



EMBRACING REINVENTION TO ACHIEVE DIGITAL HEALTH MANAGEMENT | PART 2

Generate insights that enable early interventions



The health insurance industry is at a tipping point.

Empowered consumers, now accustomed to convenient, on-demand service, are shopping for better options. Increasingly competitive Medicaid contracts and employer RFPs demand that plans demonstrate innovation. New entrants, capitalizing on high costs and poor engagement, are siphoning off employer business. And frustrated large employers are threatening disintermediation altogether.

While much remains unknown in this changing landscape, it's undeniable that the status quo is no longer an option. Instead, health plans who are thriving through this era of disruption all have one thing in common: they are reinventing their approach to supporting patients beyond the walls of care delivery. We call this approach "digital health management."

DIGITAL HEALTH MANAGEMENT

Supporting the comprehensive needs of people outside the four walls of care delivery.

In this series, we'll explain how organizations can drive patient engagement and satisfaction, improve outcomes, and differentiate in a competitive market by developing these digital health management core competencies:



Support the whole person in one comprehensive solution

Generate insights that enable early interventions

Extend the reach of staff to engage more members

Measure rigorously to continuously improve

Generate insights that enable early interventions

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When leveraging a digital platform, health plans can generate large amounts of data from patients' interactions with their mobile clinical programs, as well as from digital communications with their care team. If health plans can effectively harness the following types of data, it can be transformed to create unique insights into patient needs and behavior outside the four walls.

INSIGHTS FROM PATIENT ACTIVITY

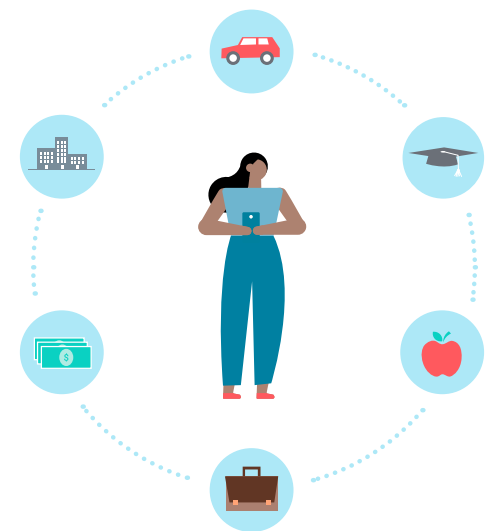
It's not enough to simply deliver digital health management support for patients—health plans must also be able to monitor how patients engage and interact within the platform. For example, effective platforms should capture when a patient checks off a reminder to take a medication, records physical activity, or reads an article about managing their condition. Based on these insights, care teams can view patients' progress in real time to provide timely, proactive support.

INSIGHTS ON SOCIAL DETERMINANT BARRIERS TO HEALTH

Understanding where a patient lives, their income, education level, job status, and other social determinants of health (SDOH) is crucial to improving outcomes, engagement, and utilization. But health plans cannot address these critical barriers if they cannot first uncover their existence in the first place. Effective digital health management solutions leverage survey instruments delivered via mobile app to gather important social determinant data, such as whether a patient is having any difficulty picking up their medications. The patient's response will inform their care team in real time, offering the insights clinicians need to provide personalized guidance to address these barriers.

INSIGHTS FROM MESSAGING OR VIDEO CHAT

By engaging patients on their own terms, through their preferred channels, care teams will be able to build a long-term, trusted relationship, which in turn can surface more insights they wouldn't have access to otherwise. For example, after receiving those same survey results about a patient picking



Leverage mobile surveys to gather important social determinant insights

up medications, a care manager can respond via mobile messaging to offer support. In conversation, the care manager may learn that the patient didn't pick up their medication because they didn't have a ride to the pharmacy. Based on this new insight, the care manager can then refer the patient to the appropriate plan resources, such as transportation programs, and help the patient understand why adhering to their medication regimen is important.

INSIGHTS FROM PATIENT-REPORTED OUTCOMES

Mobile survey instruments can also be used to gather important information about current health status. For example, surveys can be used to uncover whether a patient has a comorbidity the health plan may not have been aware of so the care team can adjust the patient's clinical program accordingly. Additionally, make sure you can capture patient-reported biometric insights such as blood glucose, blood pressure, weight, oxygen saturation, and pain scales to monitor health conditions.

Finding the signal in the noise

Access to patient-generated data can enable timely, personalized support from care managers. But to avoid data overload, organizations should make sure to invest in digital health management solutions that can help care teams distinguish the signal from the noise. That's why many leading health plans leverage advanced algorithms to better harness this data in order to prioritize patients based on real-time needs, generate intervention alerts, and recommend follow-up actions.

This technology ultimately creates a positive feedback loop: because patients receive timely, personalized support, they engage with the health plan more often. This generates more data, which in turn gives health plans the insights they need to provide the right clinical intervention to the right patient at the right time.



Key takeaways

A digital health management platform can generate unique, valuable data, more frequent touchpoints, and build a human relationship that uncovers nuanced insights. But importantly, health plans should also utilize technology that helps care teams distinguish the signal from the noise by surfacing patient needs in real time, so care teams can quickly intervene.

To enable early interventions that can improve outcomes, make sure your digital health management platform can capture the following insights:

- **Insights from patient activity**
- **Insights on social determinant barriers to health**
- **Insights from messaging or video chat**
- **Insights from patient-reported outcomes**

Stay tuned for the next installment of our four-part series on achieving digital health management: **Extend the reach of staff to engage more people.**

About Wellframe

The Wellframe digital health management solution supports the comprehensive needs of people beyond the walls of care delivery. Wellframe translates evidence-based, peer-reviewed guidelines and literature into an interactive daily checklist delivered to patients through the Wellframe mobile app. As patients engage with the Wellframe app, their data is shared in real time with their care team through the care team dashboard, which utilizes advanced algorithms to generate early intervention alerts. With secure two-way messaging, Wellframe facilitates long-term, trusted relationships between patients and care teams.

Learn more at wellframe.com

