How to create scalable self-management

The 5 steps to enabling self-management

We are in the middle of a health crisis

Medical costs are rising.

↑**84%** of those rising costs go toward treating chronic disease.

↑**74%** Spending for prediabetes has increased by over 74% in 5 years.

Outcomes aren't improving.

One in four Americans have at least two chronic conditions.

If we don't change, 2030 is going to be rough.

The CDC predicts that one in three Americans will be diagnosed with diabetes by 2030.

120K We will face a shortage of an estimated 120,000 physicians.

Our health care model won't scale to meet demand

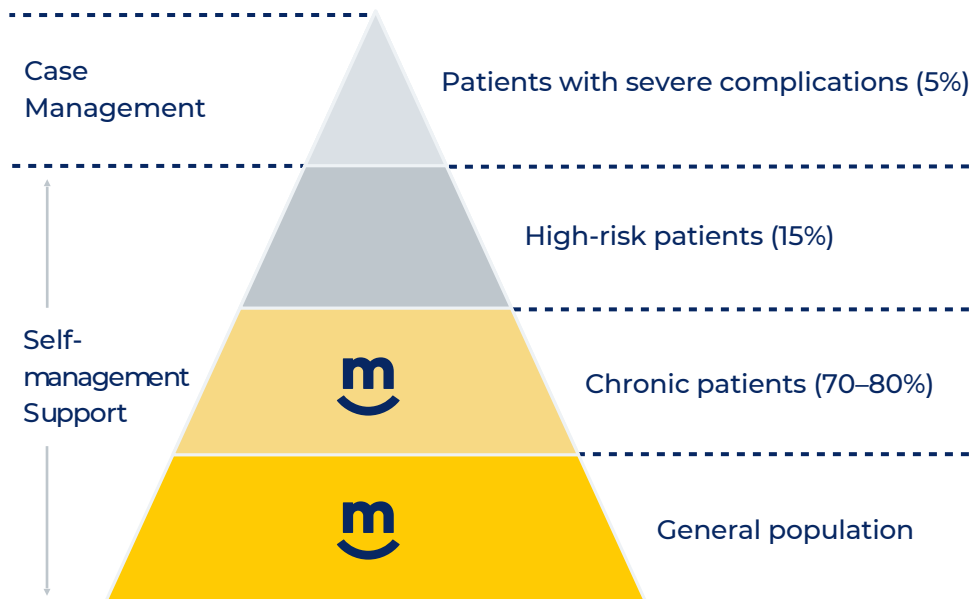**This hurts both patients and clinicians**

Patients will continue to get sicker. And clinicians will face increased pressure to improve patient outcomes when they lack the time and tools to do so.

2020 is the year to create #ScalableHealthcare

Here's how that will happen

① **Enable patients to self-manage their chronic conditions**

Case Management

Patients with severe complications (5%)

High-risk patients (15%)

Self-management Support

Chronic patients (70–80%)

General population

- The top 5% of chronic disease patients require costly interventions.
- The next 15% are high risk patients who need case management.
- The majority (70-80%) are non-acute and, with the right tools, can self-manage their health.
- The general population can also self-manage to avoid or halt pre-chronic disease

Treatment for chronic disease has typically been focused at the top of the pyramid where costs are the highest and risk is the greatest. Patients at the bottom of the pyramid are often left to progress to the top of the pyramid. Enabling them to self-manage will lower their risk for chronic disease progression and keep them out of the hospital.

② **Self-management integrated with primary care**

Self-management must be integrated with primary care to give clinicians insight into a patient's progress.

You can integrate patient engagement into clinician workflows in this way:

1. Use digital tools that integrate with existing clinical workflows and provide visibility of patient's progress between visits
2. Empower patients with curated education, motivation and support from health coaches who form part of the patients care team
3. Leverage the non-clinical volunteer workforce made up of the patient's peers to encourage and motivate

Integration with primary care can result in lower ED utilization, better understanding of how to reach their health goals, and the ability to meet those goals.

3 Build community #HumanConnection

Social connection is one of the fundamental needs of humans. Without it, people get sick. With it, their health improves and they live longer.
Healthcare organizations can help connect patients with online professional and peer support through health communities. These communities help them set goals, monitor progress, provide motivation, and offer accessible care.

4 Empower patients with health education

Patients who understand their health and how to improve it have better outcomes.

Education should be

Relevant   Personalized   Timely   Accessible   Convenient

5 Tech-enabled engagement

Technology can enhance human health by providing patients with anytime, anywhere care. It empowers clinicians with insight into what happens between visits. And it can be used as a channel to deliver both extrinsic and intrinsic motivation to keep patients activated on their health journey.

How we engage patients with technology

Health Coaching

Initial one-to-one sessions personalized to patient based on readiness to change (informedby self-effency survey)

- Feedback Informed Care has proven to be foundational for sustained change

Peer Support

Scalable human support leveraging the patient expert in a monitored, HIPAA compliant real-time, online community.

- Content approved by Melon Clinical Governance
- Content reviewed by Mayo
- Personalization assisted by AL and ML

Education

Personalized content specific to co-morbidities. Delivered in different formats based on personal preference (articles, short videos, audio, infographics).

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Data

Self-awareness and motivation through health tracking and patient reported outcome data. Entry and exit data ie; Health Risk Assessment, Self-efficacy, psychometric surveys

- Integration with 300+ wearables & biometric sensors
- Patient reported outcome data/experience measure

The future of healthcare is preventable.

By engaging patients to self-manage their care, we can treat low risk patients who are not yet healthcare's highest cost but someday will be. Ready to create #ScalableHealthcare

Schedule a Call

melon