An integrated payer/provider wanted to intervene in a timelier manner with its Chronic Heart Failure (CHF) patients.

A mobile app, fully integrated with remote monitoring capabilities, provided a novel solution.

A Case Study

How a payer/provider partnered with Sensely to develop a daily “check-in” system that collects patient data in a modern manner
Addressing a National Epidemic

THE CHALLENGE
The Centers for Disease Control and Prevention (CDC) has noted the staggering prevalence of heart disease. In 2017, 28.2 million adults had been diagnosed with heart disease\(^1\), and heart disease ranked as the \#1 cause of death\(^2\). Similarly, the cost associated with caring for affected patients in the hospital setting captures an outsized portion of medical spending, and the opportunity to reduce potentially preventable hospital readmissions is also significant\(^3\). An integrated payer-provider (“IPP”) located in the western United States desired to evaluate the appeal of using mobile technology to explore whether patients, using an innovative avatar-based smartphone app, could monitor themselves at home, and in doing so, trigger appropriate clinical interventions in advance of reaching a crisis point.

THE STRATEGY
The IPP appointed a lead site to oversee joint protocol development in conjunction with the clinical team of Sensely, a digital health company with a particular expertise in voice and visual interface technology.

Several key project requirements were identified:

- The interface needed to be friendly and easy to use from a patient perspective.
- The monitoring routines needed to support defined alert levels for weight gain and blood pressure changes that would provide clear guideposts to inform clinician’s care directions.
- Incorporation of the app into the clinic’s workflow needed to fit into prevailing staffing patterns, and have the opportunity to reduce, rather than increase, related human resources.

THE SOLUTION
Part 1
Newly-discharged CHF patients install the Sensely mobile app on their smartphones, and are then provided with a Bluetooth-enabled scale and blood pressure cuff. Each morning, patients receive a notification to complete the check-in routine, which consists of the voice and text-enabled Sensely avatar “Molly” guiding the patient to record weight and blood pressure data.

WHAT DO PATIENTS SAY?

“It feels like a nurse asking, instead of a cold machine.”

“Molly is holding my hand.”

“I like that it’s simple. I don’t have to read anything... someone is talking to me.”

“It feels like a nurse asking, instead of a cold machine.”

“It feels like a nurse asking, instead of a cold machine.”

“I like that it’s simple. I don’t have to read anything... someone is talking to me.”
Part 2
Clinicians monitor a dashboard that displays stratified alerts indicating elevated risks based on actual patient biometric data. By doing so, the clinician gets access to timely information that helps them better care for their patients. The dashboard also provides a non-compliance reading for patients who are not using the app as intended.

<table>
<thead>
<tr>
<th>Patient Name</th>
<th>Risk Assessment</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jose Villarigosa</td>
<td>Low blood pressure</td>
<td>10/11/19</td>
<td>8:54am</td>
</tr>
<tr>
<td>Janice Stoker</td>
<td>Call request</td>
<td>10/11/19</td>
<td>2:40pm</td>
</tr>
<tr>
<td>Mark Lancer</td>
<td>Weight gain</td>
<td>10/11/19</td>
<td>6:31am</td>
</tr>
<tr>
<td>Grace Piedmont</td>
<td>High blood pressure</td>
<td>10/11/19</td>
<td>8:46am</td>
</tr>
<tr>
<td>Lou Parsons</td>
<td>App inactivity</td>
<td>10/11/19</td>
<td>10:12pm</td>
</tr>
</tbody>
</table>

*Note: these are fictional names

THE RESULTS
The platform was initially trialed with 72 patients from the lead clinical site, with the following findings:

- A 94% success rate for daily check-in completion
- A 75% decrease in the 30 day readmission rate
- A 66% reduction in patient monitoring costs
- An average patient rating of 8.7 for the Molly experience (1-10 scale)

As a result of the promising economic metrics as well as the high level of user satisfaction, the program is currently being rolled out at the IPP regional level to all qualifying patients.

ABOUT SENSELY
Sensely’s avatar and chatbot-based platforms assist insurance plan members and patients with the insurance services and healthcare resources they need, when they need it. By utilizing Sensely’s scalable platform technology architecture, enterprises can converse with their members in an entirely new way, combining the empathy of human conversation with the efficiency and scalability of technology. With offices in London and San Francisco, Sensely’s global teams provide virtual assistant solutions to insurance companies, pharmaceutical clients, and hospital systems worldwide.

LET’S TALK
We’re excited to explore how Sensely can bring immediate benefit to your organization. Email us at info@sensely.com.