



Ensuring no patient is left behind in digital care

Perx Health attracts and engages the highest-risk members of a national health plan



THE CHALLENGE OF ENGAGING EVERY PATIENT

CHRONIC CARE PROGRAMS TYPICALLY ENROL THE PATIENTS WHO NEED THEM LEAST

One of the frequent challenges of chronic disease management programs is that they attract the patients who are already engaged in good self-management and so more likely to achieve better health outcomes. These programs typically offer education and coaching services with a patient “pitch” focused on improving your health. This “pitch” appeals to health-engaged, health-literate patients who are actively seeking additional support, willingly prioritizing their health each day and already destined for better health outcomes.

TYPICAL ENROLLMENT BIASES IN PROGRAMS



Already high health literacy



Good baseline self-management



Less complex needs and condition(s)

CONVERSELY, THESE PROGRAMS FAIL TO ATTRACT THOSE WHO NEED THEM MOST

The patient with low health-engagement, low health-literacy and already struggling to prioritize their health will often avoid education programs. They can be daunting, confusing, or simply uninteresting. The “pitch” of improving your health can fail to engage this patient, unsurprising given their low engagement with their other self-management activities offering the same benefit. It is well documented that traditional interventions like telephone coaching or in-hospital education programs only attract and retain a small subset of patients.

Despite decades of effort, cardiac rehabilitation programs enroll 30% of referred patients with significant biases away from socioeconomic disadvantage and poorer baseline health (1). It is clear that this problem is not new.

HIGHER-RISK PATIENTS TYPICALLY LEFT BEHIND



People with low health literacy



People who struggle with adherence and self-care



People living with multiple chronic conditions

DIGITAL HEALTH IS NO PANACEA FOR THIS CHALLENGE

Digital interventions are not immune to this issue. The first-wave of patient-facing digital programs largely translated existing in-person programs into digital, so telephone coaching become app-based coaching or educational seminars become educational websites. Despite a change in medium, digital interventions have not resolved the fundamental issues of biased enrolment and poor continuing engagement of the high-need patients.

THE PERX HEALTH DIFFERENCE

OUR PRODUCT IS BUILT TO ENGAGE ALL PATIENTS

Perx blends traditional health interventions like education and coaching with behavioral science interventions like gamification and rewards. We start by recognizing the people are inherently complex, not entirely rational and motivated in different ways. Using algorithms and user-centered product design we ensure to leave no patient behind when it comes to our condition management programs.

And, we have the evidence base to prove it.

PERX ENABLED A NATIONAL HEALTH PLAN TO ATTRACT THE PEOPLE TYPICALLY LEFT BEHIND BY CHRONIC CARE PROGRAMS



Lower health literacy patients were more likely to enroll

Health literacy at program entry

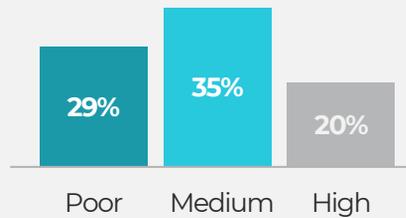


Assessed using HL-SF12 to baseline the health literacy of patients entering a real-world program with a large commercial health plan



People with poor and medium self-care were attracted

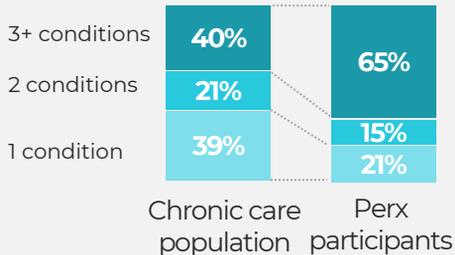
Self-care at program entry



Assessed using MMAS-4 to baseline the patients' self-management of disease upon entering a real-world program with a large commercial health plan



The program was effective in identifying people with multiple conditions



Number of chronic conditions managed using the Perx digital therapeutic by the cohort participating in a real-world program with a large commercial health plan

Perx Health is a Digital Therapeutics and Chronic Care company building the world's most engaging programs for condition management.

Our mission is to leave no patient behind whether that's due to complex co-morbidity, low health literacy or remote settings. As experts in applied behavioral science, we focus on empowering patients on their journey through building understanding, bridging the intention-action gap and ultimately strengthening the habits for better health.

Whether in clinical research or large, real-world programs, Perx is proven to improve health and business outcomes.

