

AT&T, WellDoc and HCSC

Improving Healthcare Outcomes and
Reducing Costs with mHealth Solutions

AT&T is Transforming Healthcare with Mobile and Cloud Solutions

- Connecting Health Care Delivery with Best in Class Networking Solutions
- Driving Mobility and Cloud Solutions to enable Integration, Productivity and Lower Costs
- Delivering Efficient Ways to Exchange Critical Health Information Across the Care Continuum in a Highly Secure Manner



We believe the use of technology and smart networks can create a healthier world.

AT&T ForHealthSM Solution Areas

mHealth



Harnessing the power of innovative mobile technologies and carrier neutral solutions

Cloud-Based Solutions



Enabling access to medical data and information anywhere, anytime

Healthcare Community Online



Connecting the industry with a leading cloud-based Health Information Exchange

Telehealth



Extending the reach of health care providers with remote access solutions

AT&T mHealth

Using mobility to help drive down medical costs and improve patient outcomes

1 Mobile Patient Care

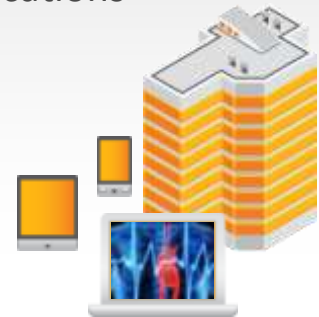
- Disease Management
- Medication Adherence
- Remote Care
- Wellness
- Tools for Clinical Trials



Improved outcomes ...

2 Enterprise Mobilization

- Healthcare Communications
- Managed Devices
- Managed Security
- mHealth Platform



... and efficiencies

AT&T Assets and Scalability

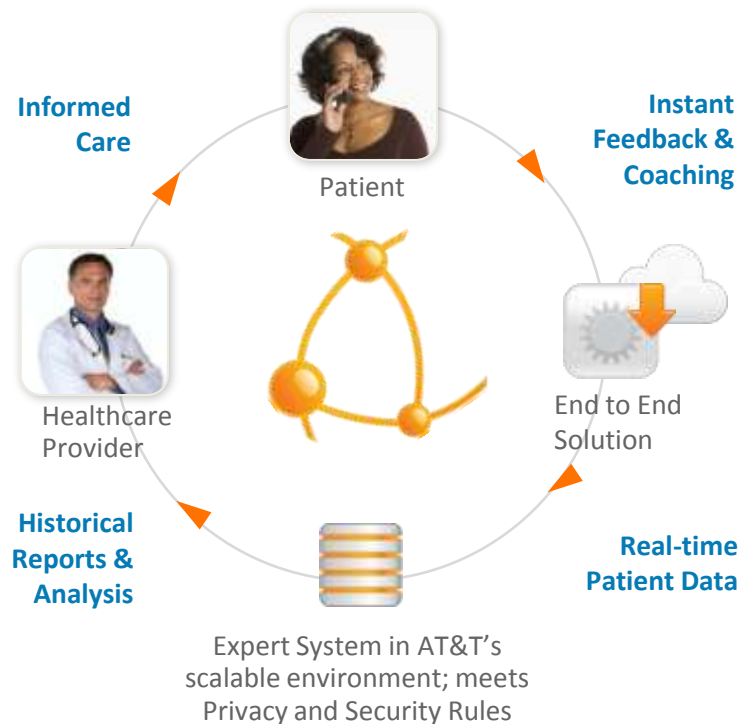
Security, Hosting, Connectivity, Connected Devices,
Application Management, Provisioning, Billing, Care, Kitting, Deployment

AT&T mHealth Solutions Presents DiabetesManager®

Improving patient outcomes and reducing medical costs

"We tell our patients, 'Now, you can take your healthcare with you.' This solution is helping us engage and interact with our patients in ways we couldn't before."

- Denise Harper-Saxon, case management nurse, HCSC



Strategic Intent:

Uses AT&T assets and expertise in mobile and cloud technologies with clinical applications (WellDoc) to deliver innovative mHealth solutions to Healthcare

Solution Benefits:

- FDA cleared
- Clinical impact (reduced A1C)
- Improved patient engagement
- Enterprise grade/ Scalable solution
- Complies with HIPAA Privacy and Security Rules

Target Customer:

- Healthplans and Disease Management Organizations

Bringing the Solution to Market



- FDA 510K Cleared
- Clinical Efficacy
- Published Outcomes



- Mobile Expertise Across Platforms and Devices
- Experience in Application Hosting
- Scalable Infrastructure
- End-to End Provisioning, Billing and Care



The country's largest customer-owned health insurer piloting the solution with employees to help them manage their diabetes and connect to care providers

Mobile Health: The Opportunity

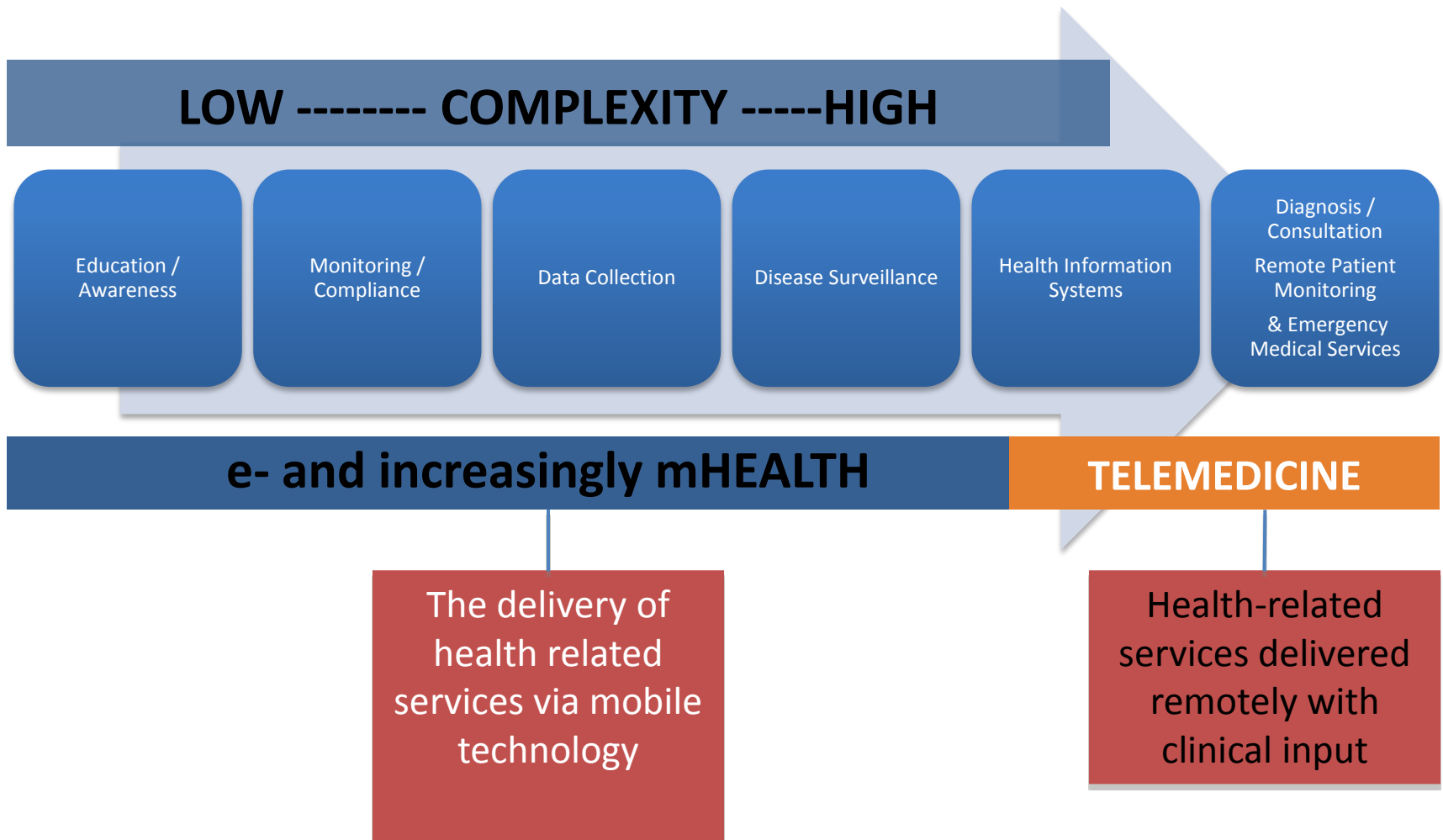
Malinda Peeples RN, MS, CDE



Mobile health or mHealth

- Is a term used for the practice of *medical and public health*, supported by mobile communication devices..... *Wikipedia*
- Is NOT e-health
- Is NOT telemedicine
- Is patient-centered and device agnostic

Range of mHealth Programs



Leveraging connectivity and technology to deliver person-centric care



Everywhere

Small, teachable moments and actions

At the right time

At a much greater frequency

In the right place

In the context of a person's daily life

In the right way

Tailored to individual needs

and

Adaptable and dynamic to meet a person's ever changing needs

Status of mHealth Evaluation

- Evidence exists that **it works**
- Now looking to understand **how it works**
- Need for **health outcomes** not just process outcomes
- Need **new methods** of evaluation
- Traditional methods of evaluation are not well aligned to the pace of **technology development** in mHealth

Evidence is evolving

disease.management
smoking.cessation
weight.loss
adherence



Patient

Patient Coach

- Care Plan Support
- Real-time Coaching
- Out-of-bounds Alerts
- Metabolic Target Ranges
- Caregiver Alerts and Support
- Testing & Medication Adherence



Secure Cloud-Based Analytics

Expert System

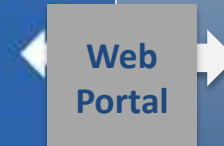
- Evidence-based
- Event/Alert Tracking
- Predictive Modeling
- Longitudinal Tracking



Case Manager

Case Manager Enterprise Tools

- Patient Stratification
- Population Management
- Mult-Disease Management
- Reporting Tools



mHealth Evaluation Journey

- Pilot evaluation
- Randomized clinical trial
- Demonstration project or controlled introduction

Clinically Driven Solutions



2008 Diabetes Technology & Therapeutics

- 2.03-point drop in HbA1c (p < 0.003)
- Physicians with WellDoc's action plans 5X more likely to titrate/add drugs

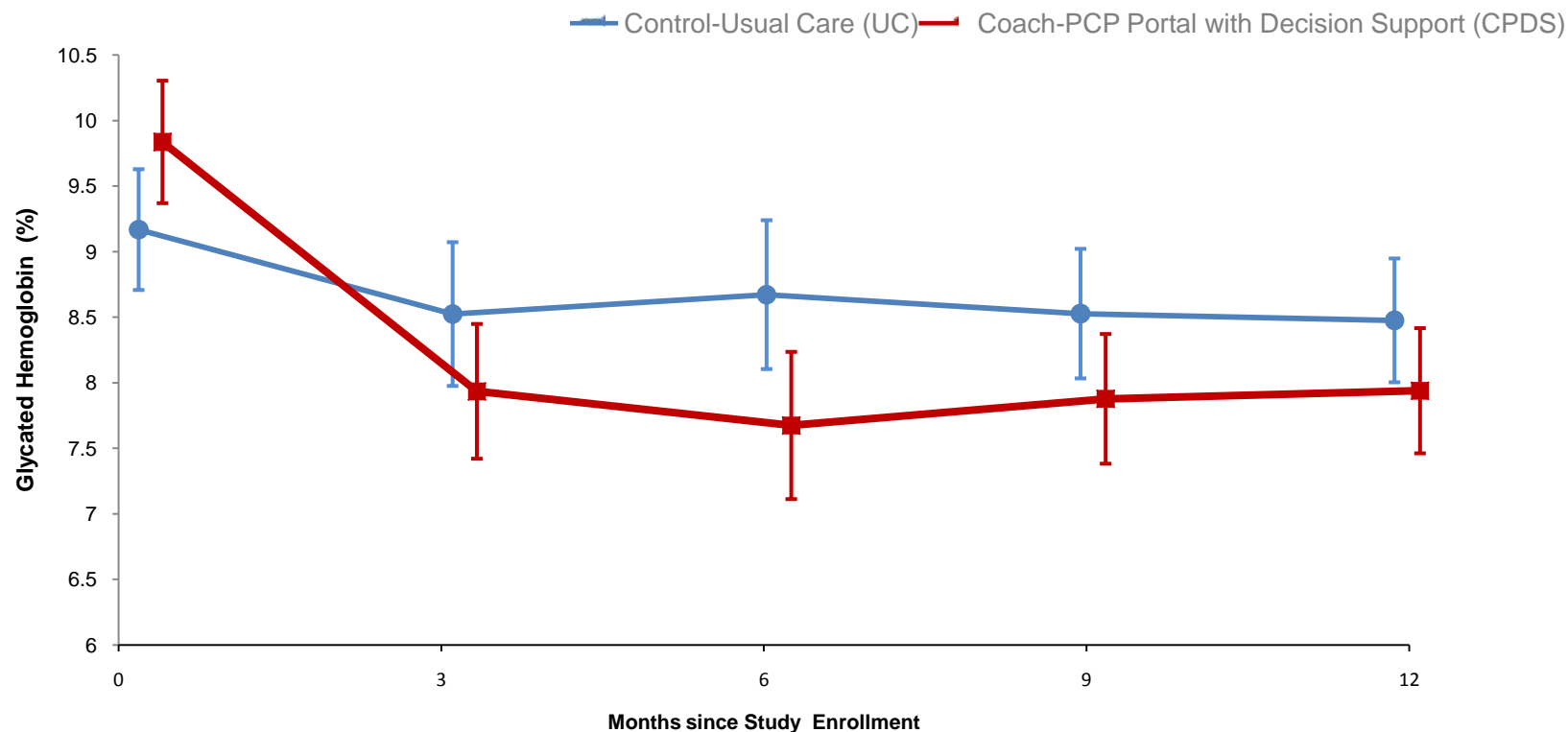


2011 Diabetes Care

The mean decline in A1C was 1.9% in the intervention group and 0.7% in the usual care group, a difference of 1.2% (P<.001).

A clinically significant change in A1C was seen whether patients began the trial with a high or low A1C (e.g., above or below baseline of 9%).

Primary Outcome: Estimated Mean A1c over 12 months



^aSub-Figures are Scaled Differently to Best Display Differences Between Treatment Groups Within Each Stratum

^bGraphing Estimated Means From Mixed Effects model, Error bars represent 95% Confidence Interval

Quinn, C.C., Shardell, M, Terrin, M., Barr, E., Ballew, S., Gruber-Baldini, A.L., A Cluster Randomized Trial of a Mobile Phone Personalized Behavioral Intervention for Blood Glucose Control, on-line publication July 2011 Diabetes Care.

mHealth Disease Management

- Advantages
- Challenges
- Implementation models

mHealth Disease Management

- Telecommunications infrastructure (ATT)
- Mobile application with coaching, clinical rules & educational content (WellDoc)
- Disease Management partner (HCSC)

Implementation Model: Controlled Introduction

- Email Invitation sent to eligible members
- Member registers via web portal
- Application is activated on the phone
- Member starts entering data: blood glucose, carbs, diabetes medications
- Member receives feedback
- Data analysis supports trend identification and system messaging
- Condition Manager views data and communicates with member via Message Center (asynchronous communication)

Implementation Model: Controlled Introduction

- Customer Care
 - Tier 1
 - Tier 2
 - Tier 3



WellDoc[®]

Engaging Patients,
Enhancing Outcomes™

Thank You

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THE
FORUM11

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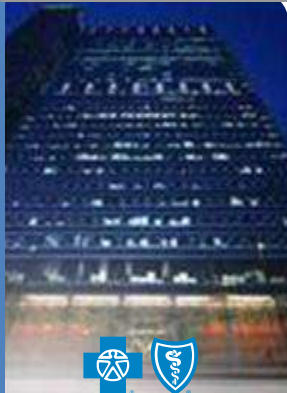
AT&T mHealth Pilot Overview

Raelynn Schafer RN, MBA

Director of Health Education & Condition Management

The HCSC Family of Companies

Health





BlueCross BlueShield
of Illinois




BlueCross BlueShield
of New Mexico




BlueCross BlueShield
of Oklahoma




BlueCross BlueShield
of Texas

Life and Dental



Other Subsidiaries and Joint Ventures



Who We Are:

Health Care Service Corporation (HCSC)

Largest Member-Owned Insurer

- Focused solely on customer and member needs

Market Share Leader

- Serving over **13 million members**
(99 million Blue members nationwide)

Community Involvement

Significant provider of local employment and community benefits

An independent licensee of the Blue Cross and Blue Shield Association

- Operating Blue Cross and Blue Shield Plans in:
 - Illinois, New Mexico, Oklahoma Texas

Programs Across the Continuum

Blue Care Connection® Program Portfolio

Catastrophic Illness & End of Life
High-Risk OB & Neonatal Intensive Care
Sickle Cell, Hemophilia, Cystic Fibrosis
End Stage Renal Disease
Traumatic Brain or Spinal
Cord Injury
... and more

Asthma
Coronary Artery Disease
Congestive Heart Failure
Chronic Obstructive
Pulmonary Disease
Diabetes
Special Beginnings®
Maternity Management
Low Back Pain
Metabolic Syndrome*
... Co-morbidities



Wellness / Preventive Care Initiatives
BlueResourceSM Communications
BlueExtrasSM Discounts
Blue PointsSM Rewards
Worksite Wellness*
Fitness Program*

Health Risk Assessment
Personal Health Manager
Lifestyle Management
Programs
24/7 Nurseline
AudioHealth® Library

Focused Medical Management
Episodic Case Management
Utilization Review
Pre-admission / Post-
discharge Counseling

Condition Management Priorities



- Identification and stratification based on integrated predictive modeling engine
- Low-acuity receive outbound assessments, behavior change support, outbound educational condition-specific materials, self-direction via web-based tools
- Medium-acuity receive quarterly outbound telephonic interventions, behavior change support
- High-acuity review monthly outbound telephonic interventions, behavior change support

Targeted core conditions:

- Asthma
- Congestive Heart Failure (CHF)
- Coronary Artery Disease (CAD)
- Chronic Pulmonary Obstructive Disease (COPD)
- Diabetes

Project Description

AT&T mHealth Selection Process

- HCSC selected 200 Employees across:
 - BCBSIL
 - BCBSTX
- All participants are Type 2 diabetics categorized by acuity level – catastrophic, high, medium, low

Project Team and Training

Project Team:

- HCSC Internal Stakeholders
- HCSC Premier Technology Solution Provider
- HCSC HbA1c Self-Test Kits, Lab Results
- Technology Solution Training

Progress to Date: Lessons Learned

- Engagement approach
- Patient engagement uptake: Human-to-Human interaction with Technology Solution adoption

Interim Data View: Summary Reporting Capability

Data Metrics Reporting Categories

- Operational
- Behavioral
- Clinical
- Technology

<u>Metrics Summary</u>	
Category	10-Aug
HCSC employees target population	218
HCSC employee available to participate (removed declined/ineligible)	193
HCSC employees completed registration	140
A1c kits requested	139
A1c kits returned	99

Traditional DM Model vs. mHealth Beta Model

- Telephonic Outreach Approach
- Mobile Technology Utilization



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of Illinois**

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Next Steps

Rethink Possible

