



## CASE STUDY

# Improving Medication Adherence for Patients with CHF/COPD



# The Results

92%

average medication  
adherence

60

net  
promoter  
score

74%

patients were  
80%+ adherent

## Incentivizing Through Principles of Behavioral Economics

Trenton Health Team turned to Wellth, whose app leveraging principles of behavioral economics could help reinforce positive med adherence for patients.

These patients would use the Wellth app to create and track the habit of taking daily medications and performing other important daily check-ins to help manage their chronic conditions at home.

### Program Summary

**Start Date:** July 2018

**Location:** Trenton, NJ

**Disease State:** CHF/COPD

**Insurance Coverage:** Medicaid

**Behavior Task:** Medication Adherence

## 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 \$30 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!).



“ I want a lot more people to enroll in the Wellth program. It's not about the rewards, it's about managing diabetes.”

-Wellth Member, Trenton Health Program

# Better results for better health

**On average the whole population realized a 92% daily medication adherence rate (well above rates without intervention).** Broken down by diagnosis, patients with only a COPD diagnosis averaged 94% adherence, patients with only a CHF diagnosis averaged 88% adherence, and patients with both COPD and CHF averaged 89% adherence.

**74% of patients on the incentivize program achieved over 80% medication adherence through the program.** According to the World Health Organization, only 50% of patients on average adhere to prescribed guidelines.

**Patients using the app gave it a Net Promoter Score (NPS) of 60.** As a frame of reference, NPS can range from -100 to 100, with above 0 being considered a good NPS, and scores above 50 being exemplary. The current national average NPS for healthcare organizations is 27.



Wellth's results with Trenton Health Team show that recognizing how people truly make decisions, and using that understanding to form new habits, leads to unprecedented adherence success rates—and happier patients, too!

# 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 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.

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**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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