

MedNowSM



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Learning Objectives

- Things to consider when building a great patient experience
- How to use data to make strategic decisions
- Lessons learned from scaling a program from 100 visits a month to 100 visits a day

Mission: To improve the health of the communities we serve



30,000
Employees



\$6.5 Billion
Enterprise*



\$457 Million
Community Benefit*



\$30 Million
Philanthropy*



3,200
Volunteers



3,700
Physicians and Advanced
Practice Providers
(employed and independent)



14 Hospitals



225
Ambulatory Sites
(including integrated care
campuses, urgent care
centers, walk-in clinics and
physician offices)



60,000
MedNow
Telehealth Visits
24/7
(since 2014)



415,000
Lives Touched
Through Healthier
Communities
(fiscal year 2017)



A Health Plan
with 1 Million
Members Served
(fiscal year 2018)



7,000+
Employers
Contracted by
Priority Health



97%
Michigan Providers
in Network



Venture Capital
\$100 Million
Fund

What is MedNow?



▶ Direct-to-Consumer



24/7/365

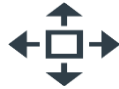


Save time and money



Easy access

▶ Specialty Care



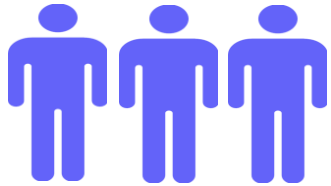
Keeping care local



Opening up access

Why?

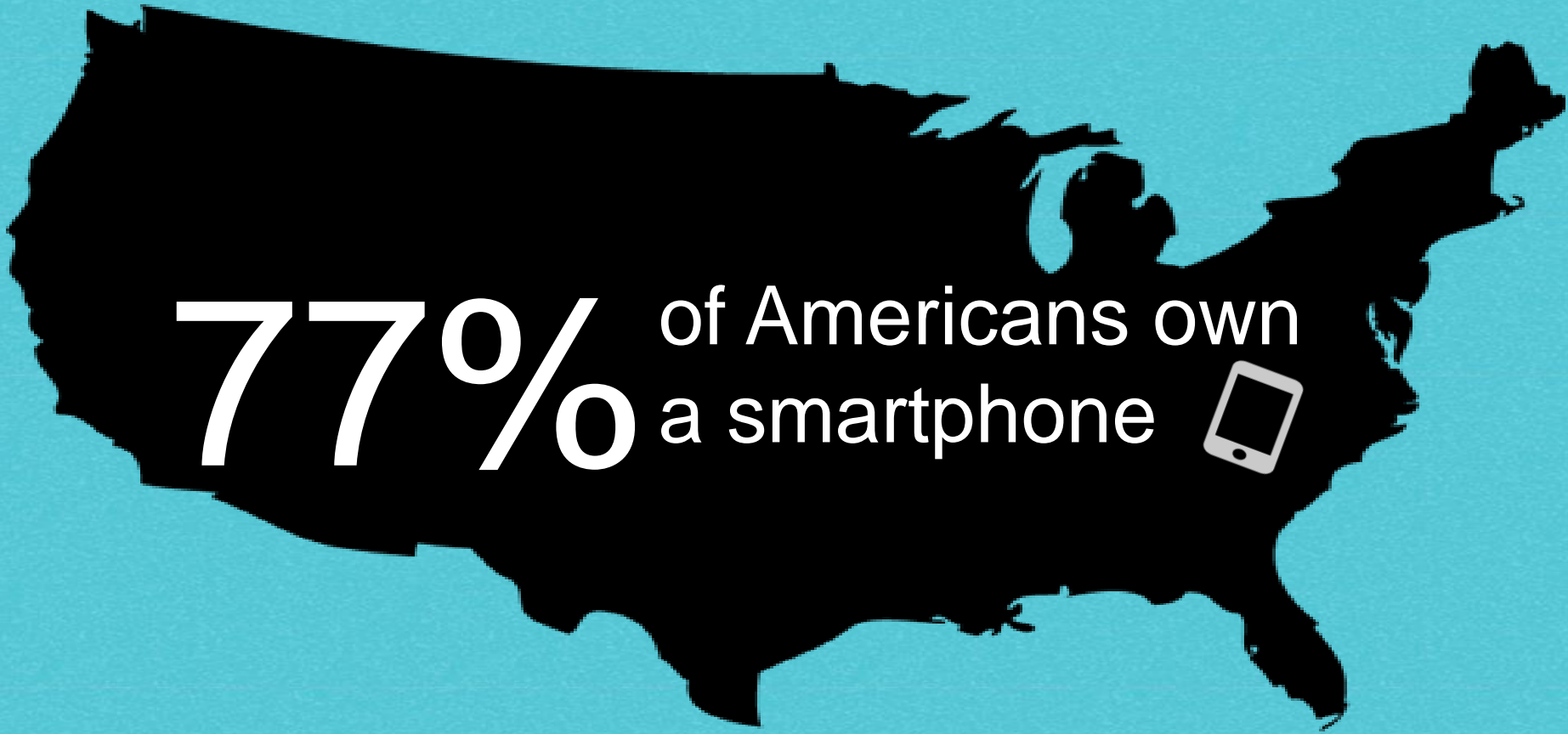
Volume



Transitioning from
Volume based to *Value*



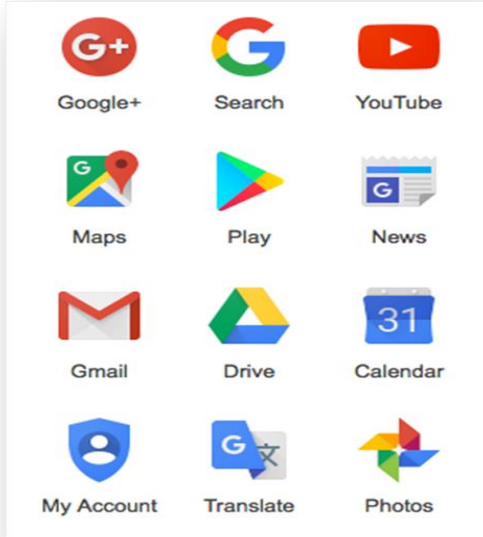
Value

A black silhouette of the United States map is centered on a teal background. Overlaid on the map is the text '77% of Americans own a smartphone' in white. To the right of the text is a small white icon of a smartphone.

77% of Americans own
a smartphone

Consumer Digital Products Ecosystem

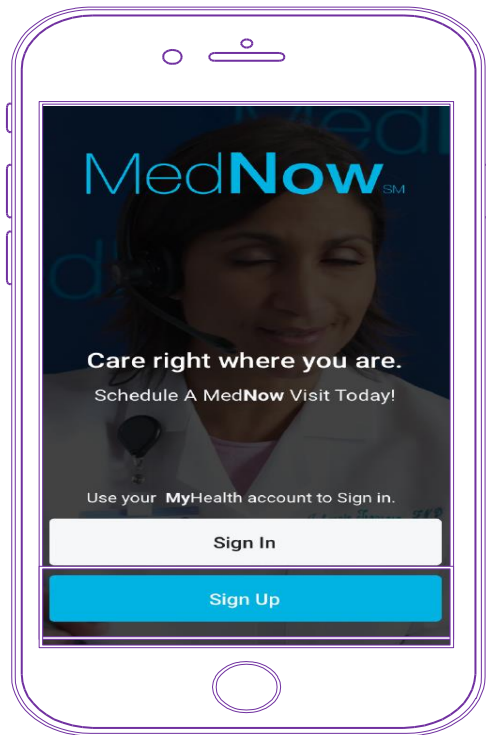
Google's Ecosystem



Our Ecosystem



What is the experience?



Medical Assistant Support



EMR Integration



24/7/365 Video Capability



Appointment Time Selection



Part of Integrated Health System



Enhanced Patient Experience

Open up Access

Expand primary care service reach by offering convenient, on-demand care

Keep Care Local

Make treatment available regardless of physical location or timing constraints

Reduce Cost

Focus on early treatment of low-acuity, primary care conditions

Direct to Consumer & the Flu

Encounters

DTC January encounter total = 2,770

DTC January encounter total 2017 = 1,048

YOY Growth % = 264%

App Downloads January = 5,104

Highest Encounter Single Day = 127 (1/24/18)

DTC February encounter total = 2,151

DTC February encounter total 2017 = 1,244

YOY Growth % = 73%

App Downloads January = 3,984

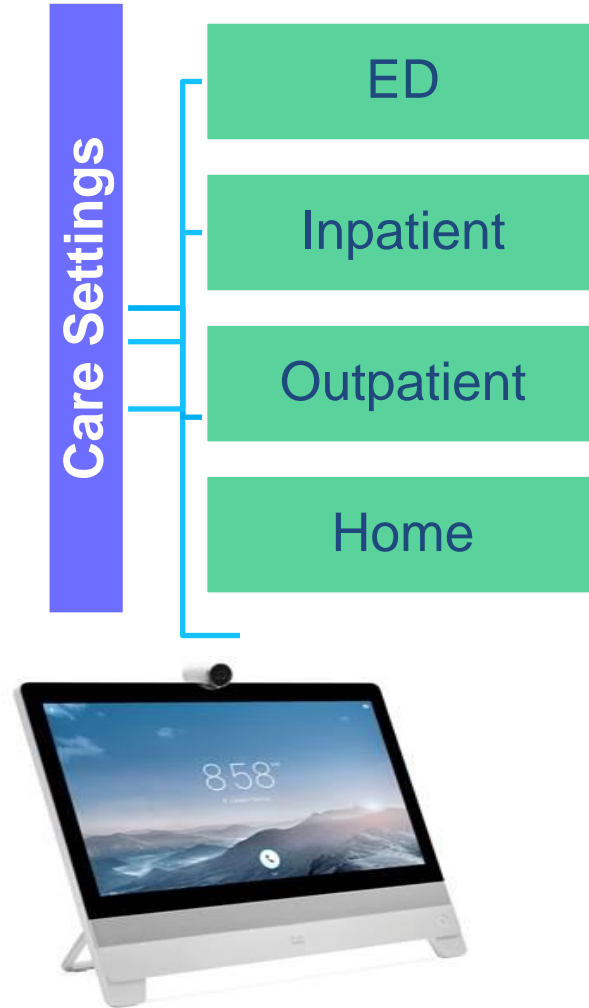


MedNow Fun Facts

We saw more DTC patients in a 40 hour period than we did in all of January of 2016 (DTC January total 2016 = 198).

Specialty MedNow

- 90+ Use Cases
- 34 Specialties



Specialty Use Cases

Advanced Care Planning (HF Patients)

Atrial Fibrillation

Bariatrics

Cardiology- Inpatient

Cardiology- Outpatient

Critical Care Consults

Endocrinology Consults

Family Rounding in the PICU

Financial Counseling

General Neurology Consults

GI Inpatient

GI Outpatient

Heart Failure Follow-ups

Home Based Primary Care

Hospitalist Coverage

Infectious Disease

Intensive Feeding

Kelsey Registrations

Lactation Consults

Medication Reconciliation

Mel Trotter Ministries Visits

Nephrology Consults

Neurology Consults

Neurology Home Follow-Ups

Neurosurgery Consults

Neurosurgery Follow-Ups

NICU Family Connection

NICU Mom Visits

OB Intake

Oncology ABMT

Oncology Benign Hematology

Oncology Lung Mass

Oncology Psychiatry

Orthopedic Follow-Ups

Orthopedic Rehab

Pediatric Rounding

Pediatric Sibling Visits

PICU

Plastic Surgery Follow-Ups

Plastic Surgery Meet and Greets

Pre-Op Assessment

Preventative Cardiology

Psychiatry- Inpatient

Psychiatry- Outpatient

Pulmonology Consults

Rheumatology Consults

Sleep

Surgical Oncology

Urology Consults

Vascular On-Demand

Vascular Post-Ops at Blodgett's IRC

Vascular Surgery

Wound- Inpatient


Wound- Outpatient

Chronic Care Video Visits

Integrate into Primary Care practices'
daily care delivery model

Strategic Value:

- Care Quality
 - Cost Avoidance
 - Provider Efficiency
 - Patient Adherence

 - Lowers cost of care
 - Insurance covers
 - Increase access for patients
 - Increase room utilization and decrease waiting room traffic
 - Improvement to chronic disease care
- 
- Innovation in care through technology
 - Provider recruitment incentive
 - Reduce physician burnout

*Documentation and Links

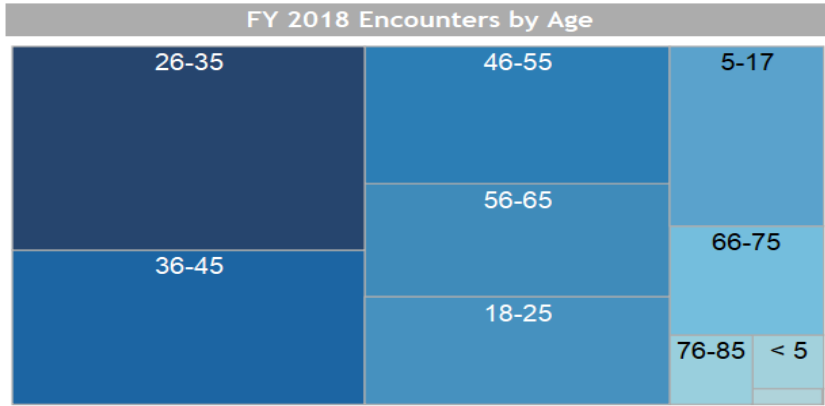
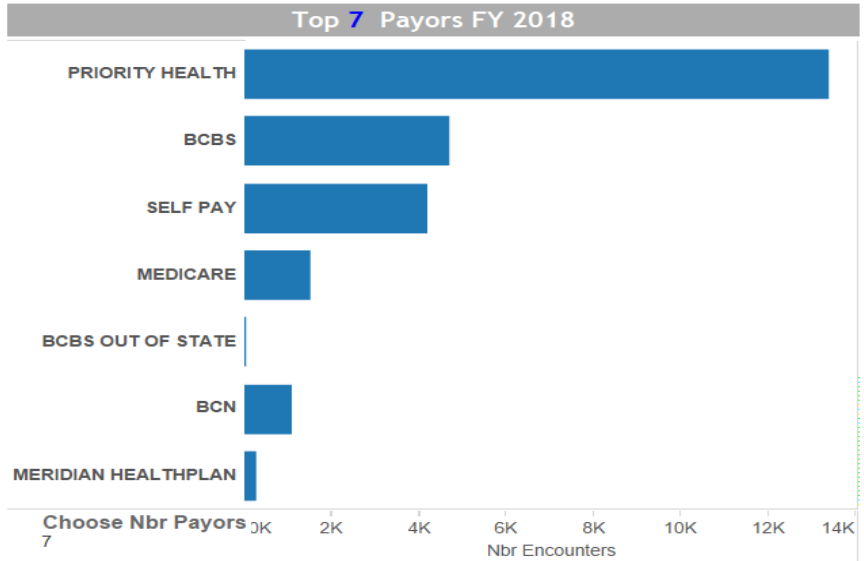
Spectrum Health MedNow



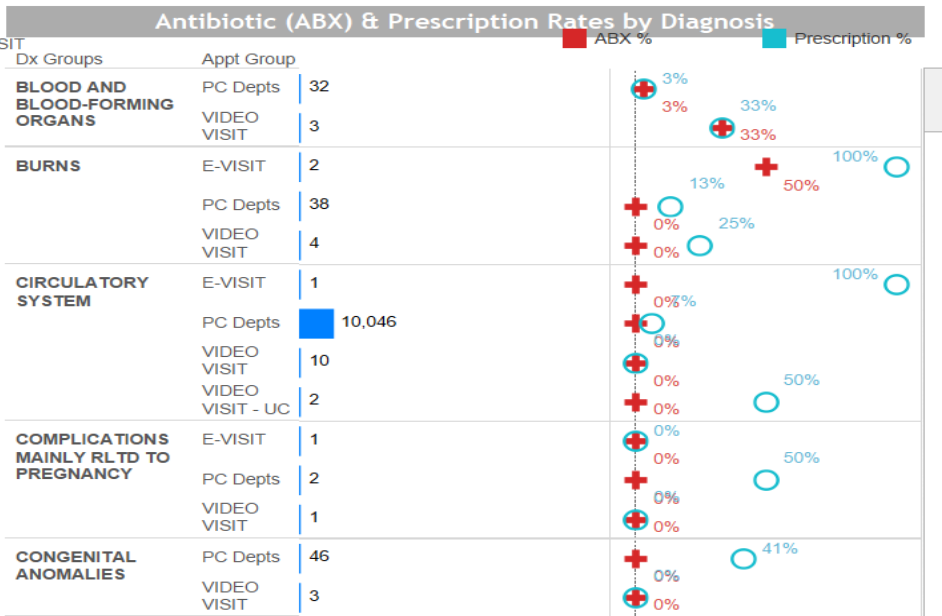
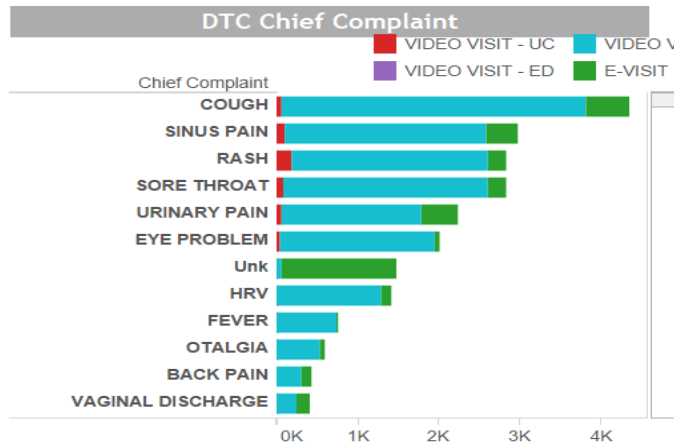
Encounter & Value Add Uses	FY 2018 Total				FY Goal	% of FY Goal	% PH
	DTC	Specialty	Value Add	Total			Program to Date
	18,607	7,909	3,524	30,040	29,989	100.17%	54%

Patient Experience	LTR %	Patient Stories	FY 2018 Patient Miles Saved			FY 2018 New PC Patients	Provider Experience	FY 2017 Q2 LTR
	Program to Date		DTC	Specialty	Total			
	87.0%		271,711	275,242	546,953	6,129	89%	

Cost Savings for Payors	FY 2018 Total	
	Priority Health	\$1,148,796.62
	Other	\$608,904.67
Grand Total	\$1,757,701.29	



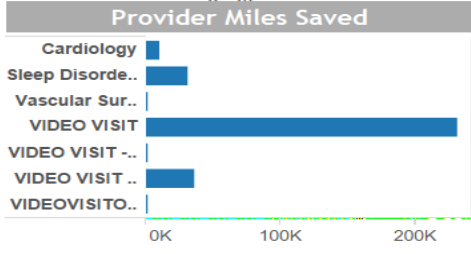
MedNow Provider Experience (Program to Date)



Provider Experience Survey Results

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	NA
Experience thus far has been excellent	39%	43%	14%	2%	2%	0%
Felt informed regarding outcome	26%	36%	24%	13%	0%	1%
Felt prepared for MedNow Encounter	37%	28%	3%	7%	0%	25%
Likelihood to recommend (LTR)	44%	46%	7%	1%	0%	2%
Medical care offered meets expectations	38%	52%	5%	3%	1%	1%

Compares Prescription Diagnoses from DTC Visits to corresponding Diagnoses from Visits at 8 Primary Care Practices: FM Allendale, FM Kentwood, FM Rockford, FM Sparta, FM/IM BICC, IM/PEDS Grandville, IM/PEDS Rockford & EPC West



Compare MedNow Antibiotic (ABX) & Prescription Rate to National Benchmarks

	VIDEO VISIT	E-VISIT	VIDEO VISIT	VIDEO VISIT	National Benchmark
Appts	#####	4,659	0	0	
Prescription %	68%	55%	#####	73%	73%
ABX %	40%	37%	0%	44%	49%
Prescriptions Written	#####	3,201	2	860	
ABX Prescriptions Written	9,129	1,727		369	

MedNow Patient Experience

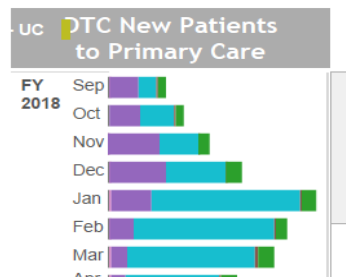
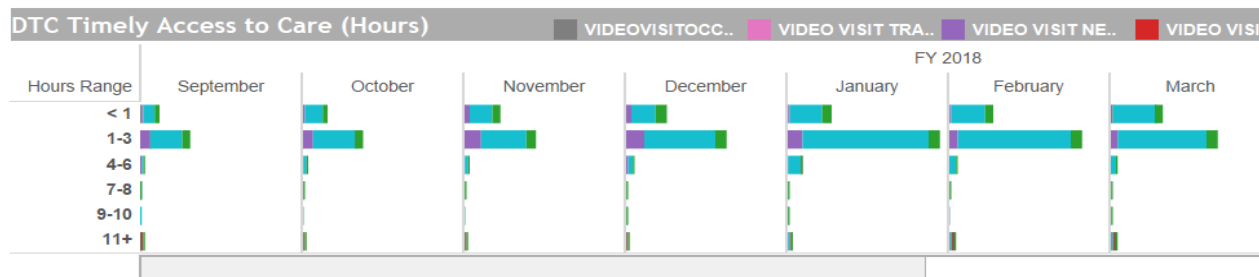
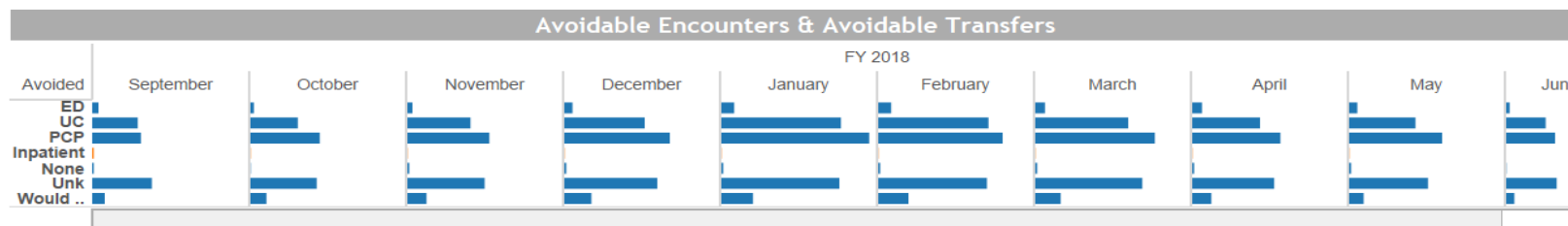
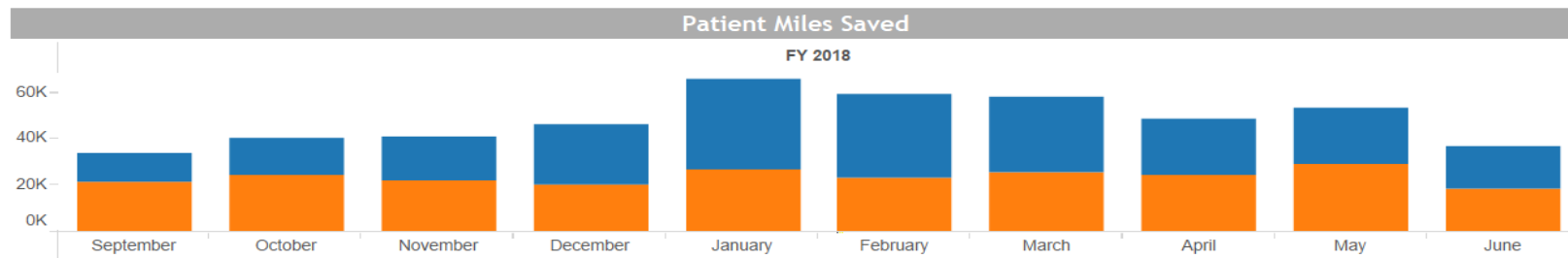
Service Date
9/1/2017 to 6/30/2018

Pillar
DTC

Specialty



Click an item to filter all charts/tables on view. Ctrl+Click to choose multiple items.



What is the cost savings?

- Priority Health claims data gives a **real-time cost average** for each alternative care setting
- Every MedNow patient is asked about **care site selection** if the service had not been available

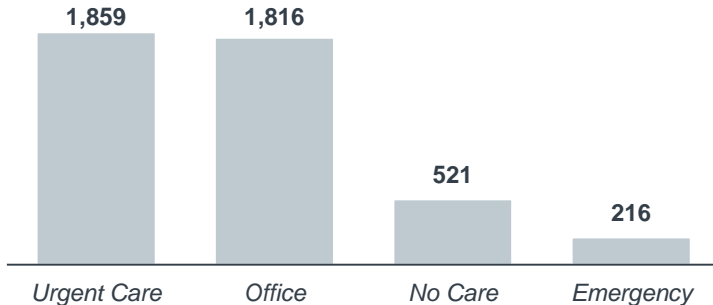


<u>Place of Service</u>	<u>Avg. Allowed Amt</u>
Urgent Care	\$150
Emergency Room	\$917
Office Type	\$111
MedNow	\$42



Where would you have sought care?

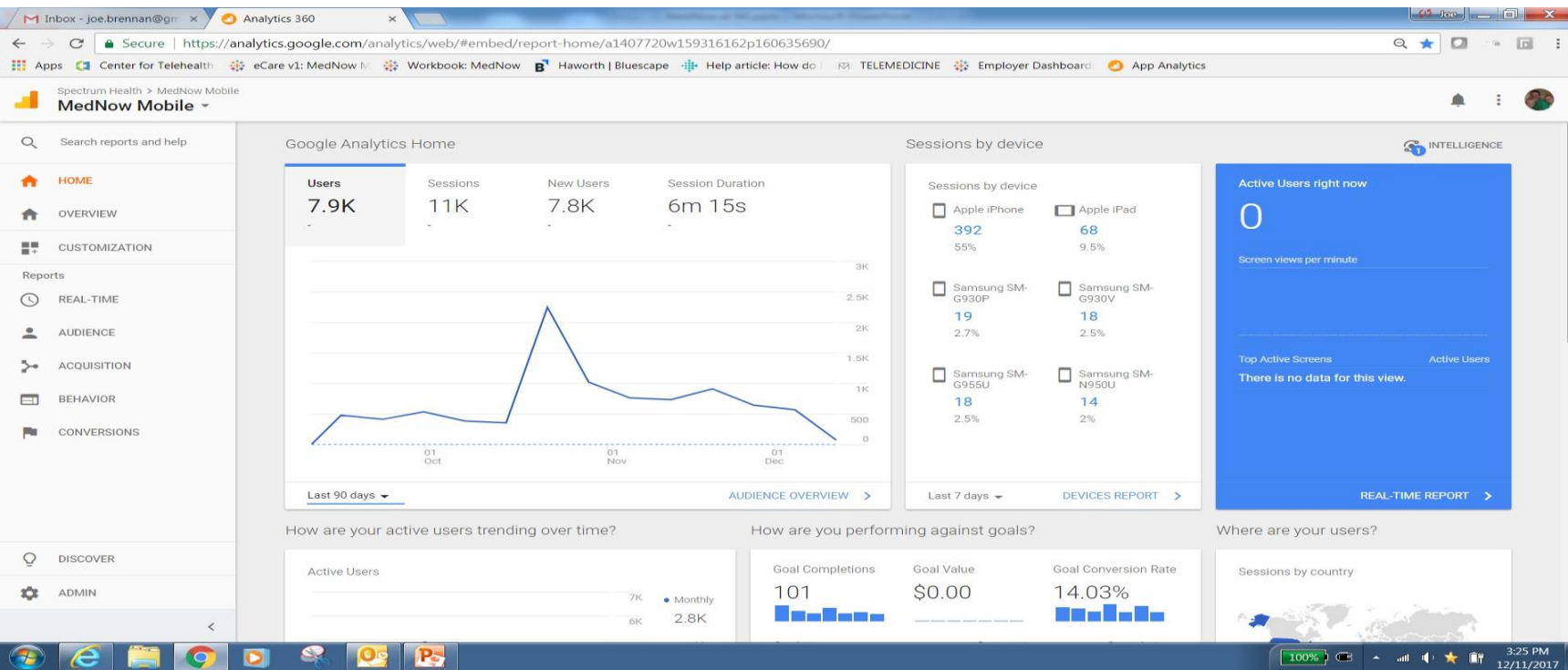
n=4,412



\$123.17

Average **cost savings** per
MedNow encounter to Priority
Health in FY17

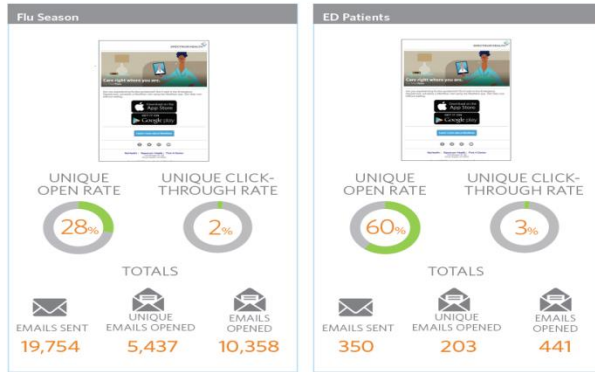
App Analytics



Digital Marketing Success

- 20,000 MedNow app downloads in 7 months
- Consistently exceeding industry average success rates in email, social media, and YouTube

Email Metrics



INDUSTRY AVERAGE:
22% OPEN RATE

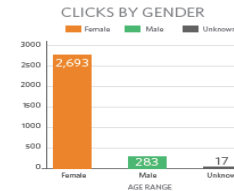
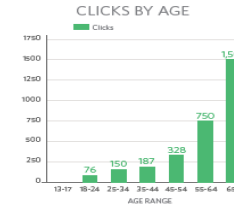
Social Ads

FB/Instagram Social Media Ad Posts						
Ad	Link	Reach	Clicks	Cost Per Click	Spent	
TARGET AUDIENCE: General						
	→	87,082	2,993	\$0.83	\$2,495	
Jan 13 - Feb 9						
TARGET AUDIENCE: General (Male & Female)						
	→	124,372	633	\$1.26	\$1,571.48	MALE
				522		\$1.48
Feb 5 - Feb 10						
TARGET AUDIENCE: General						
		49,990	251	\$1.52	\$381.52	
		62,884	267	\$1.47	\$391.53	
	→	52,679	262	\$1.49	\$389.64	
		46,332	259	\$1.56	\$402.71	
		132,634	1,384	\$1.45	\$2,000	
	→	130,111	1,413	\$1.42	\$2,000	
Mar 1 - Mar 31						
		REACH	TOTALS			CLICKS
		686,084				7,984

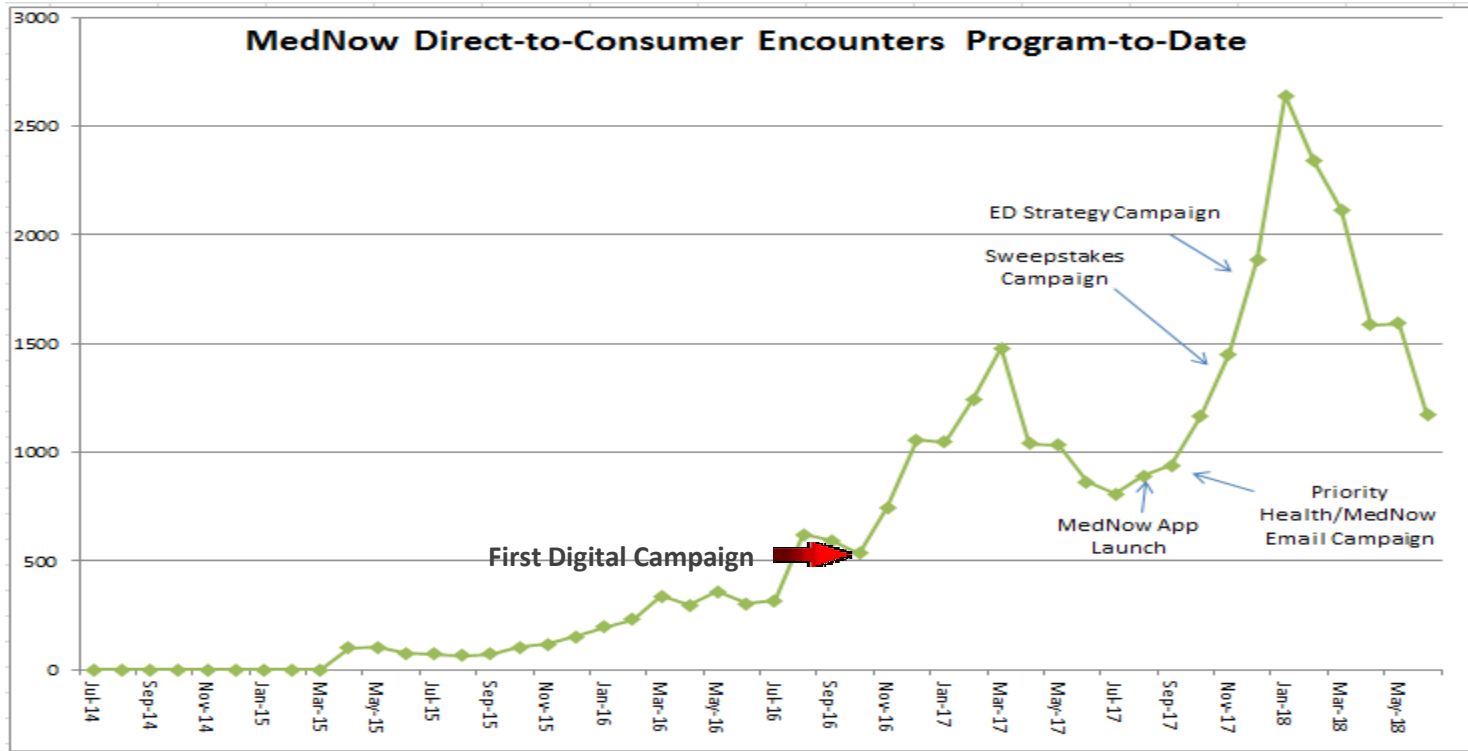
Tactical Conversions

Tactics	Clicks	Conversions
Paid Search	1,818	350
Health Beat	1,641	220
Email	370	130
Paid Social	1,865	103
TOTALS	5,694	803

Top Ad Demographics

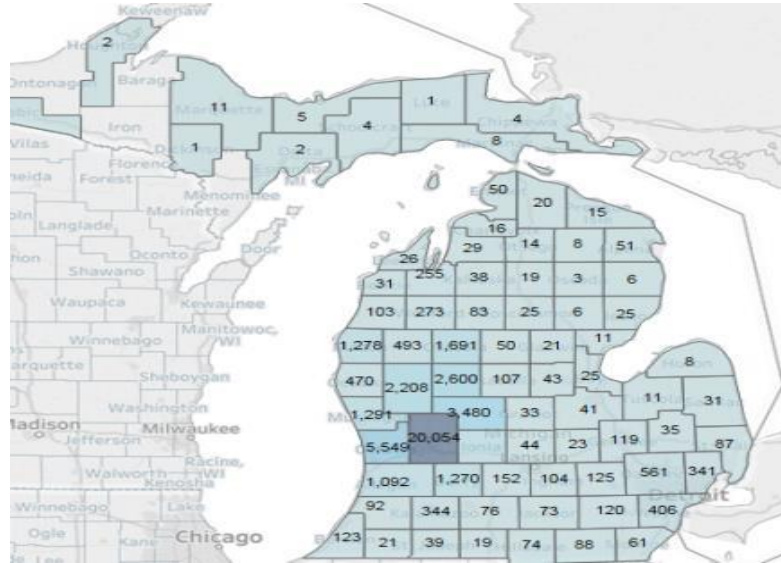


Digital Marketing



Marketing ROI

\$1 in MedNow DTC Marketing equates to \$4.85 in return on our investment.



- County with focused marketing = **1.19% utilization rate**
- Other counties = **.12% utilization rate**

Algorithm developed to calculate how marketing dollars translate to encounter growth by population and utilization.

Program to Date Results

- Total PTD Encounters: **68,082**
- PTD DTC: **41,603**
- PTD Specialty: **26,479**
- PTD Avoided IP Transfers: **324**
- PTD Avoided UC/ED Visits: **15,928**
- PTD New patients to PC: **13,376**
- PTD Cost Savings for Payers: **\$5,849,426**
- PTD Miles Saved: **1,261,185**

Impact



Improved Access to care



Decreasing Cost of Care

- Decreased ED/UC utilization
- Avoidable transfers



Provider and Patient Satisfaction

Resources

- United States smart phone use data provided by Pew Research Center - <http://www.pewinternet.org/fact-sheet/mobile/>
- All encounter data is pulled from the Spectrum Health instance of EPIC electronic medical record.
- If you have any questions please feel free to email me at joseph.brennan@spectrumhealth.org