



CASE STUDY

Unprecedented Adherence Successes for the Highest-Risk Patients



The Results

85%

average daily
adherence for
members

3.7lbs

average decrease
of weight

0.5

average
reduction to
average HbA1C

94

net promoter
score

Addressing a varied and impoverished patient population

Mount Sinai Peak Health is a full-risk outpatient clinic within one of New York's leading health system.

Serving a primarily Medicaid population, many of the patients at Mount Sinai face one or more chronic conditions such as type 2 diabetes, congestive heart failure, and COPD as well as behavioral health and substance use disorders.

Managing these conditions requires strict care plan adherence, which can be difficult to achieve without the right tools in place.

Empowering patients to consistently improve their care plan and medication adherence is integral in successfully managing these often-comorbid conditions.

Recognizing the role that patient experience played in ensuring greater adherence and better outcomes, Mount Sinai work to find a solution that not only increased adherence but patient satisfaction, too.

A behavioral approach to overall health

Wellth worked with Mount Sinai to include a segment of their patient population in a 70-day engagement.

Program Summary

Start Date: December 2017

Location: New York, NY

Disease State: Congestive Heart Failure, Cardiovascular Disease, Type 1 Diabetes, Type 2 Diabetes, COPD/Asthma, Behavioral Health, & Substance Use Disorder

Insurance Coverage: Medicaid

Behavior Task: Medication Adherence, Glucose Monitoring, Weight Check-ins



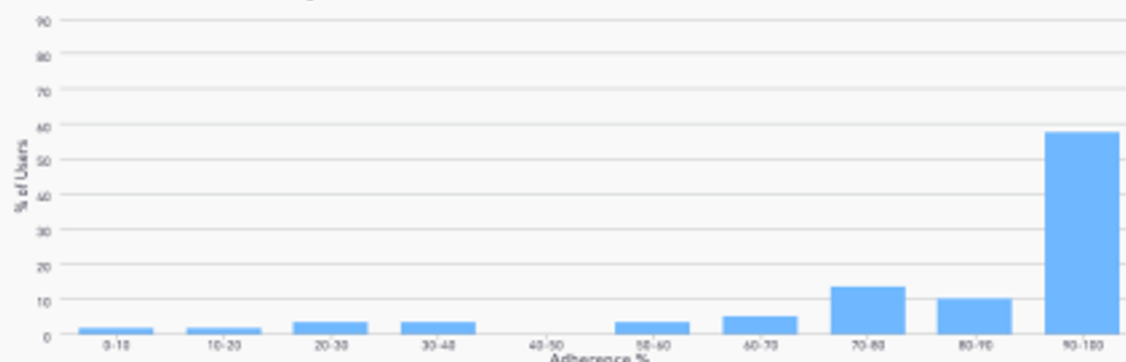
Who

Each patient who became a member of our program was considered to be the highest-risk nonadherent Medicaid patients. Patients enrolled in the program had one or more of the following conditions: Congestive Heart Failure, Cardiovascular Disease, Type 1 & 2 Diabetes, and COPD / Asthma.

In addition, approximately 50% of the enrolled population had behavioral health comorbidities. Becoming Wellth program members post-discharge, these patients were added to the Wellth platform and personally onboarded by Wellth specialists

Table 1: Population Breakdown of Wellth Participants

Adherence Distribution (In Date Range)



“ Wellth itself is amazing. I’m not as tired, I don’t feel run down, I can walk that little extra feet. This format can reach anybody, and if they have a bad heart condition like I have, this would help them a whole lot.

-Theodore, Wellth Member with CHF

What

Using our member-facing mobile app experience, members were given up to five notices a day to take medication or engage in other treatments. Through the app, members knew they had \$75 available to be paid to them throughout the 70-day program. But they would lose \$2 each day if they didn't prove they followed their medication and treatment plans.

How

Members merely use the camera on their smartphone to take an image of a medication in their hand, or the screen of a glucometer for type 2 diabetes patients. Wellth's platform utilizes AI and image recognition to confirm the amounts and types of medication taken and the data on the screens of medical devices.

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, plus some congratulations on a job well done. That's it.

"I absolutely love Wellth. If I could have almost every patient on Wellth, I would definitely recommend it. I think it really helped a lot of my patients adhere and a lot of my patients, even after when they finished their program, many of them continued on."

Nia Medder,
DHP at Mount Sinai Peak Health Clinic



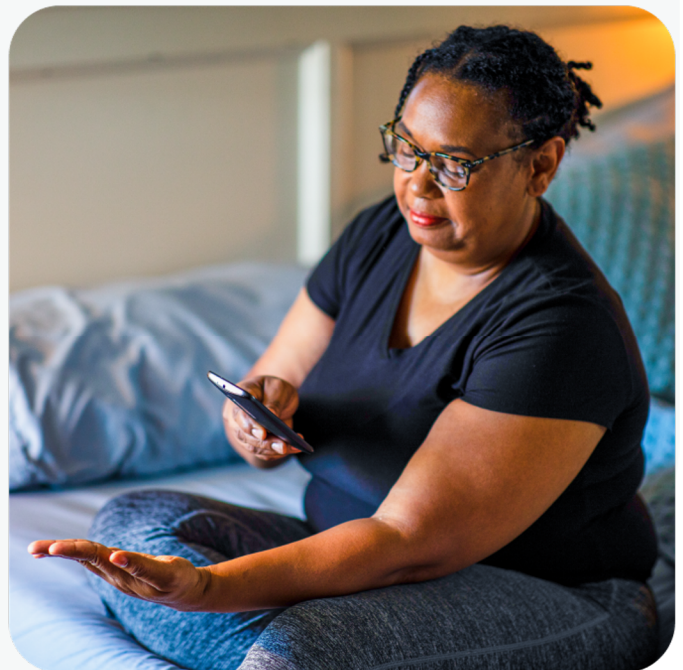
Better results for better health

The program demonstrated that high-need, high-cost patients with multiple chronic medical conditions and suboptimal adherence can be engaged in medication adherence and self-monitoring behaviors through use of a mobile-based intervention that incentivizes patients using behavioral economic principles.

At the end of the 70-day program the average adherence among the 59 program participants was 85.1%, with 69.5% of patients achieving an average adherence of 80%+.

In addition to the treatment adherence, participants lost an average of 3.7 lbs each during the 70- day program.

Patients with Diabetes experienced an average reduction in A1c of 0.47 points., from an average baseline of 9.6.



By improving medication adherence, Mount Sinai was able to not only impact physical results—like decreased weight and decreases in A1c—but to improve patient satisfaction. In a patient survey administered to program participants, 9.7 out of 10 patients said they would recommend Wellth.

Wellth's results with Mount Sinai Peak Health show that recognizing how people truly make decisions and form new habits leads to unprecedented adherence success rates. Since this pilot, Mount Sinai Peak Health has transitioned to a 12-month program with a varied incentive model to demonstrate sustainable, long-term behavior change.

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 people how they actually behave rather than how 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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