



Improving Health Outcomes and Lowering Costs

– one patient at a time

The Future of Care Delivery is Contextual

People make better health decisions and have better outcomes when we engage them within the context of their daily life. And better health outcomes lead to lower costs for everyone. By putting the whole patient at the forefront of care delivery we can help achieve many of the goals associated with healthcare reform.



POPULATION HEALTH
Leading the way to a healthier future.

Care that is Unified, Affordable, Accessible, Personalized and Accountable

Embracing all five attributes within a personalized healthcare strategy leads to the behavioral changes that improve outcomes and lower care delivery costs.

The 10 Steps to Unlocking the Value of a Personalized Healthcare Strategy

- 1. Envision:** State your vision for your personalized health and/or care delivery, along with your key stakeholders and initiatives. Think big and bold. You don't have to execute everything at the same time.
- 2. Define:** Determine and communicate the key attributes, and what they mean. All stakeholders should be clear on what you mean by "personalized" or "vital" health information, or a health "ecosystem."
- 3. Integrate:** Evaluate solutions and partners on how easy it is to add or delete a service, content or device. Consider the broader IoT ecosystem, not just EHR integration. Demand platform control and minimize your apps to reduce training and onboarding costs and increase adoption.
- 4. Individualize:** Leverage web standards and existing knowledge to individualize care delivery in a cost-effective manner. A personalized experience increases relevance and supports sustainable adoption – the only way to drive healthy behavior change.
- 5. Unify:** Remove the barriers to adoption. People need a unified point of access to their health content, service, person or workflow. Make it easy to navigate the health system and integrate it with their daily life.



6. **Deliver:** Deliver meaningful content and services via a familiar interface. Support two-way communications to enable frictionless engagement, real-time intervention and support.



7. **Engage:** Simple, meaningful engagement, within the context of each person, triggers healthy behavior changes that improve stakeholder outcomes and reduces costs. Include digital, telephonic and human resources and tactics.



8. **Measure:** Accountability increases engagement and leads to permanent behavior change. Healthy choices and behaviors lead to better outcomes, and lowers costs - *one patient at a time*.



9. **Iterate:** Fine-tune individual care plans and engagement tactics, based on changing patient context and real-time engagement data. Support each person's daily health and wellness needs, as they change over time.

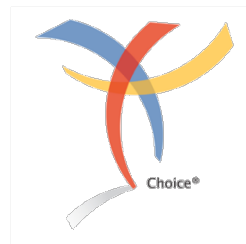


10. **Monetize:** The healthcare delivery ecosystem is getting broader, with IoT devices and other digital health and community services. Choose to lead the transformation. Develop "out-of-network" data sharing and monetization strategies that benefit all ecosystem stakeholders.



The Future of Care Delivery Begins with Choice®

Choice® was designed with 'you' in mind. It uses web standards to unify and individualize care delivery, removing barriers to deployment, use and adoption. The privacy-by-design platform enables you to control your data, your business timeline, your services mix, your business processes, and your measurement criteria. It simplifies access to a broad health ecosystem of IoT devices, content and services, helping you increase engagement and sustain growth.



Deliver Greater Value for Money

Your Strategy. Your Tactics. Your Outcomes. Your Profits. Your Choice.