Leveraging Technology for Specialty Patient Engagement

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"In order for pharmacists to have a meaningful role in patient care in the future, they must be prepared to utilize and even capitalize on the use of emerging technologies and electronic communication capabilities."

Source: David Angaran, Electronic Communication in Healthcare, Beardsley, Chapter 13, pp196-211



Few Unmistakable Truths







Enhancements in patient engagement lead to better outcomes Patient experience & patient satisfaction are more intertwined than ever Increased patient satisfaction positively impacts the bottom line

Multiple Channels of Communication with Patients





THE KEY QUESTION IS:





How do patients <u>prefer</u> to communicate with their healthcare professional?

















% of U.S. Adults Who Own the Following Devices



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Source: Surveys conducted 2002–20 PEW RESEARCH CENTER

Patients' Current and Preferred Contact with their Specialty Pharmacy

Q: By Which Method Do You Have The Most Frequent Contact With Your SP*/How Would You Prefer To Be Contacted?



Consider the current 20 year old specialty pharmacy care model...



Dependency on Live Agent Interactions with Patients...



*In situations where pharmacy has access to the patient Medical Record

Dependency on Patient Availability and Willingness to Engage Telephonically...



*In situations where pharmacy has access to the patient Medical Record

Opportunities to Optimize Patient Engagement...

Convenience Customization Cost-Effectiveness Frequency Outcomes



Digital and Technological Supported Patient Engagement



RPh

MD

Virtual, dynamic pharmacy care plan—shared between the pharmacy, the doctor and the patient.



RPh

MD

Pharmacy receipt of patient information via ultra-brief emails, texts, digital adherence monitors, wearables, etc.

MD

Continuous delivery of information, advice, and inquiry to the patient via mobile applications, email or virtual assistants

RPh



RPh

MD

Customized, contextualized content delivered based on continuous patient assessment and ongoing patient feedback

MD

RPh

Multi-modal, multi-lingual communication in both audio and video, stored and saved for future and repetitive viewing

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MD

Including use of game theory and motivational tools to reward and encourage behavior

RPh

Patient-to-patient • connection via social media, chat rooms, web sites RPh MD

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TherigyEngage Modular Capability

Manual Telephonic

- Call lists organized in work queues for use by staff to make outbound calls
- Connected to auto-dialer or other tools

IVR Telephonic

- Automated, outbound reminder call, typical refill module used in pharmacy today
- Permits patient to provide in-bound call to pharmacy to order meds, supplies, consult request

Text/Email/Chat/Screenshare

- Communication to provide patient "opt-in"
- Bidirectional communication
- Ability to administer basic questionnaires including PRO

Audio & Robotics

- Delivery of audio reminders, accept voice commands
- Integrate with existing technology such as Alexa, Siri, etc

Video

Communication to provide patient "opt-in"

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- Unidirectional delivery of video content drug, disease, administration information
- Delivered on demand from the patient or automatically based on patient attributes

Gamification

- Incorporating the science of game reward theory to reinforcement for adherence, persistence and other desirable behaviors
- Collaborate with manufacturers to support create approved rewards (FMV)

Each TherigyEngage module is initiated based on a patient "communication prescription" identifying his or her preferred way(s) of communicating with the pharmacy. TherigyEngage provides a patient portal for the delivery of content and services. TherigyEngage will increase patient satisfaction and decrease pharmacy labor.

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Aligning Content with Communication Mode

Synchronous Communications...

traditional voice-based conversations





Asynchronous Communications ...

rely on content to package and deliver core messages



The Right Content Medium

The Voice of the Patient (hospital)

HCAHPS Composite	Achievement Thresholds*	FY2016 Benchmarks*
Communication with Nurses	77.67%	86.07%
Communication with Doctors	80.40%	88.56%
Responsiveness of Hospital Staff	64.71%	79.76%
Pain Management	70.18%	78.16%
Communication about Medicines	62.33%	72.77%
Environment – Clean and Quiet	64.95%	79.10%
Discharge Information	84.70%	90.39%
Overall Rating of Hospital (9 and 10)	69.32%	83.97%

*Thresholds and Benchmarks are reported as % Top Box

Reference: 1. http://www.prconline.com/wp-content/uploads/2013/11/HCAHPs-Summary-FFY-2016.pdf

Growing Demand for Video

- Over 70% of Internet traffic is video. Cisco
- Video is 600% more effective than print Diode

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- Over <u>100 million hours</u> of video are viewed daily on Facebook <u>Wall Street Journal</u>
- "One minute of video is worth 1.8 million words"
 Forrester Research

Core Principles in Developing Content

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- Video content is approachable and scalable; *perfect is the enemy of good*
- Consumers of the video content include patients, family and caregivers
- Video content (i.e. asynchronous information) is an extension of the quality synchronous programs offered by the healthcare team
- Video content framework aligns with accreditation standards and other accepted best practices

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TherigyEngage™



Embracing the future with a gateway for mobile patient engagement and digital communication

- Enables Electronic Patient Communication
 - Gateway for mobile patient engagement and digital communication
 - Means for Patient Opt-In
 - Brandable Patient Video Portal
 - Supports Several Accreditation Requirements
 - Multi-modal communication
 - Multi-lingual
 - Augments Person-to-Person Clinical Support
 - View patient opt-in status and content usage in the patient profile and in the assessment

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Questions

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