



ENGAGED PATIENTS ARE *HEALTHY* PATIENTS

Health care consumption and meaningful use models may seem like moving targets, but properly applied patient engagement tools can help hit patient outcome bullseyes. In fact, excellent patient engagement programs can *completely transform health care* delivery throughout the entire continuum of health care.

FACTS

As a recent study showed, 69% of U.S. adults are “Trackers,” meaning that they routinely keep track of at least one health indicator, such as weight, diet, exercise, routine or symptom. Approximately 33% of U.S. adults monitor at least one other health indicator, like blood pressure, sleep patterns, headaches, etc. Trackers are more responsible patients, as 56% with more than two identified conditions say that tracking these indicators has changed their approach to managing health. They certainly engage on a more meaningful level: 53% of Trackers with more than two conditions say that tracking has led them to ask a doctor new questions.¹

Clearly, by encouraging patients to take an active role in their own care, the most effective patient engagement tools can put solutions literally into the hands of patients. Such programs offer access not only to electronic medical records via patient portals, but also offer tools needed for daily health care management, regardless of who is managing that care.

IMPROVING PATIENT OUTCOMES DEPENDS ON ACCESSIBLE ENGAGEMENT TOOLS

Naturally, seamless engagement by patient or caregiver depends on the accessibility of systems, and the most effective engagement programs offer these tools via tablet or smartphone. Regardless of the user's preferred internet-connected device, with ever-increasing smartphone and tablet adoption rates, it should be no surprise that a branded mobile application is a vital ingredient to an effective patient engagement system.

NOTEWORTHY DATA

Americans now access the majority of digital media they consume through mobile applications. According to com-Score, 52% of digital media time nationally was spent in apps in 2014. Users spend an average of 158 minutes per day on their mobile devices, and 80% of that time is spent in apps.²

Most smartphone owners access health information with their phone. According to a 2014 Pew Research Center report, 62% of smartphone owners used their phone to get information on a health condition in the preceding year.³

Properly applied strategies can help achieve improved health outcomes, better patient care and lower costs. Strategies that empower both patients and caregivers alike can also have positive quality and efficiency effects, reducing health disparities.

MOBILE DEVICES CAN *KEEP PATIENTS ENGAGED*

Patient engagement is therefore a critical component of any health system's plan to accomplish Meaningful Use and Value-Based Purchasing goals. As health outcomes and hospital revenues increasingly rely on digital engagement tools, the advantages afforded by providing high-quality branded mobile application are clear. But once the app is downloaded on a device, will the user actually use it?

NOTEWORTHY DATA

Mobile users take their devices everywhere. According to a Stanford University study, 75% of iPhone users take their phones to bed with them while 67% of respondents reported that they are more likely to forget their wallet when leaving home than their smartphone.⁴

Patients favor using apps to using prescribed medications. In a 2013 survey by Digitas, 90% of patients said they would use an app "prescribed" by a physician while just 66% of patients would be willing to fill a prescription medicine from their doctor. The same study found that people who use mobile health apps are also more likely to follow physicians' advice and be more proactive about health treatment.⁵

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HOSPITALCARE: TRANSFORMING THE WAY YOU DELIVER HEALTH CARE

Patient engagement is essential to improving care and lowering costs, and mobile applications are likely one of the best tools to reach today's consumers. And yet in a 2015 survey, just 13% of respondents indicated their health system offered a branded mobile app. If mobile devices become the primary opportunity for engagement, then health systems that do not adopt mobile technologies may risk failing to achieve their patient engagement goals, thus putting patient outcomes at risk.

All Things Caregiver can help address this challenge. Our HospitalCARE app is a hospital-specific, branded application that offers engagement through:

- Access to the health care provider's patient portal
- A fill-in-the-blank personal health tracker guide
- A point of reference ABOUT button that drives the patient and caregiver to frequently searched topics within the health care website
- Wayfinding, complete with hyperlinked phone numbers, directions via Google Maps and parking instructions a physician directory
- Push through notifications
- Data collection via Mixpanel



Patients increasingly expect greater access and ease of use in their day-to-day lives. By placing so many health care resources directly at hand, the HospitalCARE app shows patients that hospitals, like so many other service providers and retailers, are willing to meet them in their space, on their time, through their preferred mode of contact.

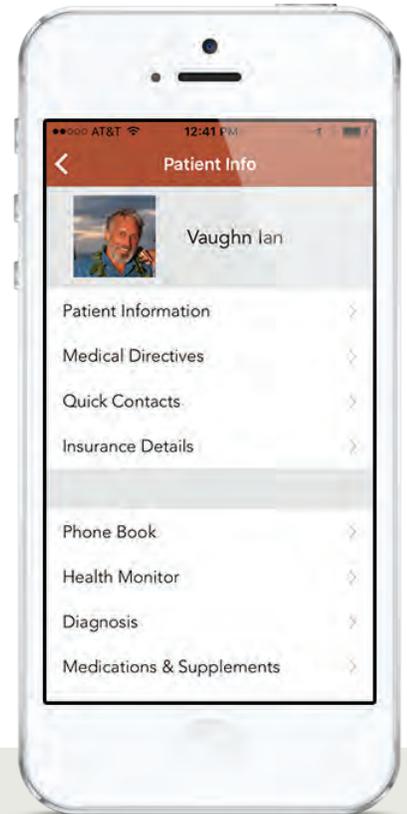
PATIENT PORTAL ACCESS

All Things Caregiver's HospitalCARE app offers patients access to electronic medical records by pointing directly to the health care provider's patient portal through a static link. Once the user logs in to the portal, he or she may review records within the hospital-specific branded app. All data is retained in the provider's database.

PERSONAL HEALTH TRACKER

If today's patients are more likely to forget their wallet than their smartphone when leaving home, a personal health tracker is a vital component of a patient engagement app. All Things Caregiver's HospitalCARE app includes a proactive and interactive personal health tracker that keeps pertinent information in the patient's hand at all times. EHR systems are not always synced. Different providers may be using different systems. With HospitalCARE, patients have all their information at their fingertips for easy reference when filling out paperwork or providing a medical history.

The personal health tracker is password-protected, offers suggestions of what to track and prompts healthy conversation between patient, caregiver and health care provider.



- Quick Contacts, including attorney, insurance broker, accountant, etc.
- Insurance Details, including insurance provider, policy number and contact phone number.
- Phonebook, including information for physicians, facilities and more, pulled directly from the patient's smartphone contacts list.
- Health Monitor, including information on height/weight, temperature, blood pressure and blood sugar.
- Diagnosis, including notes on symptom onset date, treatment options, option to add photo of medical imagery, and option to email that information to other care providers.
- Medications, including name, start date, finish date, dosage, frequency, purpose, description of medication, side effects, prescribing physician, RX number, pickup pharmacy, generic or brand-name tracker, and option to add photos of the medication.
 - Once the finish date has passed, the app moves the medication to a "prior" list that tracks all discontinued medications.
 - Over-the-counter medications and supplements may also be tracked.
- Treatments, including description, start date, finish date, prescribing physician, facility, side effects/complications and option to email information to other care providers.
- Appointments, including practitioner, specialty, date and time synced to phone calendar, caregiver, purpose, results, next appointment and option to email information to other care providers.
- Procedure History, including procedure, date, physician, facility, results, complications, follow up suggestions and option to email information to other care providers.
- Tests & Scans, including test type, date, prescribing physician, body region, results, option to add photo of medical imagery and option to email information to other care providers.
- Hospitalizations, including admit and discharge date, admitting physician, facility, symptoms and outcome.

The app also allows the user to email certain information, like medication details and appointment outcomes, to other care partners.

ABOUT BUTTON

The About button points to high traffic sections of the health care provider's website via a static link. This may include, but is not limited to:

- Contact us, email a patient, health education directory, online bill pay, newsletter subscriptions and upcoming events.

Because the About button points to a website via a static link, all modifications of information are performed by the health care provider's website team. This section is infinite. Providers can add any section they see fit. For example, if a provider has established a new care partner program, patients could be provided a link to information about the program through the About button.

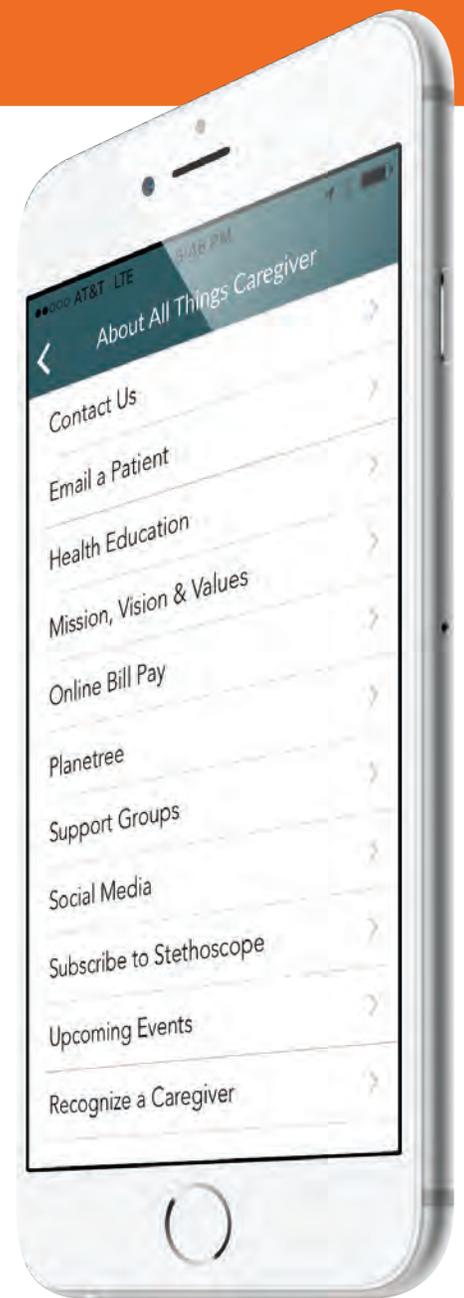
LOCATIONS

The Locations button offers directions to all of the health care provider's locations, sorted in alphabetical order. Each location has a hyperlinked phone number, information pertinent to the particular location including parking instructions and a Get Directions link that points to Google Maps.

Hospitals already rely on wayfinding signage to direct patients and family members to reach them. App-based digital wayfinding technology can help patients arrive at appointments on time (or avoid missing appointments altogether), saving hospital time and money while also potentially reducing the patient stress associated with locating care providers.

FIND A DOCTOR

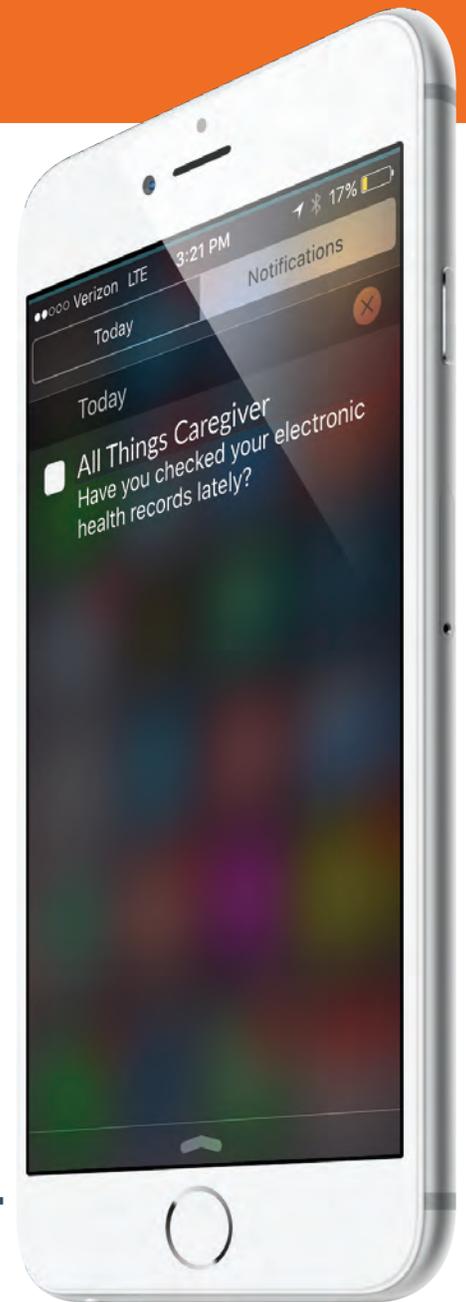
The Find a Doctor feature points directly to the physician directory on the health care provider's website.



PUSH NOTIFICATIONS

Push enables a variety of conversation types, including broadcast messages to all patients or segmented messages to certain patients, with each message customized to exactly what each patient wants, when they want it and initiated under a set of rules that the patient chooses.

By allowing the patient to choose which messages to receive, push technology empowers patients to take control of their health and manage their time more productively, with a goal of improving patient health. For patients who need a nudge to manage their care, push notifications can serve as a gentle reminder to tackle their health needs more proactively, increasing meaningful use. Push technology, when used effectively, offers hospitals another way to increase interactions that can reinforce branding, maintain relevancy and create a positive attachment in their patients' lives. The return on investment of branded push technology gently reminds patients and caregivers that your company is also remaining active in patient health outcomes.



DATA COLLECTION VIA MIXPANEL

Mixpanel measures engagement by allowing developers to track what actions users perform, not just page views. With Mixpanel's tools, tracked actions and data visualization are fully customizable.

FUNNEL ANALYSIS enables health care providers to analyze how users navigate through their app, including information on when users "drop off" and leave the site. This helps improve user-friendliness and conversion rates.

RETENTION ANALYSIS allows providers to track how changes made within their app affect patient behaviors. Retention Analysis will also track how frequently people use the app in a selected period of time, and can even track the exact hours of the day the app is most trafficked.

PEOPLE ANALYTICS track who is using the app, and what features they use most.

MOBILE A/B TESTING allows health care providers to test how any change in user interface affects user behavior. For example, different segments of users can be offered different design or messaging, and variations in their habits may be easily analyzed.



SUMMARY

AllThingsCaregiver's HospitalCARE makes development of a fully featured, customizable app with hospital-specific branding easier than ever. An effective patient engagement program is a key component of the future of our health care system, and a well-built mobile application is an excellent vehicle to connect with today's health care consumers and increase patient satisfaction. In order to thrive in a pay-for-quality environment, health care systems must adopt technologies like mobile health apps that improve quality and reduce costs while making care more convenient and accessible.

SOURCES

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