



## **CASE STUDY**

Wellth decreases  
avoidable ED visits  
by 92% in high-risk  
diabetes population



# The Results

**92%**

Decrease to  
avoidable ED  
utilization

**86%**

Average daily  
adherence

**1.29**

Reduction to  
average HbA1c

**72%**

Reduced HbA1c  
with verifiable lab  
data

## The Question

Staten Island Performing Provider System (SIPPS) is a member of the New York State Medicaid Delivery System Reform Incentive Payment (DSRIP) Program.

Launched in 2014, NY DSRIP had a primary goal of reducing avoidable hospital utilization by 25 percent.

SIPPS and Wellth began working together in Summer 2018 to create a program specifically for the highest-risk portion of the Staten Island PPS diabetes population to implement evidence-based disease management practices and reduce the preventable ED visits and hospitalizations that result from diabetes complications.

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These results are a clear demonstration that Wellth creates a durable client benefit of improved clinical markers representing Quality, reduced avoidable utilization representing Cost, and patient behavior change representing Patient Engagement; the ingredients to VBP success.

-Joseph Conte, Executive Director of Staten Island PPS

# The Approach

Wellth leveraged an evidence-based concept known as Behavioral Economics to drive better adherence outcomes among high-risk diabetes patients.

Members were offered the opportunity to enroll into the Wellth program to earn \$75 for appropriately taking their diabetes medications and monitoring their blood sugar. Enrolled patients verified these behaviors by submitting a daily photo of their medication and glucometer reading for 70 days. However, if they missed a day, a \$2 deduction was made from their \$75 rewards balance.

## Program Summary

**Start Date:** June 2018

**Location:** Staten Island, NY

**Disease State:** Type 2 Diabetes

**Insurance Coverage:** Medicaid

**Behavior Task:** Medication adherence and blood sugar monitoring



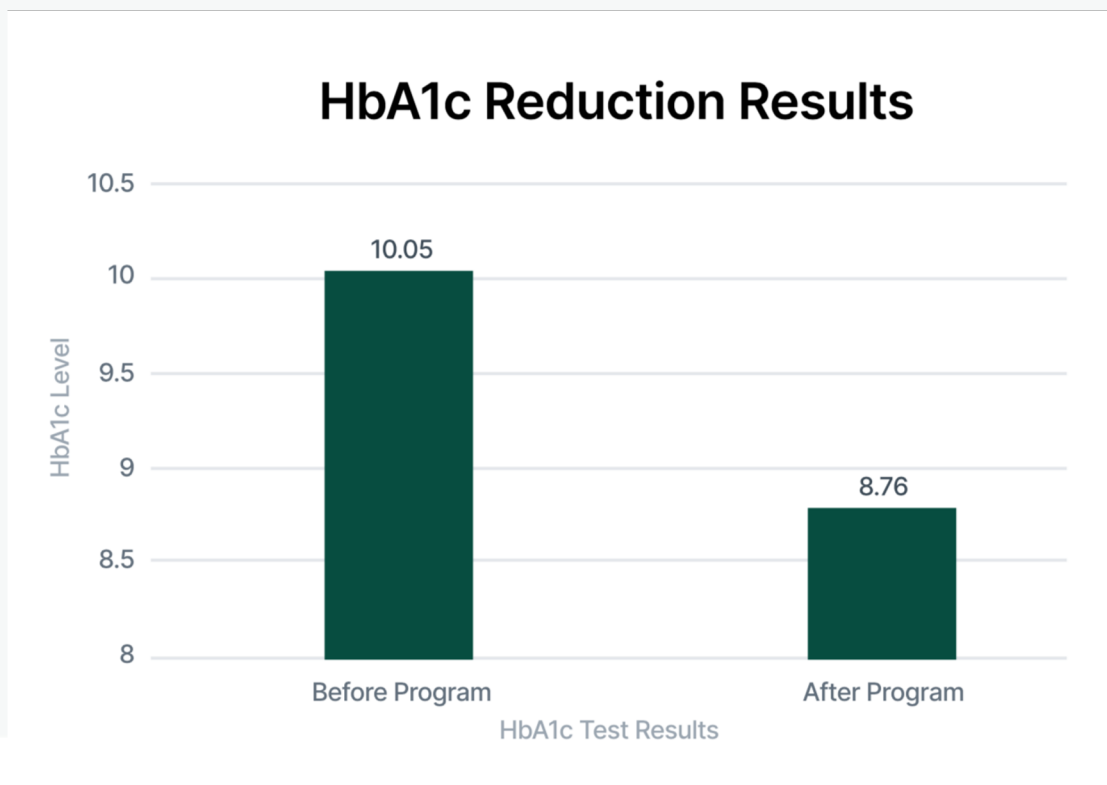
*“Before Wellth I would go days without my meds and years without treatment. Wellth helped me be honest with myself, adjust to the lifestyle I need, and stay on track.”*

*-Cynthia, Wellth Member Type 2 Diabetes*

# The Findings

The results of the initial program are far reaching.

The enrolled cohort of 86 patients had an average adherence rate of 86 percent throughout the 70-day program and reduced their average HbA1c by 1.29 points, from 10.05 down to 8.76. SIPPS has observed a 92 percent reduction in utilization of ED services in the enrolled cohort as well as a 77 percent reduction in preventable short term diabetes complications (Prevention Quality Indicator 1).



**Staten Island Performing Provider System  
is now one of the highest-ranked networks  
in the New York DSRIP program.**

# 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.

68 percent of Wellth members use these rewards to purchase food, meals, and groceries—and the remainder use rewards to cover household and transportation costs, addressing key social determinants of health.

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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