

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

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."

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 disease¹, and heart disease ranked as the #1 cause of death². 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 significant³. 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.



LEARN MORE ABOUT HOW SENSELY WORKS



Watch video to learn how Sensely can help monitor your patients.

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.

Patient Name*	Risk Assessment	
Jose Villarigosa	● Low blood pressure	10/11/19 8:54am
Janice Stoker	● Call request	10/11/19 2:40pm
Mark Lancer	● Weight gain	10/11/19 6:31am
Grace Piedmont	● High blood pressure	10/11/19 8:46am
Lou Parsons	● App inactivity	10/11/19 10:12pm

*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 completion⁴



A 75% decrease in the 30 day readmission rate



A 66% reduction in patient monitoring costs⁵



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 currently⁶ being rolled out at the IPP regional level to all qualifying patients.

1 https://ftp.cdc.gov/pub/Health_Statistics/NCHS/NHIS/SHS/2017_SHS_Table_A-1.pdf
 2 https://www.cdc.gov/nchs/data/nvsr/nvsr68/nvsr68_09-508.pdf
 3 <https://www.kpihp.org/wp-content/uploads/2019/03/KP-Story-1.1-Improving-Quality-Cost.Hospital-Readmissions-Heart-Failure.pdf>
 4 On days patients attempted daily check-in, they were able to successfully complete it
 5 Labor cost reduction, compared to non-Sensely routine
 6 As of Fall 2019

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.