease and other dementias, and a number of chronic physical conditions. There are also individuals who are involved in human service programs – families in the child welfare system, youth in the juvenile justice system, and adults in the corrections system.



These individuals often go from one provider to another, without a way to maintain continuity in the care they receive. In addition, many of these individuals with long-term or lifelong needs require multiple providers of services.²

Various factors and circumstances can lead to a consumer’s care being categorized as “complex”. What are the effective mHealth strategies to improve consumer outcomes and reduce healthcare costs? We answer that here.

The same factors that contribute to a consumer’s increased complexity of need also predispose them to being “super-utilizers.” This is a term for consumers who utilize a disproportionate amount of health care resources due to the prevalence of multiple illnesses, and uncoordinated and fragmented care. Super-utilizers are the 5% of the population who can utilize as much as 50% of the resources, and while more than 80% of Medicaid super-utilizers have a co-morbid behavioral health disorder, this group also encompasses those with severe disabilities and long-term illnesses.^{3,4} Super-utilizers frequently visit multiple providers, each with their own way of documenting the visit, and each with different or absent methods of collecting data. This complexity, combined with the disproportionate use of resources, creates an increased likelihood of poor health outcomes due to a disconnect in their care. From the payer’s perspective, making these individuals more independent will reduce acuity levels and lower costs.

One study shows that complexity has less to do with the number of co-morbid conditions than with the challenge that presents itself actually managing the consumer. For example, some individuals with complex care needs tend to be older, have more clinic visits to multiple providers, are

Challenges abound for:

Payers

- Spiraling costs
- High acuity (care intensity) levels
- Controlling re-admissions
- Lack of visibility into care delivery outcomes and emergency room (ER) visits

Providers

- Not enough clinical time
- Reporting etc. taking away clinical time, resulting in poor outcomes
- Ability to measure & affect outcomes
- Reimbursement & billing

Patients & Caregivers

- Lack of quality care and too much uncompensated care time
- Safety concerns
- Coordination for patients and family
- Lack of connectivity with the care team

prescribed more medications (including antipsychotics), are more likely to miss appointments, and are more likely to live in neighborhoods with lower income and education levels.¹

The multi-faceted nature of these circumstances results in the need for the right data to categorize consumer needs and the right strategies using additional resources from families, caregivers, and providers – to optimize the consumer’s health.

This white paper outlines the strategies and solutions needed to effectively address challenges around complex care and the super-utilizer population by investing in mHealth solutions. The key elements include capabilities to:



PERSONALIZE the models of care to ensure that each consumer’s personal care plan is able to accompany him/her, and be accessible to anyone who may need it.



CONNECT valuable, person-centric information in real time to the consumer’s family and caregivers, providers, and payers.



MEASURE from multiple data sources to create a complete picture of the consumer and their care needs.



OPTIMIZE by predicting the consumer’s risk or need for intervention based on an accurate assessment made through fully integrated information.

The good news? mHealth solutions to deliver contextual content and interventions with the ability to collect data, enable communication, and measure outcomes to enable care refinement are within reach.

Organizations can now leverage an integrated solution that combines these pieces, provides true whole-person care, and works seamlessly with every system the consumer may encounter.

Complex Care & Super-Utilizers Mean Rethinking & Redefining “Connected Health”

As many individuals are challenged with a multitude of health and wellness conditions, they can easily be under-informed, overwhelmed, and/or confused. Life happens in between in-person health care visits. What tools can we provide – and how can they be delivered- to help consumers better manage their health? Better communication can be a key to complex care, and harnessing the right mobile technology can help patients, providers, and caregivers navigate a mix of increasingly complex health care components, from conditions and experiences to medications and services. mHealth strategies that enable refinement of care plans can move complex care towards that goal. Streamlined, personalized, relevant, timely, and interactive communication can drive consumer engagement.

And it must be on-going –

79% of surveyed care providers are open to using analytics and decision support tools capable of turning raw patient data into actionable knowledge.⁵ The question then becomes: what is the most effective way to do that?

Disparate Data Sources

Whole person care – the importance of both physical and mental well-being – is increasingly coming into focus in health care consumerism – in workplaces, treatment plans, technologies, and even pop culture. The right communication designed to integrate care can fuel this momentum. What kind of a story does your consumer’s data tell? Can it even be pieced together? Connecting data sources for timely, accurate, and usable insights is critical to better care and better outcomes. Having the tools and framework to put the pieces of the puzzle together must be a top priority, and is a key part of the solution.

because as a consumer's health condition and behavior evolves, mHealth solutions must offer communication capabilities ready to drive, support, and address complex needs while enabling immediate care modification and impact.

Consumers' communication expectations and interactions with health care providers are changing. Your tools and technology need to change with it.

Integrating care across primary care and behavioral health are proven to be effective models of care. mHealth can bridge that collaboration and use data to provide a true holistic view of the consumer's health status and even gaps in care.

4 Key mHealth Strategies To Improve Care & Reduce Costs

1. PERSONALIZE MODELS OF CARE

- **Make It Person-Centric.** An effective mHealth experience must be relevant and timely to each individual. It should have the right interface while delivering personalized interventions to consumers to support their care plans.

- **Make It Portable.** People are on the go and health status fluctuates, so meet them where they are by leveraging an mHealth solution. The ideal solution must make it easier for consumers to manage their health and for providers to modify care.

- **Make It Accessible.** Make taking healthy actions easier. Consumers want to leverage a technology solution that has strong functionality and features, with a device and design that offers an overall great consumer experience. Think beyond phones - solutions need to include tablets, kiosks, large screen panels, blue tooth access, and more. It should be easy for an individual to access and amplify calls to action. And, while people need these tools to be easy to get to, they also need to be at the top of their mind to actually get used. Awareness is key to accessibility.



4 Key mHealth Strategies

2. CONNECT

- **Increase Collaboration Between Payers, Providers, Consumers, Family Members, And Caregivers.** Technology and tools can coordinate care as individuals go to different providers and keep people connected to move toward common goals and healthy outcomes. It puts the pieces of the puzzle together, helping people make health priorities a part of everyday life.

- **Make The Most Of Real-Time Monitoring.** Technology is not just about the “wow” factor; it’s about the “now” factor. Meet people where they are by utilizing interactive technology that helps you identify issues and modify care at a moment in time. Real-time data collection can help close the clinical loop. There’s no need to wait anymore.

- **Integrate Into An Individual's Day With Any Device Anywhere.** The number of consumers interested in technologies that can help them improve their health and lead healthier lives has been growing at a rapid pace in recent years. In addition more than 50% of smartphone users grab their smartphone immediately after waking up.⁶

3. MEASURE

- **Utilize The Right Framework.** This can bring disparate data sources and points together to provide a complete picture and perspective.
- **Combine Data From Multiple Sources.** For example, data from the consumer or from a care provider observing, along with data from wellness and clinical devices, can create a complete picture of a consumer's health.
- **Make Sure Metrics Come Together.** This can help providers identify patterns, modify care, and translate data into concrete actions.

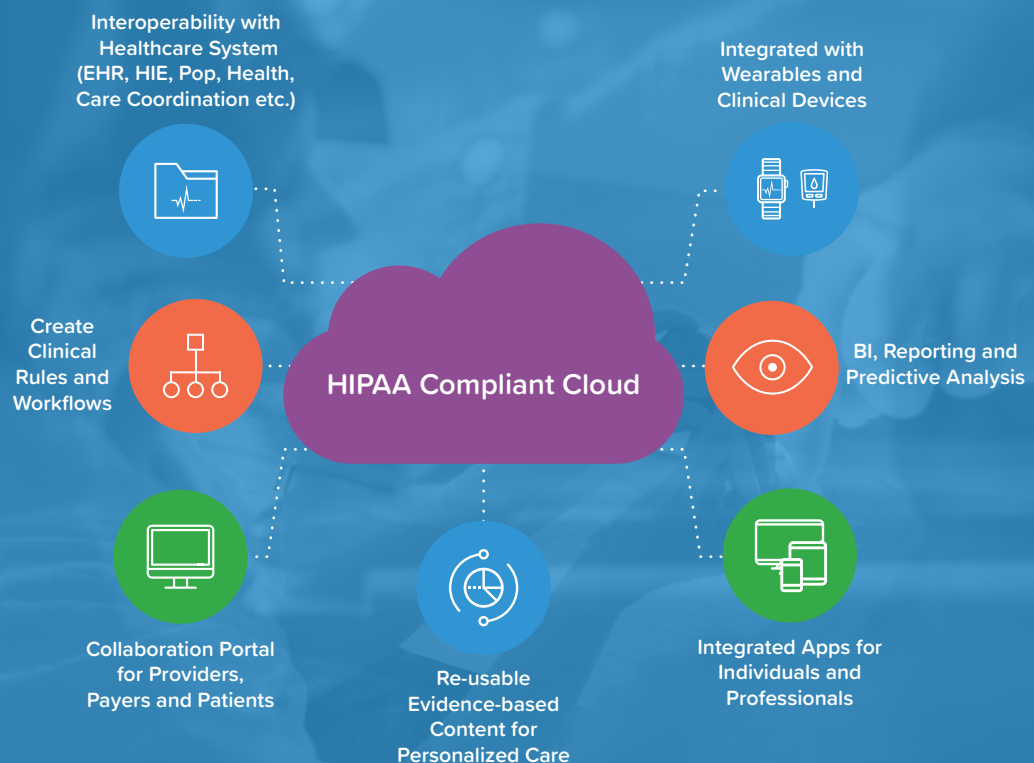
4. OPTIMIZE

- **Better Identify.** Providers can better identify those consumers who are going to need more intensive interventions or who may become super-utilizers.
- **Effectively Target.** Care managers can effectively target these consumers and, ideally, intervene before a decline.
- **Reduce Expensive Episodic Care.** With the metrics and raw data to understand patterns related to certain levels of an individual's risks, 'Smart Alerts' can reduce expensive episodic care and proactively notify the care team of incidences or warnings.⁷
- **See Data to Provide a More Complete Picture.** With data providing a more complete picture, risk stratification and care refinement become more realistic. Care plans can be refined based on the data collected - in real time. This will lead to better outcomes – a goal shared by payers, providers, and individuals.⁸

Technology-Ready and Designed for Speedy Integration in Health Care's Complex World

An enterprise solution makes integration and implementation possible, and should be build and ready to offer:

- EMR/EHR & HIE integration
- Interoperability - HL7/FHIR
- Rules & workflow engine
- Secure portals and care coordination technologies
- Intergration with clinical and wellness devices
- Care-captured GPS, date and time stamp capabilities
- Usability without Wifi; sync once connected



mHealth: Momentum To Move Toward Care Compliance, Positive Outcomes & Reduced Costs

Seek a mHealth solution that offers a true enterprise approach that can be immediately impactful. Key questions to ask include:

1. Is this a **tested and validated** solution?
2. Is it easy to **implement and manage** on an on-going basis?
3. Is the **technology robust and secure**?
4. Is the **interoperability** there around data and device integration?
5. Does the underlying infrastructure keep **data secure** both in transit and at rest?
6. Does it support **industry protocols**?
7. And last, but certainly not least - can it **scale and deal with the complexity of managing and securing data to support integrated data** governance? Is it flexible and adaptable to care plans being implemented?

Look for a versatile solution that can standardize on a single platform.

Today's mHealth solution does more than put powerful tools into the hands of providers and consumers. The technology being available and accessible isn't enough; mHealth strategies must engage everyone involved. These can enable providers to spend less time on administrative tasks and more time on clinical care.

Make sure your mHealth solution is more than a data exchange - or worse, a disconnected apps strategy. It should collect clinical data through active and passive observation, enabling earlier intervention, and helping to deliver personalized interventions to individuals in support of care plans. It should embody strong data governance and security.

Investing in the right mHealth solution is critical. It can deliver positive health outcomes and savings in direct care costs, and:

- For payers, it will help reduce costs and support value-based care delivery.
- For providers, it will reduce costs and paperwork, enable more clinical time and timely reimbursement.
- For patients, they will feel empowered, know they are being looked after, and hopefully feel safe and stable.

With the right mHealth solution, improving the quality of life can be easy and meaningful.

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