

### Problem

No technology to support patient-provider engagement for value-based payment systems

### Technology Overview

Digital health platform for action plan generation and direct interaction of patients with their PCPs to support patient-provider collaboration

### Value Proposition

- ▶ Direct interaction with a patient's own primary care provider
- ▶ Provides simple and effective collaboration, increasing reimbursement for VBP
- ▶ Increase intake and visit efficiency with targeted survey

### Market Attractions

- ▶ Digital health market to reach \$509B by 2025 with a CAGR of 27.7%
- ▶ mHealth apps (direct competition) account for largest segment of market
- ▶ Growing demand for boosted workflow efficiency and government pressure for reduced costs driving market

### Contact

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technology.

## Connection to Health: Patient Self-Management Support System

### Problem:


Many payments for medical care are shifting from a flat fee for service to a value-based model. For many of these models, direct patient-provider interaction is a necessary fixture in reimbursement. However, electronic medical record (EMR) solutions are built for documentation and billing and do not support the type of collaboration needed for implementation of value-based payment (VBP). Practices currently rely on manual efforts (i.e. phone calls, paper, etc) to stimulate collaboration, but these solutions can be time-consuming and hard to integrate into schedules for both patients and providers. Additionally, many current digital health platforms lack the capability to interact directly with a patient's own PCP, but rather get support from a pre-determined set of physicians provided by the company. If there does exist direct contact, these interactions tend to be mostly transactional in nature and typically do not have the patient's full medical history. Therefore, there is a need for a technological solution for seamless integration of VBP and support for patient-provider engagement.

### Technical Solution and Key Value Propositions:

Bonnie Jortberg and a team at the University of Colorado in collaboration with the UC San Francisco have developed a digital health platform, called **Connection to Health (CTH)**, focused on providing patients and providers a simple way to collaborate in pursuance of VBP. CTH's main feature is an action plan generated through shared decision-making of the patient and their PCP to support self-management of chronic diseases. This collaboration is the bedrock of many VBP models and will help to increase reimbursement of quality of care. Furthermore,

more informed and focused visits can increase efficiency and generate more revenue for fee-for-service reimbursement with more room for scheduled visits.

This platform has been validated by a random two-arm study which used CTH in 48 practices in Colorado and California. Findings for diabetes, showed a 1% reduction in A1C levels by those in the program, as well as decreases in BMI. The team is currently working on the most pragmatic integration of the platform into physician workflow and developing a patient-facing app for the



**Connection to Health** Health Assessment Report  
John Smith  
December 8, 2012

**My Information**

	08/08/2012	12/08/2012
Age:	42	42
Gender:	Male	Male
Height:	5'10"	5'10"
Weight:	210 lbs	205 lbs
BMI:	30.1	29.4

**My Health Concerns**

Feeling overwhelmed with health problems	✓	✓
Doing what I should be doing for my health	✓	✓

**My Health Habits**

My eating habits	!	!
My exercise habits	!	!
Taking my medications	!	!
My body weight	!	!
My alcohol use	✓	✓
My tobacco use	✓	✓
My mood	✓	✓
Managing my stress	✓	✓

You are doing well in this area. 
  You should consider making changes in this area. 
  You particularly need to make changes in this area.

**Summary of my Connection to Health Assessment:**

**My Priorities to discuss with my healthcare team:**

1. My eating habits: eating too many foods high in salt
2. My exercise habits: discuss increasing exercise options

Patients take an initial interactive survey which identifies areas of focus, areas of concern and willingness to change. Patients and their PCP create an action plan for self-management based on the results. An example of a patient-provider generated summary tracking habits and providing priority areas to work on is shown above.