



## CASE STUDY

# Unprecedented Adherence Successes for the Highest Risk Members



# A Self-Reinforcing Struggle

Achieving strong medication and treatment adherence with members affected either by physical or behavioral health issues can be challenging. Wellth knows, through the science of behavioral economics, that even if people have the best intentions to follow their prescribed care plans, they may fall short when these factors compound.



Like care management programs, Coordinated Behavioral Care's Pathway Home™ Program encountered these very issues within their enrolled population. Members dealing with behavioral conditions such as schizophrenia and bipolar disorder also had

physical health comorbidities that only made their road to recovery harder. Their own support systems varied, and lack of treatment adherence continued to keep many members from seeing potential improvements.

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The Wellth team actually listens to me and cares about me. I'm more enthusiastic now, eating better, even exercising. I feel good and like I'm on track.

- Linda  
CBC member enrolled in Wellth

# A Behavioral Approach for Behavioral Health

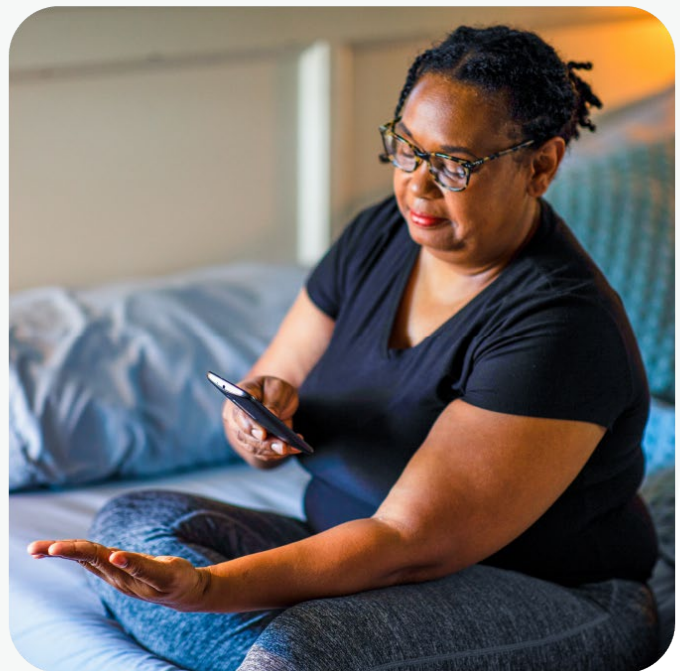
Wellth worked with Coordinated Behavioral Care to include a segment of their Pathway Home™ member population in a 90-day engagement.

## WHO

Each member eligible for Wellth had a recent long-term psychiatric-related hospitalization. Members enrolled in Wellth post-discharge were personally onboarded by Wellth specialists.

## WHAT

Using Wellth's mobile app experience, members were given reminders to take medication, check their glucose levels and eat healthy meals. Through the app, members knew they had \$30 available to be paid to them each month—and that they would lose \$2 each day they didn't submit their check-ins.



## HOW

Members simply use the camera on their smartphone to take an image of a medication in their hand or the screen of a glucometer, for example. Wellth's platform utilizes AI and image recognition to confirm the medication count and read the data on the screens of medical devices. Once the member submits the photo, their work is done. The daily session completes with a confirmation that they get to keep their \$2 for that day, plus some intrinsic motivators, like a video from their grandson congratulating them on a job well done.

# Better results for better health

**85%**

Average daily medication adherence

On average, the whole population realized an 85% daily medication adherence rate.

**100%**

Attended behavioral health appointment

Every participating member attended a follow-up outpatient behavioral health appointment.

**93%**

Attended physical health appointment

93% of members also attended a physical health appointment related to their comorbidities.

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Wellth's results with Coordinated Behavioral Care's Pathway Home™ Program show that recognizing how people truly make decisions—and leveraging that information to help form new habits—leads to increased participation in healthcare activities.

– Mark Graham, Vice President, Coordinated Behavioral Care

# 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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Having an incentive-based program produced positive outcomes and encourages members early on how to be accountable towards their treatment.

- Allen, Pathway Home™ Care Manager

# About CBC

Coordinated Behavioral Care (CBC) is a NYC community-based, provider-led, not for profit organization dedicated to improving the quality of care for Medicaid beneficiaries with serious mental illness, chronic health conditions and/or substance use disorders. CBC leverages community partnerships to coordinate integrated medical and behavioral health interventions that, coupled with a specialized emphasis on social determinants of health, promote a healthier New York.

# About Wellth

Wellth is a care plan adherence solution that uses mobile experiences, AI software and behavioral economics principles to help people form healthy habits. Leaders in this discipline have provided decades of research to demonstrate how to predict irrational behaviors. The founders of Wellth used these same principles to establish a new way of forming new habits for healthier living. And we chose to focus on those who are often left behind and struggle the most: people with chronic medical conditions, people challenged by income insecurity, and people with the most forces pulling them away from forming healthy habits

## CONTACT Wellth



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