

PATIENT ENGAGEMENT AND DIGITAL THERAPEUTICS

*Scaling patient touch outside the practice walls,
improving outcomes and practice scalability*

CT Oncology Association



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Bob Gold

Clinical Behavioral Technologist

- ✔ **Human Motivation, Activation and Resiliency**
- ✔ **Integrative Psycho-Social-Physical Digital Therapeutics**
- ✔ **Hundreds of Outpatient & Telehealth Home Environment Therapeutics Serving Millions of Lives**
- ✔ **Complex Conditions and Protocols**



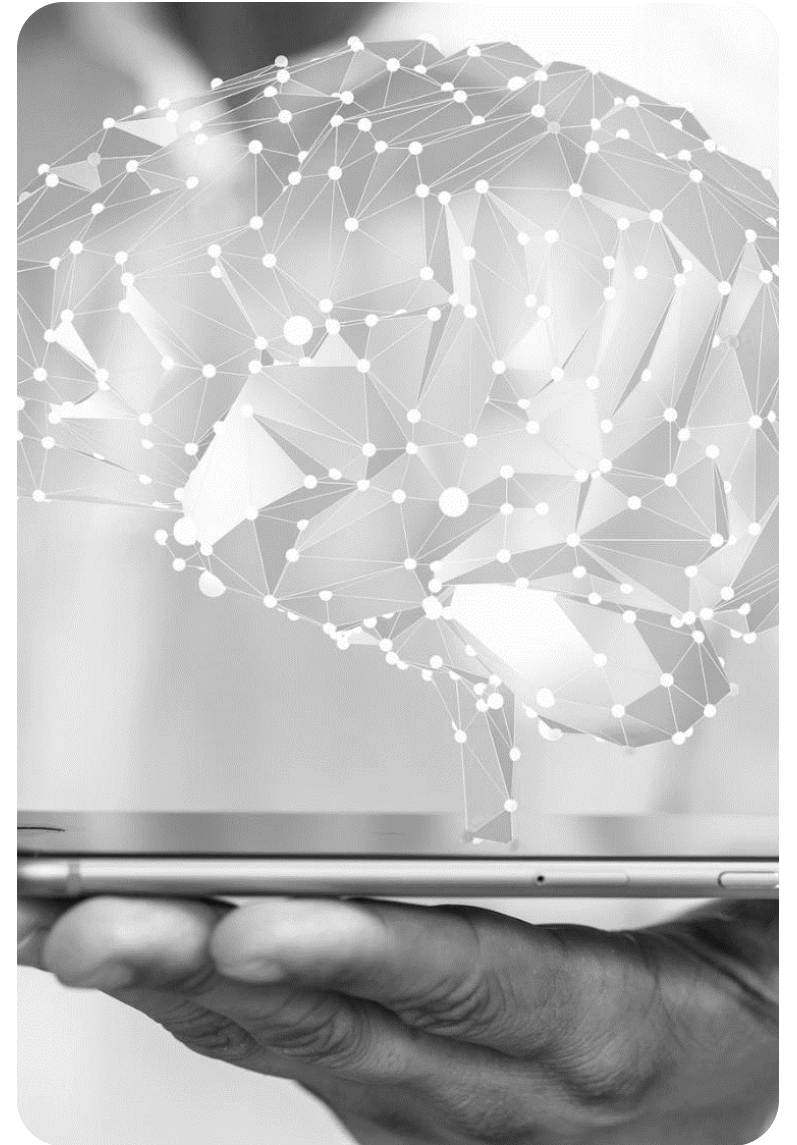
Why Should You Listen?

Outcomes from “Treating” Behaviors and Whole Person

As an example of the increasing growth of digital therapeutics

In 2021, GoMo Health connected with members and patients through more than:

- **21.8 million encounters**
- **avoided more than 240,000 costly medical escalations by early detection of adverse events**
- **closed hundreds of thousands Gaps in Care**
- **saved more than \$250 million**
- **maintained a 96% patient/member retention rate.**



Outcome Measures:

New Models of Care

With evidence demonstrating better patient ACTIVATION improves outcomes and lowers costs, the health care industry is scrambling toward new models of delivery.

What are they?



8 Care Transformation EOM Participant Redesign Activities (PRAs)

- Provide Beneficiaries 24/7 access to an appropriate clinician with real time access to the EO participant's medical records

- Identify EOM beneficiary health-related social needs (HRSN) using a health-related social needs screening tool

- Provide Patient Navigation, as appropriate, to EOM beneficiaries

- Gradual Implementation of electronic Patient Reported Outcomes (ePros)

- Document a care plan for each EOM beneficiary that contains the 13 components of the Institute of Medicine (IOM) Care Management Plan, as applicable to the EOM beneficiary

- Utilize data for continuous quality improvement (CQI)

- Clinical guidelines treat beneficiaries with therapies in a manner consistent with nationally recognized

- Use Certified EHR Technology CEHRT as specified in 42 CFR & 414.1415 (a)

Value Statement

How can GoMo help scale your practice and take advantage – financially, clinically, operationally – of new value-based payment models:



**Outlook changes your perceived
priorities, decisions and actions.**

Hidden Cognitive Psychology of Care Plans

Self-Perceived Value

Learned Behaviors

Training – i.e., Episodes of Care
Reimbursements and Coding

Enjoyment

**Physician Mental and
Physical State**

Practical Challenges
-Money, Staff, Time

Stress and Practice Hassle Factors

Hidden Cognitive Psychology of Care Plans

How GoMo Changes Physician and Staff Perspectives and Habits

- Simple
- Increases Patient Satisfaction and Referrals
- Reduces Staff Time
- Reduces non-reimbursable Hassle Factors.
- Bolsters their Brand in the Community.
- Practical Method to do Integrative and Interdisciplinary Care
- **Increases revenue from value/risk and shared savings Payer contracts.**



Patients are People, Too

WORK

FINANCES

FAMILY

SCHOOL (VIRTUAL)

LIFESTYLE CHANGES

FOOD AND DIET

MEDICATION

COPING AND FATIGUE

DOCTOR APPOINTMENTS

INSURANCE

HOUSING

What is your brand?

Personal fears and wants?

What do you stand for?

What do you enjoy?

What is your vision, desire and objectives?

What is your brand NOW?

Who are you NOW?

What is your style NOW? Self Worth?

You Now Have **Melanoma**

What do you stand for NOW?

What is your vision, desire and objectives NOW?

About GoMo Health

GoMo Health is an industry leader in proven engagement.



GoMo Health infuses evidence-based behavioral science into its cloud-based engagement platform



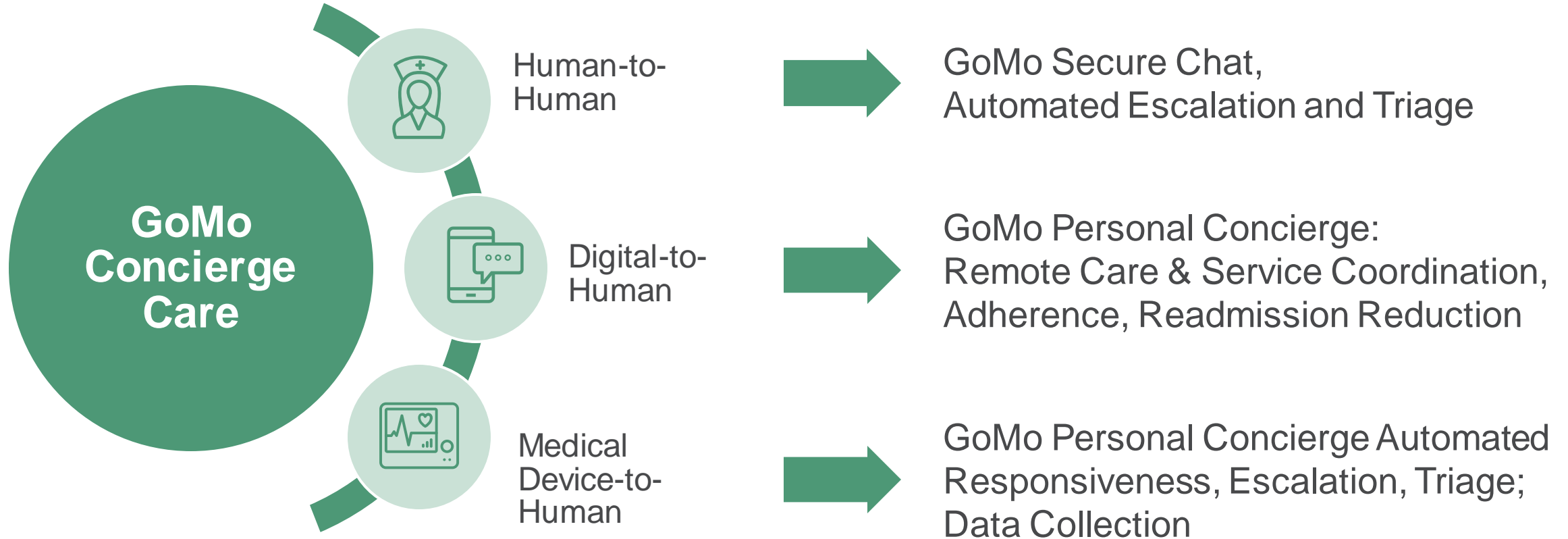
GoMo Health melds and matches personal idiosyncrasies to mode, style timing and content of communication



GoMo's Concierge Care is an essential element for 24/7 virtual care across the country

GoMo Home Concierge

for Improved Patient Outcomes & Satisfaction



GoMo Automated Personal Concierge

-
- DEVICE COMMUNICATION GATEWAY
- GOMOHEALTH
BEHAVIORAL Rx
The Science of Population Health.
- EMR
- Nicole: Hi Mary, Dave has missed his last 3 readings. Please help us to help him stay on track and remind him to submit them daily. If you have a questions, please text SUPPORT to 519654
- USHOME MED

Remote Patient Monitoring

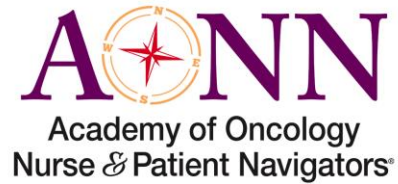
Patients receive reminders each day to take their vitals

- Vitals are taken each day by all patients
- A confirmation message is sent each day once all the vitals are received for the patient
- Escalations are sent to the program nurse for any vital sign outside of established parameters
- Escalations are sent if patients miss taking their vitals two days in a row
- [American Heart Association Collaboration | GoMo Health | AHA](#)

- All kits include
- Blood pressure cuff and machine
- Thermometer & extra probe covers
- 2net hub
- Oxygen probe
- Scale
- Quick Start Guide: [GoMo Health - CTCA-QuickStartGuide-V.1.6.pdf - All Documents \(sharepoint.com\)](#)



CLIENTS, PARTNERS and COLLABORATORS



BROWN

Humana®

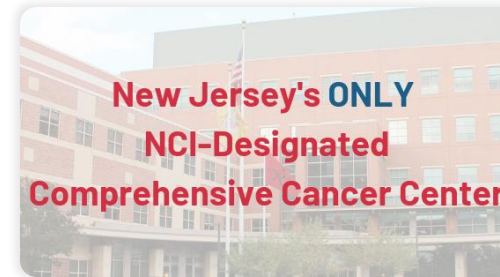


The Aga Khan Hospital, Kisumu



Improving Cancer Care

- 18% reduction in emergency department costs
- 21% reduction in readmissions
- Greater than 10-fold increase in response rate to distress screening
- Greater than 50% decrease in “panic” calls
- Increased Joy In Practice
 - 98% of clinicians surveyed would recommend to other providers
- Fostered a more effective and scalable interdisciplinary care coordination system
- Aggregating personalized, lifestyle data for machine learning
 - 100 lifestyle data points from cancer patients covering
 - behavioral,
 - social,
 - environmental, and
 - physical challenges



RUTGERS
Cancer Institute
of New Jersey
RUTGERS HEALTH



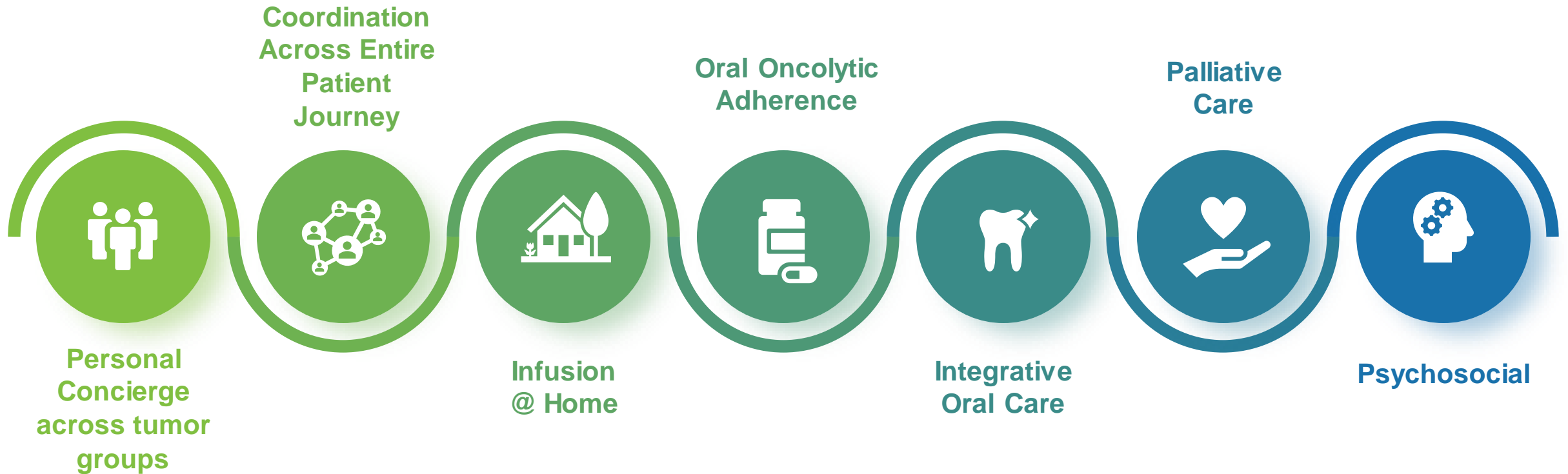
ePRO Patient Reported Insights

Collecting over 100 Data Points on Patient Life Throughout Journey

- Medication Challenges
- Practical Challenges
- Family Challenges
- Physical Challenges
- Emotional Challenges
- Spiritual Challenges
- Quality of Life



GoMo In Oncology



Sample Oncology Program: CINJ

Engagement Approach

- ✓ Flyers, waiting and exam room posters, luggage tags, and other branded materials are distributed to spread awareness of the program.
- ✓ Participants are either auto enrolled, text a keyword or enroll online.



Program Enrollment

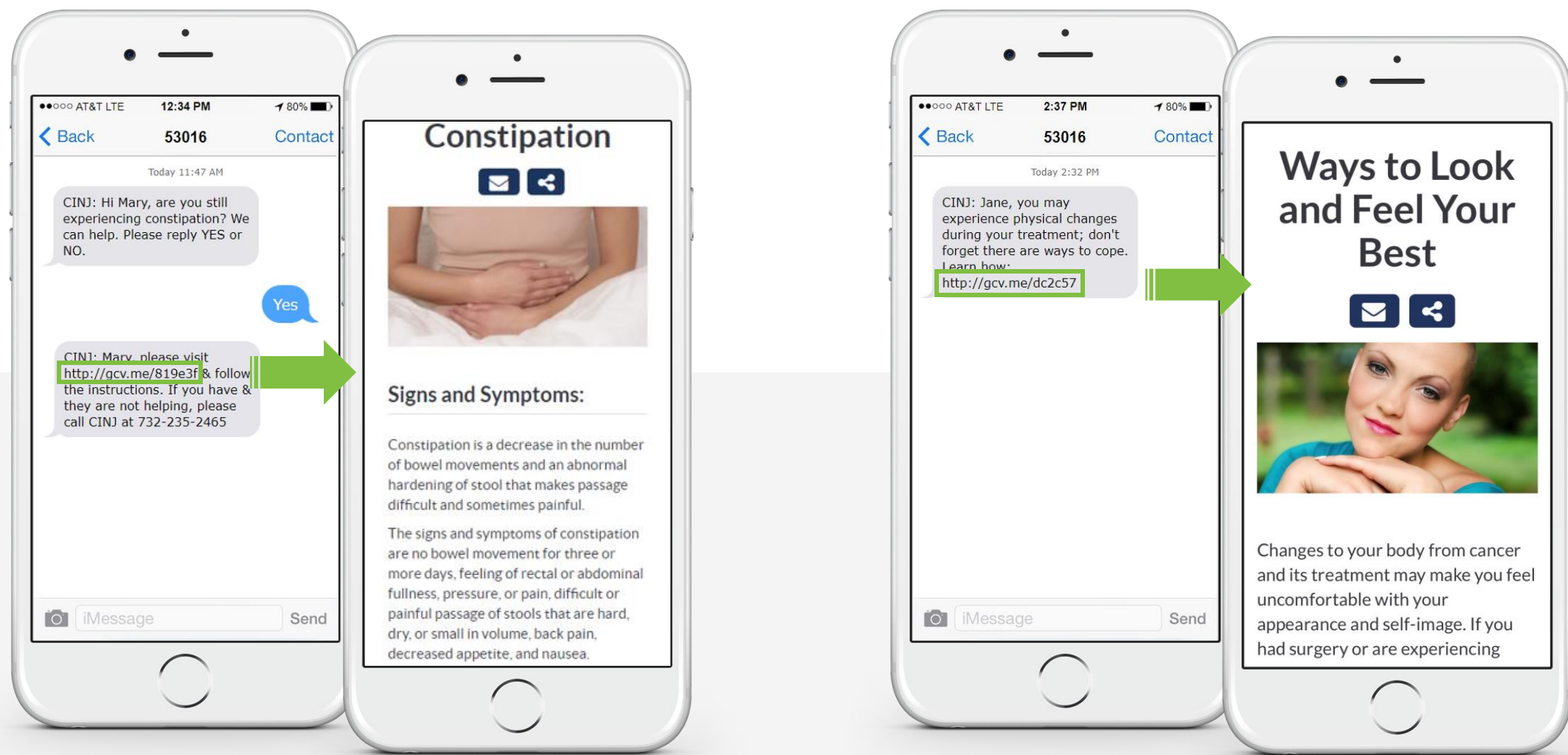
- Enrollment is automated through a daily data file transfer, including patient information of those beginning treatment
- Patient information collected and stored determines program placement and engagement

Name	ICD9/10 Codes
Mobile Number	Oral Oncolytic Prescribed
MRN Number	Treatment Start Date
Date of Birth	Treatment End Date



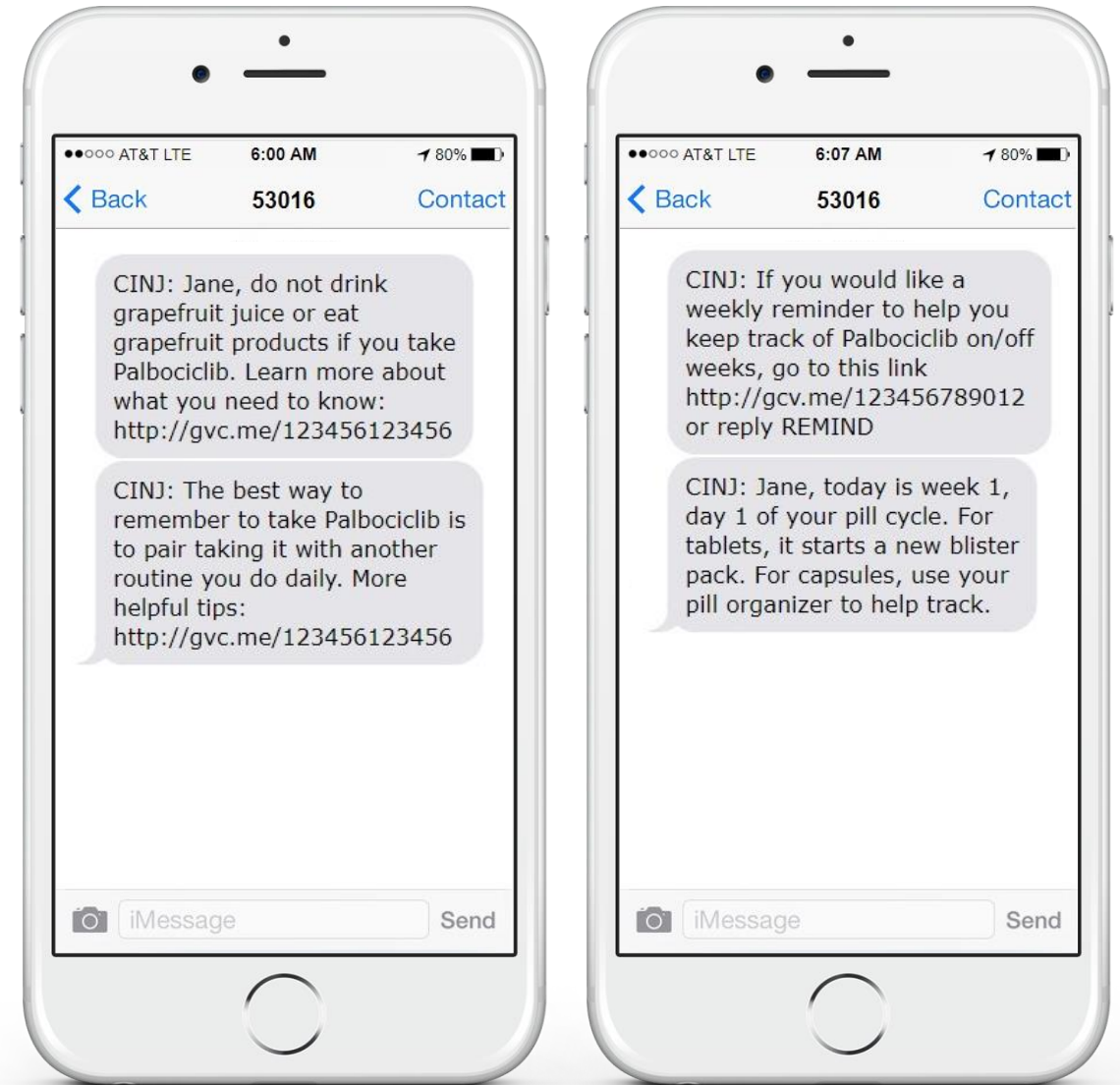
Sample Oncology Program: CINJ

Personalized Care Content



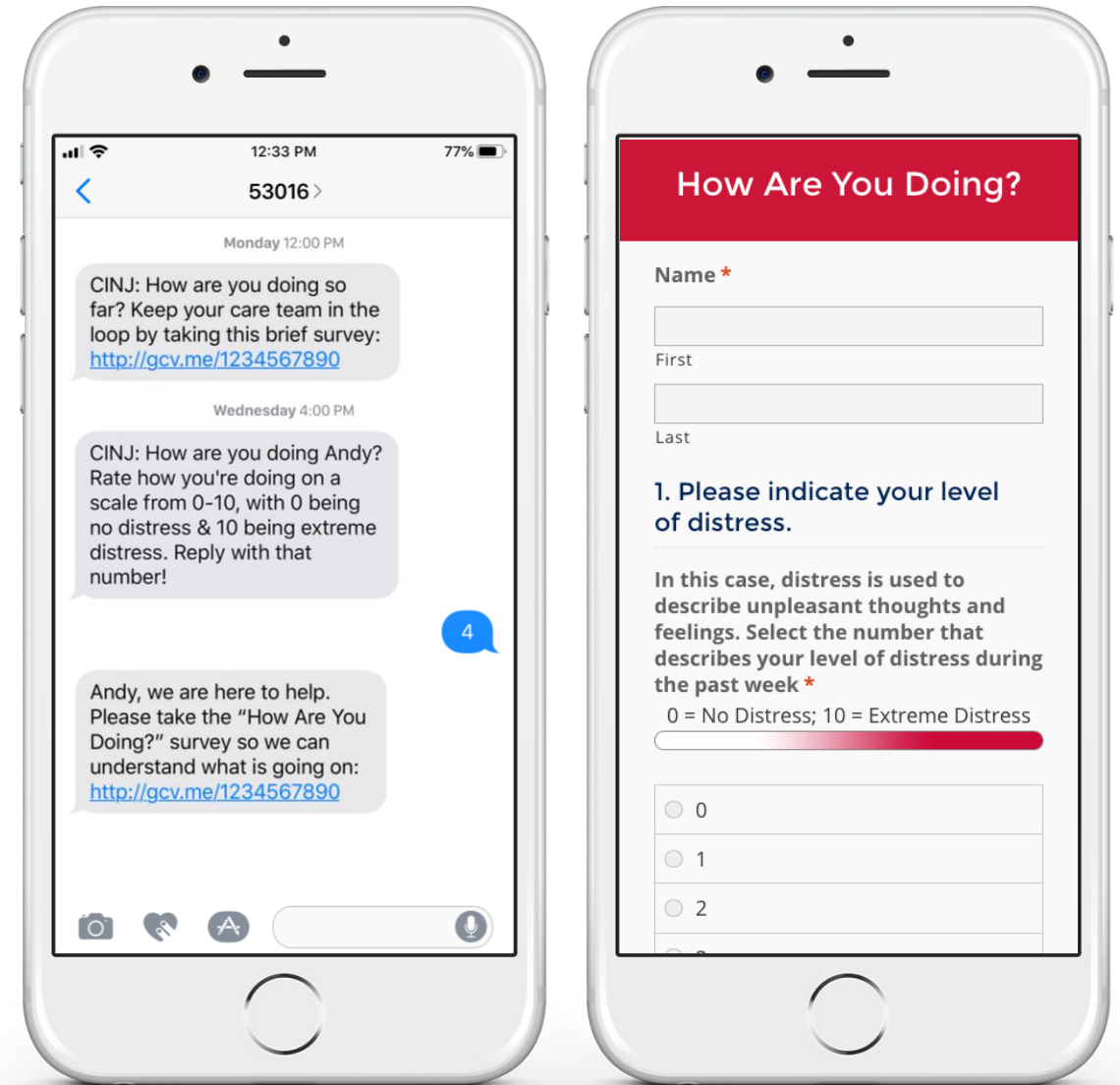
Medication Management Example: IBRANCE (Palbociclib) Message Track for Oral Oncolytic Care, Symptom Mgmt, Early Warning Toxicity

- Patients on IBRANCE receive support messages regarding oral medication treatment
 - medication information
 - side effect and toxicity feedback
 - oral treatment FAQs
 - treatment management tips, care team communication)
- Patients receive care messages with individualized tracking treatment schedule (weeks on/off IBRANCE).



Distress Screening: “How are you doing?” Survey Distribution and Escalations

- ✔ The first “How are you doing?” message goes out 5 days after the enrollment date. This message will prompt the participant to take the “How are you doing?” survey.
- ✔ After the initial message, the patients will receive a weekly “How are you doing?” message every Wednesday.
- ✔ If they indicate that they are experiencing a distress level of 4 or higher, they will be prompted to take the survey again.

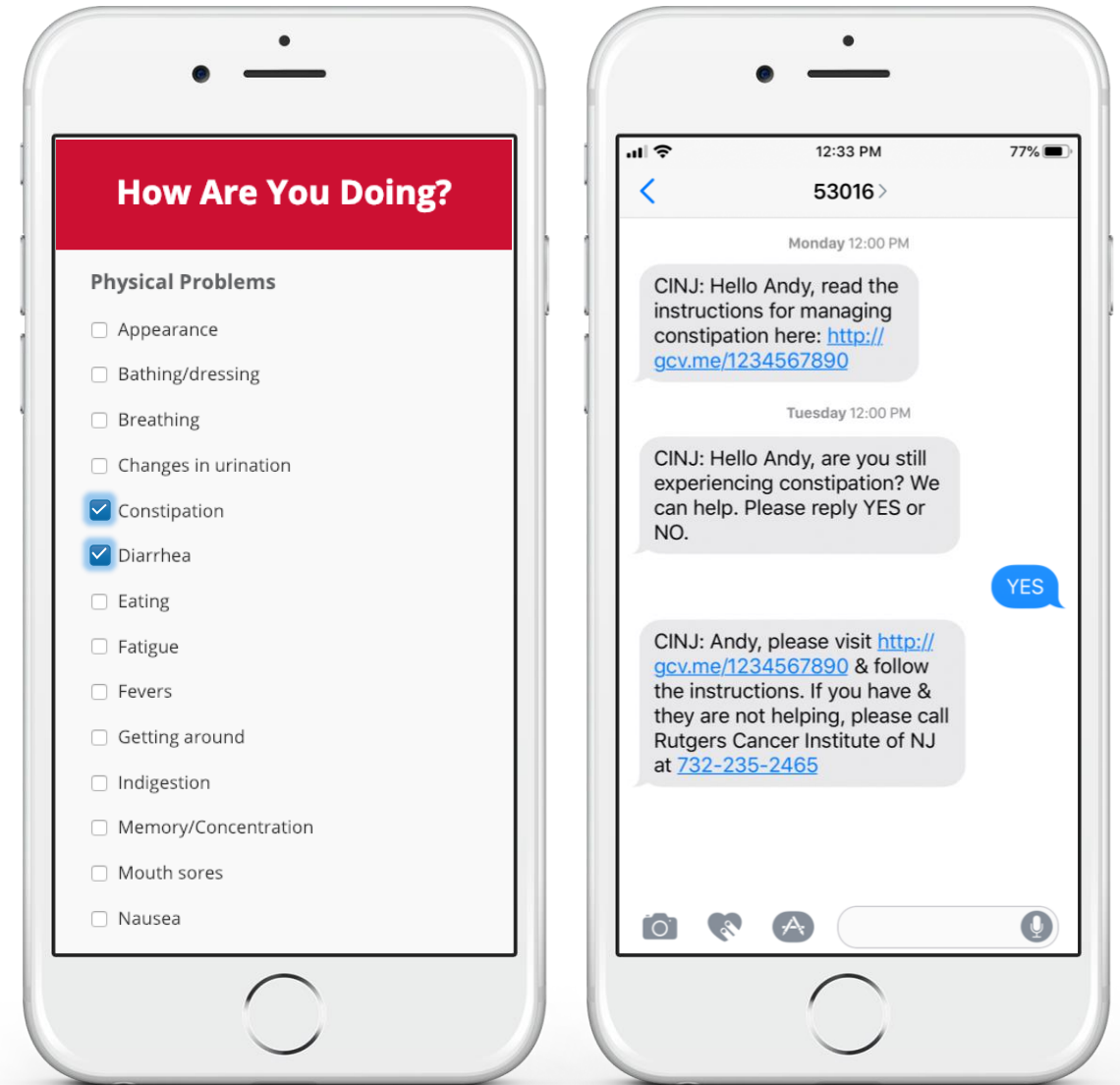


Distress Screening: Action Message Escalations



Follow up with the patient the next day with an action message

- If the patient chooses diarrhea or constipation, he or she will receive a message shortly after the survey, sending them to the corresponding NCI Info Sheet information.
- The following day, the patient will receive another message, prompting them to respond with an update. If they indicated that they are still experiencing the symptom, they will be prompted again to follow the instructions on the NCI Info Sheet and the CINJ team will be notified.



Distress Screening: Action Message Follow-Up

- Questions have been modified with added depth and action responses / escalations to more accurately identify the cause of the challenge or symptom experienced and effectively address them.

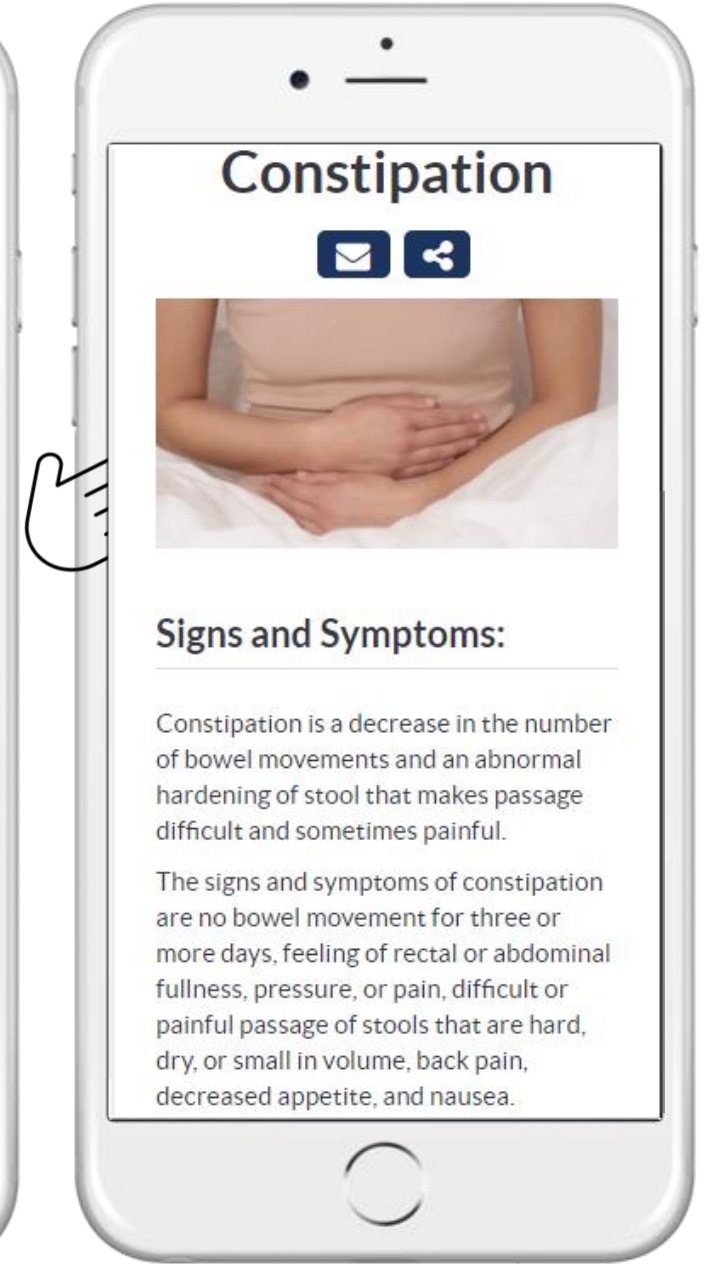
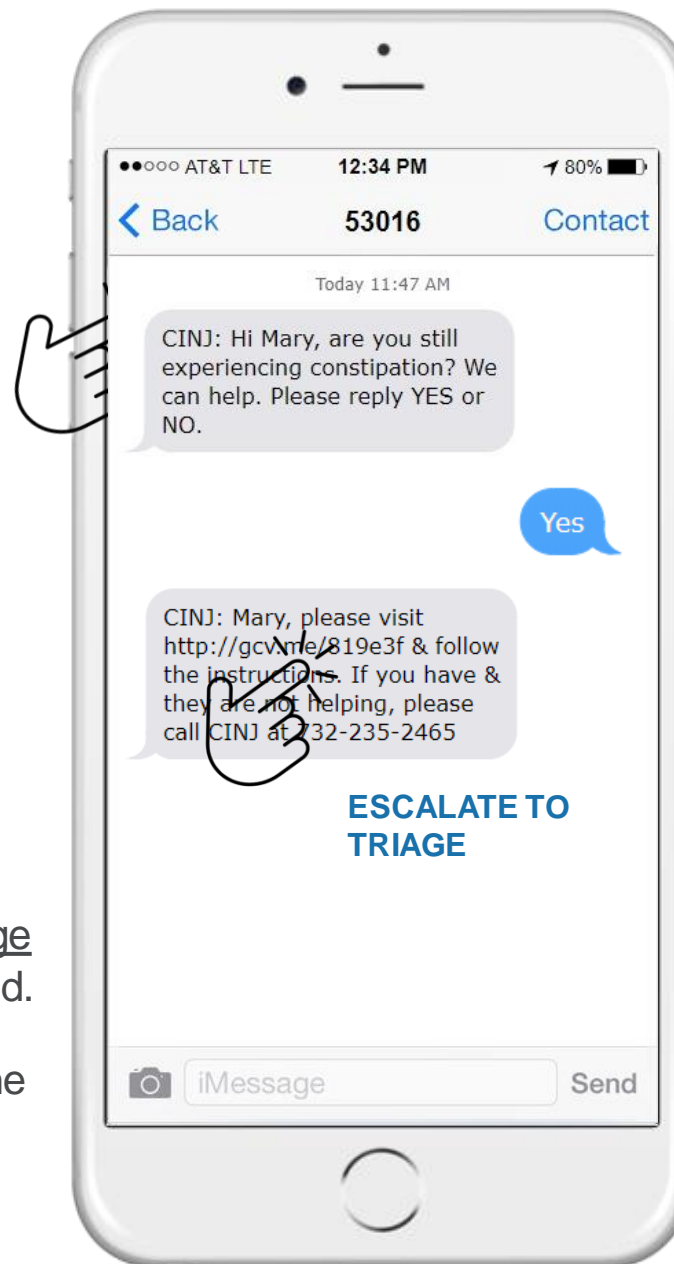
For example:

Certain physical challenges are caused by emotional complications that may require the attention of the social work department.

OR

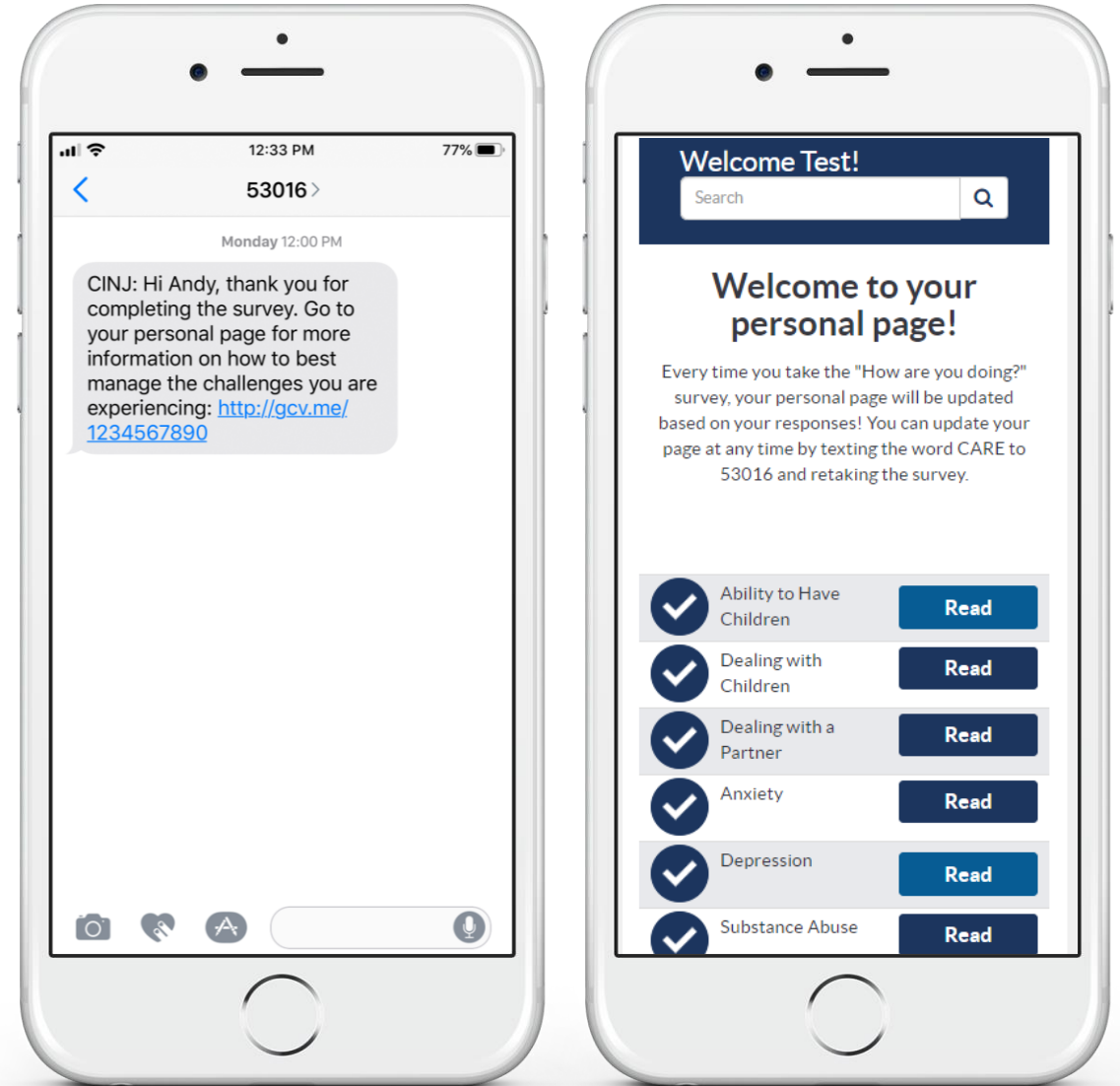
The severity of a certain physical challenge can vary based on the symptoms associated.

- After completing the survey, patients receive a message, directing them to their personalized page based on their symptoms and challenges indicated.
- Patients may also receive a follow-up message the next day, depending on the symptom.



Patient Personal Page

- After completing the How Are You Doing? survey, the patients will receive a message, directing them to their own [personalized page](#) based on their responses / symptoms and challenges indicated.
- Every time the patient fills out the survey, their page will refresh with new items indicated.
- IBRANCE (Palbociclib) symptoms and home-monitoring data will be used to direct the patient to relevant information



Additional Engagement for Palliative Care

Patients are placed in multiple palliative care message tracks in addition to the general care message tracks

✓ Palliative Care Introduction

- ✓ Introduces patients to palliative care
 - ✓ Patients getting palliative care treatment

✓ Palliative Care Screener

- ✓ Requests completion of screener day before appointment
 - ✓ Patients with scheduled appointment

✓ High Intensity Physical

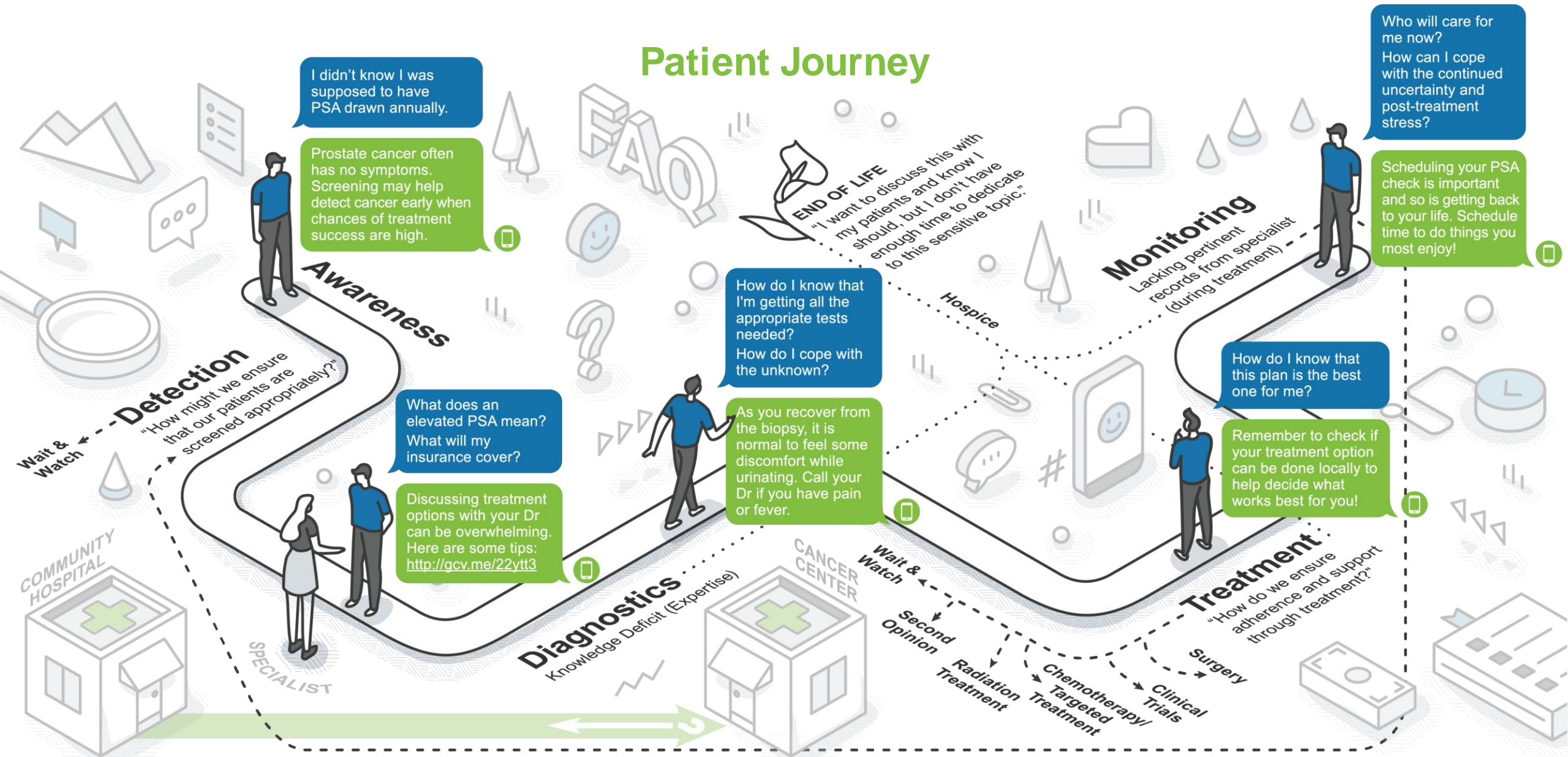
- ✓ Messaging suggests ways to deal with physical pain
 - ✓ If completed Palliative Care Screener (PCS) and indicated 5 or greater on pain, tiredness or other physical symptoms

✓ High Intensity Emotional

- ✓ Messaging suggests ways to deal with emotional pain
 - ✓ If completed Palliative Care Screener (PCS) and indicated 5 or greater on depression, anxiety or other emotional symptoms



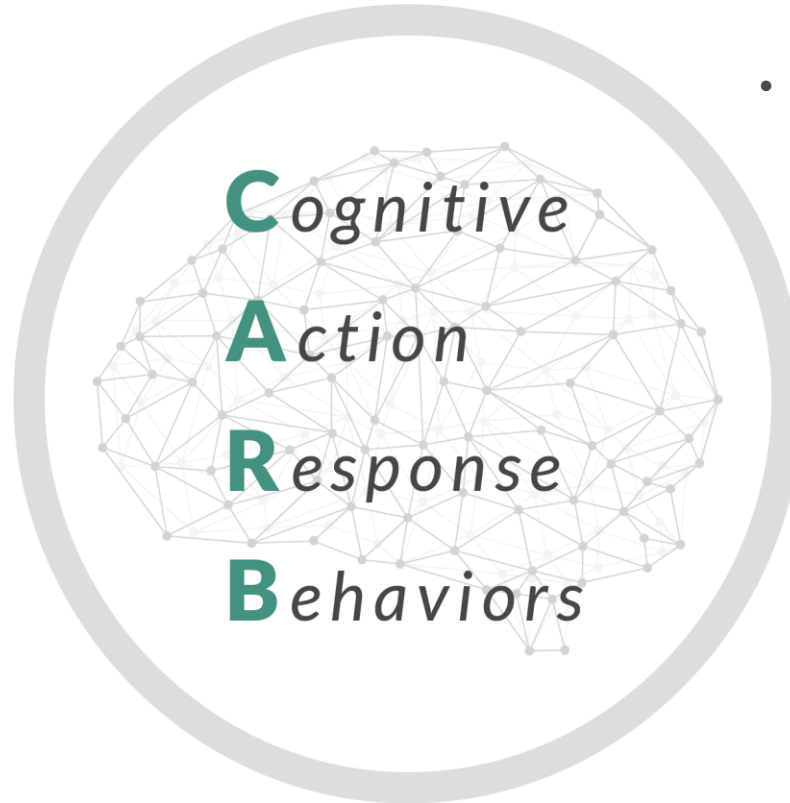
Patient Journey



What is BehavioralRx?



BehavioralRx is the evidence-based telehealth engagement science of individualized psychosocial and physical remote care stimulating activation and fostering and developing resiliency.



- Influence Technology
- Anchoring Technology
- Wonder and Wander Technology
- Reduction Technology
- Tailoring Technology
- Nurturing Technology
- Suggestion Technology
- Conditioning Technology

Behavioral Rx

The Science of Precision Health

PREDICTIVE – PREVENTIVE –
PERSONALIZED - PARTICIPATORY

***“Tell me and I forget.
Show me, and I may not
remember. Involve me,
and I’ll understand”***

– Native American Proverb



Treatment + Behaviors Drive Health Outcomes



It is practical and possible to get a patient to modify their lifestyle behavior for better outcomes and less adverse events by getting patients to **BELIEVE** these three things:

1. They have direct influence and shared decision making in the plan of care.
2. The care plan makes sense for them and considers their specific lifestyle factors.
3. They can accomplish the tasks in the plan.

BehavioralRx Engagement Approach



BehavioralRx®

The Science of Precision Health

“A patient is successful when you have a pre-emptive side effective management process in place. You have to tailor an intervention to the patient. Adherence issues are always individual.”

Dr. Bubalo, Boehringer Ingelheim
Speaking on Cancer



Individual factors influence the absorption, distribution, and metabolism of oral agents; such as comorbidities, nutritional status, psychological state, social support

Enhanced Oncology Model RPA's

8 Care Transformation EOM Participant Redesign Activities (PRAs)

Alignment with GoMo Health Therapeutic

- **Provide Beneficiaries 24/7 access to an appropriate clinician with real time access to the EO participant's medical records**

GoMo Digital Therapeutic—

Enables 24/7 real-time connection to multi-disciplinary clinicians including after hours clinical resources and team. Better, GoMo has proven to discover early warning signs that can be proactively addressed vs. panic or last-minute adverse events.

8 Care Transformation EOM PRAs

Alignment with GoMo Health Therapeutic

➤ **Provide Patient Navigation, as appropriate, to EOM beneficiaries**

➤ **GoMo Digital Therapeutic—**

GoMo provides continuous individualized and real-time patient and family digital nurturing education, guidance, and activities based on the phase of the cancer journey and integrates its evidence-based psychosocial support and content including reducing anxiety, stress, and improving sleep. The digital patient encounters are further personalized by education side effects, planning for next appointments and how to cope at home, work and emotionally and physically with your family.

***Caregivers
Matter!***

➤ And since cancer is a family challenge GoMo enables family caregivers to receive helpful information so they can better support their loved ones as well as helping them with their anxiety and stress.

8 Care Transformation EOM PRAs

Alignment with GoMo Health Therapeutic

Document a care plan for each EOM beneficiary that contains the 13 components of the Institute of Medicine (IOM) Care Management Plan, as applicable to the EOM beneficiary

Clinical guidelines treat beneficiaries with therapies in a manner consistent with nationally recognized guidelines

Identify EOM beneficiary health-related social needs (HRSN) using a health-related social needs screening tool

➤ GoMo Digital Therapeutic –

GoMo is configured to handle the remote/at-home activation of the care plan that integrates the 13 components of the EOM. This significantly reduces the burden on the human staff and enables a practice, hospital, or plan to scale these care plans to all their patients cost effectively

➤ GoMo Digital Therapeutic –

GoMo is configured with the nationally recognized assessments and other guidelines. Moreover, GoMo enables each practice to customize and configuration to support their clinical workflows and guidelines.

➤ GoMo Digital Therapeutic –

GoMo provides a superset of this required functionality including (1) collection of upcoming required social service Zcodes (2) real-time closed loop referrals to social services and community-based organizations providing valuable services as well as psychosocial support

8 Care Transformation EOM PRAs

Alignment with GoMo Health Therapeutic

➤ **Gradual Implementation of electronic Patient Reported Outcomes (ePros)**

➤ **Utilize data for continuous quality improvement (CQI)**

➤ **GoMo Digital Therapeutic –**

GoMo has many of the evidence-based ePRO surveys, assessments and screening tools built in. Integrate any required new assessments within 30 days.


➤ **GoMo Digital Therapeutic –**

GoMo, using its evidence-based behavioral and cognitive science of patient and family engagement collects over 100 life factor data points longitudinally on patient and family psychosocial, physical, and environmental state and via machine learning discovers patterns, trends and early warning signs of potential adverse events.

- All data in GoMo is easily exportable to an EMR, case management or data analytics system. Moreover, GoMo has an API that enables real-time data exchange with the practice systems.

8 Care Transformation EOM PRAs

Alignment with GoMo Health Therapeutic

 **Use Certified EHR Technology CEHRT as specified in 42 CFR & 414.1415 (a)**

- **GoMo Digital Therapeutic –**
GoMo is configured to seamlessly integrate with the practice CEHRT systems via secure file transfer or API (programmatic interface) and can exchange bi-directional information to maximize the personalization, effectiveness and outcomes of the care plan for all stakeholders

BehavioralRx

The Science and System Behind the Outcomes and Impact on Human Resiliency

1. Enables a person to forget less
2. Stimulates patient and caregiver early awareness of signs of adverse events
3. Creates motivation as to why a person should listen, learn, and act
4. Reduces feelings of loneliness and social isolation
5. Stimulates memory retention and recall
6. Produces honesty and transparency
7. Increases reciprocity to act (follow through, attend, perform tasks)
8. Builds confidence and believability (trust and credibility) to self-manage
9. Builds back capacity to have friendships, love, and socialize
10. Develops, fosters, and strengthens resiliency

EOM Practice and Revenue Management Consultative Program

- Analysis of Current Revenue vs. EOM Revenue Pro Forma
- Modification Analysis and Recommendations to Current Clinical Workflows and Pathways
- Impact on Staff – Pros/Cons - Clinical and Administrative
- Patient Impact and Scalability
- Strategy and Implementation Recommendations, Insights, and Plan



Questions?

Contact Information

Bob Gold and Cindy Borassi

bgold@gomohealth.com

cborassi@gomohealth.com

<http://gomohealth.com>

APPENDIX