

# Active, Informed, Empowered Medical Decision-Making

*Vital Decisions helps people plan in advance for potential medical decisions in the face of a complex medical situation, advanced illness or medical crisis.*

## The Problem: Misaligned Care

In a medical crisis or at some point in advanced illness, individuals often receive care that does not align with their values and wishes. Unwanted, unwarranted, high-cost care can bring heightened physical and emotional discomfort for the individual, and confusion and distress for the family.



### Lower Cost of Care:

- 20-35% lower cost of care
- 15-25% lower inpatient admissions & ER visits
- 20-30% fewer hospital days
- 30-40% increase in hospice utilization
- 40-50% increase in hospice days
- 3:1 ROI

### Superior Member Experience:

- Program Net Promoter Scores of 59+
- Greater alignment of care with members' values and preferences
- Improved quality of life and family unity
- Strengthened member-provider relationship
- Optimal use of health plan services



## The Solution: Human-focused Advanced Care Planning

We help individuals to understand, document and communicate their care preferences to loved ones and caregivers, and to advocate for the medical care and experience they want -- now and in the future.

Working through our health plan partners, our Advance Care Planning (ACP) telehealth and web-based solutions are free, covered benefits to their members. We also work closely with health plans to refer members to palliative care, hospice, case management and other available services.

Our interventions improve quality and satisfaction for individuals, their families and their doctors, and lower costs as patients often choose less aggressive comfort care late in life.

## The Results



Improved Quality of Care



Higher Member and Caregiver Satisfaction



Significantly Reduced Costs

# Vital Decisions' Population-Health Product Portfolio

Our advance care planning solutions empower people to advocate for care that aligns with their values and preferences. We meet individuals where they are with a suite of telehealth and digital solutions.

## Total Population: No End of Life Planning Urgency

### My Living Voice (MLV): Planning for the Unexpected

#### Online Self-Guided Advance Care Planning

- Quick, easy, secure, mobile-friendly
- Choose a healthcare proxy
- Express what matters most when making critical healthcare decisions
- Indicate preferences for life-extending treatment
- Create Advance Directive that meets state requirements
- Sign, store and share with others
- Reminders to review and update
- Informational tools to learn more

## Multi Chronic and Elevated Risk

### Guided Living Voice: Planning for the Expected

#### Personalized Advance Care Planning

- Single phone/video conversation with ACP expert
- Support to explore/complete an advance care plan
- Assessment of personal goals & preferences
- Define critical future shift points
- Awareness/referral to palliative care, hospice, other
- Advance Directive (AD) completion via MLV
- Referrals to supportive services

## Last 18-24 Months of Life

### Living Well: Managing End of Life

#### Fully Guided Advance Care Planning

- 3-5 phone/video sessions with ACP expert
- Identify & overcome barriers to ACP
- Framework for making care decisions, based on values
- Support for choice of proxies
- Tools/techniques to communicate wishes to others
- Robust ACP documents & Advance Directive
- Referral to palliative care, hospice, other
- Education about medical orders

## Core Capabilities

Leveraging People, Process & Technology Across Our Full Range of Population Health ACP Solutions

## Proprietary Analytics

Fourth generation deep learning, neural network predictive model continuously identifies the most appropriate members for our programs. Features distinct Commercial/Medicaid and Medicare/SNP population models.

## Behavioral Science Approach

We apply proprietary behavioral science methodologies like Motivational Interviewing to advance care planning to activate individuals, help them prepare for medical decisions they may face, and express how those decisions may change in different circumstances. This intervention model empowers individuals to explore their quality of life and healthcare goals, advocate for the care they want and make certain that what is most important remains at the forefront of their medical care.

## Specialized Behavior-Change Experts

Master's-level ACP clinical Specialists engage with individuals and their loved ones through phone or video conversations. Our Specialists are experts in guiding conversations related to the delicate topic of death and dying and are trained specifically to help patients' voices be heard while communicating their medical wishes. Our diverse team practices cultural humility and cultural sensitivity methodologies and includes a Spanish bilingual team.

## Member Education Tools & ACP Assets That Meet People Where They Are

We meet people where they are with our secure, mobile-friendly platform, MLV, available in Spanish and English, and our member-centric Living Well Summary (LWS). Each LWS is developed through dynamic collaboration to capture and confirm the voice of the member and easily converts into an Advance Directive, available at any time on MLV. Educational content covers a range of ACP topics at the appropriate reading level and language.

## Integration with Stakeholders

Members' ACP assets are available throughout the care delivery ecosystem via partner global registries and repositories. Documents are accessible in real-time to providers regardless of their medical record platform. MLV integration provides members with enhanced sharing and managing capabilities so that their advance care plans are viewed by the right person at the right time.