



CASE STUDY

Driving Down Readmissions for Patients with High-Risk



The Results

57%

reduction to
hospitalization rates
in enrolled cohort

91%

average daily
medication
adherence

8%

30 day
readmission rate
in Wellth cohort

89

Net
Promoter
Score

Avoiding Costly CMS Penalties

AdventHealth DeLand is an acute care hospital in Florida experiencing an average of 8,000 discharges annually. After facing a Medicare Hospital Readmission Reduction Program (HRRP), AdventHealth leadership partnered with Wellth with the goal of reducing those readmissions.

Launched by the Centers for Medicare and Medicaid Services, the HRRP seeks to improve the quality of healthcare. Hospitals can lose up to 3% of Medicare payments annually due to the penalty, and AdventHealth DeLand had over \$180,000 in penalties with a high 19% 30-day readmission rate. The AdventHealth network had an aggregate annual HRRP penalty of over \$8 million.



“ The goals of our partnership with Wellth are fewer readmissions and much healthier patient.

Joey Pineda, Case Manager
AdventHealth DeLand

Incentivizing Through Principles of Behavioral Economics

Since numerous studies have found statistically significant correlation between low post discharge medication adherence and 30-day readmission rates for many of the conditions measured by CMS HRRP, leaders at AdventHealth DeLand decided to pilot a program to address patient medication adherence.

Leveraging principles of behavioral economics to incentivize their patient populations with higher risk for readmissions, AdventHealth DeLand partnered with Wellth to increase medication adherence.

Program Summary

Start Date: February 2019

Location: DeLand, Florida

Disease State: Acute myocardial infarction, pneumonia, chronic obstructive pulmonary disease, congestive heart failure

Insurance Coverage: Medicare

Who

Patients who joined the program had either CHF, COPD, or both. Trenton Health Team would recommend these patients to Wellth's Member Specialist team, who would then reach out to help the patient enroll in the program. Specialists who spoke Spanish were also made available for patients whose primary language was Spanish.

What

Using our patient-facing mobile app experience, patients were given notices to take medication each day. Through the app, patients knew they had \$50 already available to be paid to them each month—and that they would lose \$2 each day they didn't prove they followed their medication and treatment plans.

How

Patients use the camera on their smartphone to take an image of a medication in their hand. Wellth's platform then utilizes AI and image recognition to confirm the amounts and types of medication taken. Once the patient submits the photo, their work is done. The daily session completes with a confirmation that they don't lose their \$2 for that day (and some congratulations on a job well done!).

"Awesome app and program. Wellth really helped me keep track of my meds and my care plan team was right there if I ever needed them!"

*Wellth Member
AdventHeathDeLand Program*



Better Results for Better Health

When AdventHealth DeLand began the program, 30-day readmission rates were at 19% for these high-risk populations. Within 30 days of the program, readmission rates had dropped to 8%—a 57% reduction. In addition, these patients were showing a 91% rate of medication adherence.

Wellth's results with AdventHealth DeLand show that recognizing how people truly make decisions-and using that understanding to form new habits-leads to unprecedented adherence success rates.

Hospitals can lose up to 3% of their Medicare payments annually due to the CMS Hospital Readmission Reduction Program (HRRP) penalty; in Performance Year 2017, AdventHealth DeLand had an annual Medicare HRRP penalty of approximately \$183,000 and AdventHealth network had an aggregate annual HRRP penalty of over \$8 million. This reduction to readmission rates saved AdventHealth DeLand a substantial amount in penalties.



Impact of Medication Adherence on 30- Day Readmission Rate

Numerous studies have found statistically significant correlation between low post-discharge medication adherence and 30-day readmission rates for many of the conditions measured by the HRRP program.

Furthermore, 30% of readmissions occur within the first 7 days post-discharge, making it extremely important for adherence interventions to begin immediately after patients leave the hospital.

The Science Behind the Success

If we fail to grasp why someone isn't prioritizing their health, we can't change their unique set of circumstances.

We use the science of behavioral economics combined with an appreciation for human nature.

This enables us to uncover and address the unique obstacles that prevent people with chronic conditions from forming the habits necessary to create lasting behavior change.

BEHAVIORAL ECONOMICS PRINCIPLES



**LOSS
AVERSION**



**ENDOWMENT
EFFECT**



**PRESENT
BIAS**



**INTENT-BEHAVIOR
GAP**

Wellth is built on a foundation of empathy, using tools and techniques that meet people where they are to build healthy habits that last a lifetime. We leverage the behavioral economics principles of **Loss Aversion, Present Bias, the Endowment Effect and the Intent-behavior Gap**.

These principles allow us to respond to how people actually behave—rather than how we believe they should behave. It also allows us to personalize each incentive plan to each individual member.

It's science-based, simple to use, and proven successful.

About Wellth

Wellth is a health equity focused behavior change company that creates motivation and habit formation in populations with chronic conditions. Backed by the science of behavioral economics, Wellth rewards members with daily, flexible financial incentives for submitting scheduled check-ins that align with their care plans.

Wellth aims to create a world where the standard of care motivates patients to adopt habits that optimize their long-term health.

Contact Wellth



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