

USING TECH TO **DRIVE HUMAN CONNECTIONS**

Insights from ActiveHealth

There are thousands of organizations trying to help people live their healthiest lives.

What makes ActiveHealth different is our ability to use data to help us understand subtle differences between people.



We deliver data in such a way that it's easily usable for both members and their health care providers.

ActiveHealth isn't just uniquely positioned to gather huge amounts of data and extrapolate meaningful, relevant information. We also deliver it in such a way that it's easily usable for both members and their health care providers. We really focus on each person as an individual, not just on what they need, but also on how they'll best be able to achieve and sustain the behavior changes they need to make.

Each person has their own motivation to change their health and barriers to achieving that goal. We all have barriers, and the combination of barriers in play varies from person to person. It could be external forces, like access to care or how much it costs. It could be something like the difficulty we all experience when trying to change habits. Or it could be something deeply ingrained, like our relationship with food or activity.

People also have different needs at different moments. If we're going to be successful, we need to be able to work with them based on the needs they have and their receptivity at the time. Sometimes they're just looking for information that they can digest in a fairly impersonal way. Sometimes they want to connect with a group of people with a similar challenge or interest. Sometimes they want to talk one-to-one or text a quick question to a nurse or coach. A solution that doesn't recognize that the same person has different needs based on what's going on in that moment is going to miss opportunities to help people with their health.

In this collection, you'll read about how we're maximizing our use of evolving technology to disseminate insights we've uncovered and create more personalized, impactful experiences for our members and their health care providers.

Thank you for spending this time connecting with the voices of ActiveHealth.

[Carol B. Ingher](#)

Chief Executive Officer

Kathy Filkins

Chief Operating Officer

Finding the moments that matter

THE RIGHT DATA AT THE RIGHT TIME

The technology around data acquisition has become incredibly sophisticated. We can gather health and demographic data from myriad sources, but in spite of the volume we're able to collect, the context around what we have still matters. If you buy something online, like a travel guide for Australia, suddenly your social media feeds are full of ads for things to do in the country. But what if you had to cancel your trip to Australia and your feed is

now full of reminders of the dream trip you're not able to take?

For more than 20 years, ActiveHealth has been committed to the idea that the right piece of data can change the course of a person's health. But a recommendation delivered at the wrong time, to the wrong person or in the wrong way isn't just ineffective, it could be harmful.

WE LOOK FOR OPPORTUNITIES

If you put "health tips" into Google, you get more than 5 billion results in about a second and a half. Mixed in with articles from government agencies and world-renowned clinics are ads for newsletters and subscription services. Most look highly polished and professional, so it would be very difficult for anyone to immediately tell which sites to trust. However, someone searching for this information is actively thinking about their health, and this is a key opportunity to help them change their behavior.

A person's perception of their health and their readiness to change are critical pieces of information to have as we work to help them understand their opportunities for improvement. There would be



little point in trying to engage a smoker who has no desire to quit in a tobacco cessation program. We can make them aware of the support, but it's unlikely that they will participate. A smoker who indicates they want to quit is another story.



TRUST IS CRITICAL

It's important that our members know they can trust information they get from us, and that we're their advocates and cheerleaders as they work on their health goals. However, some information is more effective when it's delivered by their health care providers, especially information related to chronic conditions.

Advances in technology enable us to create a bi-directional exchange of data with health care providers and pharmacists. The ability to provide data-driven insights into clinical opportunities at the point of care is game-changing. Not only does the member receive the information from us directly, but it's echoed by people they already trust to help them manage their health.

THE ART AND SCIENCE OF DELIVERING INSIGHTS

Imagine a baseball player up at bat. They're watching for a pitch coming in at the right height and speed and when they take the swing and hear the crack of the ball against the bat, they're off and running. We experience hundreds of those moments in our lives – the moment that puts us in just the right place to achieve our goal. Reaching our members with

data-driven health insights is similar. We have the technological ability to recognize an opportunity for health improvement. Just as important, though, is our experience with delivering the insight when it has the best chance for impact. Every day, we help people live healthier lives — and that's a home run.

Every day, we help people live healthier lives — and that's a home run.

Leah Briggs

Executive Director,
Clinical Product Solutions

Better data integration:

A key step toward the future of health care

THE EVOLUTION OF ELECTRONIC HEALTH RECORDS

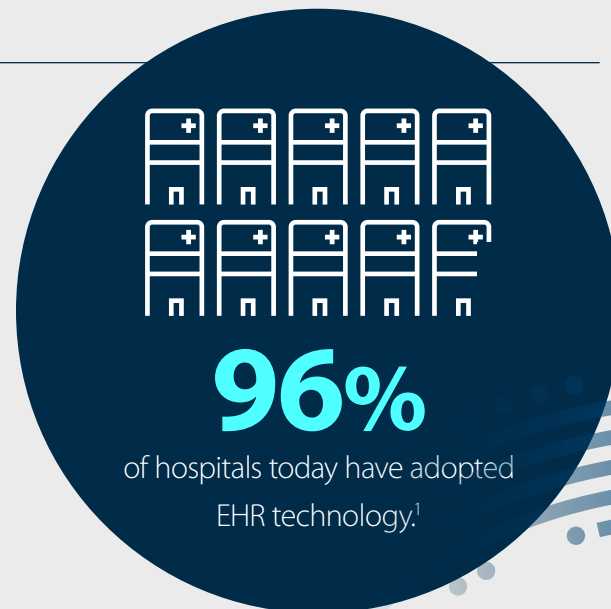
Electronic health records (EHR) first appeared in the 1960s as an administrative tool to improve scheduling and billing in hospitals. In the 1990s the first studies were published arguing that EHRs could help improve patient records and reduce medication errors. Despite these studies, adoption of EHR technology was slow. They were costly to implement and mostly seen as an administrative tool rather than a clinical one.

In the early 2000s, the federal government tied Medicare and Medicaid reimbursement levels to the adoption and meaningful use of certified EHR technology. In theory, widespread use of EHR technology could create one centralized place for a person's health information. This would foster better communication between providers, reduce medication errors and improve health outcomes.

UNREALIZED POTENTIAL

As the market for certified EHR technology grew, the number of companies competing to provide the technology grew as well. As a result, about 96% of hospitals today have adopted EHR technology.¹ However, even within a single health system, considering inpatient and outpatient facilities and affiliated providers, there can be as many as 18 different EHR platforms in place.² And, they don't necessarily communicate with each other.

Given privacy requirements for protected health information, without concerted effort to create interoperable data, we have been stalled, unable to do more than glimpse at what could be.



¹ Definitive Healthcare. 10 most common inpatient EHR systems by market share. Available at definitivehc.com/blog/most-common-inpatient-ehr-systems. Accessed August 31, 2022.

² Healthcare IT News. Why EHR data interoperability is such a mess in 3 charts. Available at healthcareitnews.com/news/why-ehr-data-interoperability-such-mess-3-charts. Accessed August 31, 2022.

WE KNOW WHAT'S POSSIBLE

At ActiveHealth, taking in huge amounts of member data and turning it into meaningful opportunities for health improvement is core to what we do. As technology has advanced, we've been able to become more sophisticated in terms of sources for data and how we distribute meaningful insights from that data. We realized the power of integrating health records and we wanted to be part of the solution. So, we turned to Epic.

Epic is one of the largest EHR networks in the country, currently housing records of more than 250 million patients. To better serve our members, we have integrated our clinical platforms with Epic to give us direct access to those records, as allowed by applicable privacy regulations. With additional consent from the member, we now can create a bi-directional exchange of data with health care providers. Our services are enhanced by the ability to assess changes to the member's clinical information almost as soon as they happen. Insights are now available from the EHR that has never before been available – like medication reconciliation in primary care visits and encounter notes from urgent care. The possibilities are astounding.



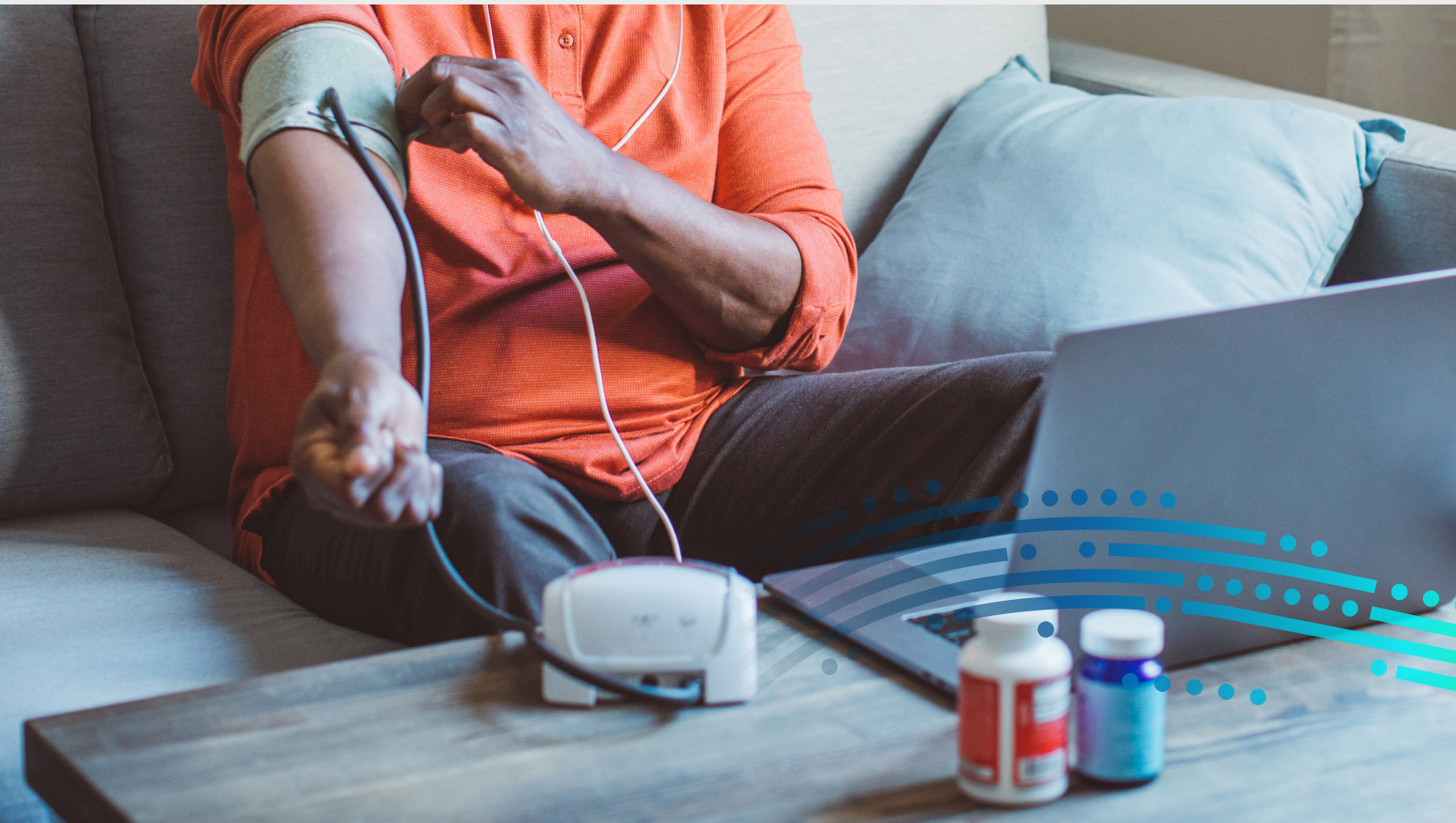
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EFFICIENT, EFFECTIVE HEALTH CARE

This close-to-real-time data sharing directly in the EHR offers an unprecedented opportunity to impact clinical efficacy at the point of care. Health care in America is complicated, exacerbated by an aging population rapidly acquiring multiple chronic conditions and often seeing more than one

health care provider. ActiveHealth can help collate health data from multiple sources and assess it for gaps in care and opportunities to improve health. Delivering these insights into an EHR makes it easy for providers to review them as part of the existing patient care experience.



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ANOTHER STEP TOWARD THE FUTURE OF HEALTH CARE

By taking advantage of technology already in daily use, ActiveHealth is taking the natural next step toward achieving our mission to help people live healthier lives. We were founded on the notion that

the right data in the hands of providers can help people achieve better health outcomes. Now, we can deliver that data to providers right at the point of care when it has the best chance for impact.



We can deliver that data to providers right at the point of care when it has the best chance for impact.

Beth Austin, RN, BSN

Clinical Services Director

We're ready for our close-ups

What's the number one thing people are looking for in a health care provider? **SOMEONE THEY CAN TALK TO**

who will listen to their concerns and spend time as much time as it takes to explain what's going on with their health. According to one survey, that's even more important than getting evidence-based care.¹

IT'S A MATTER OF TRUST

Why would that be? Because recognizing that we have a health issue or something we might want to change about our health isn't easy. It makes us feel vulnerable, so we want to know that the person working with us is someone we can trust.



ActiveHealth builds that trust through communication:

- The words we choose
- The tone of our voice and how fast we speak
- Our body language

¹ Council of Accountable Physician Practices. 2017 Consumer Healthcare Priorities Study: What Patients and Doctors Want from the Health Care System. Available at accountablecarephysicians.org/wp-content/uploads/2017/11/capp-research_what-patients-and-doctors-want.pdf Accessed August 15, 2022.



WHAT WE SAY AND WHAT WE MEAN

A slight change in the way we say the same words can convey sincerity, sarcasm or humor. We've all received one of those emails or texts where we're not quite sure how to take it. The words we choose matter too. Thoughtful conversations can help our members focus on their values and priorities and find the strength within themselves to make positive changes.

This is the benefit that telephonic coaching has offered. Experienced coaches, trained in motivational

interviewing techniques connect live with people who are trying to make healthy changes, manage chronic conditions or navigate an acute episode of care.

It's also why we offer group coaching sessions live. We can offer reliable, clinically sound information to our members and respond to their questions in real time.

ADDING THE MISSING PIECE

During the pandemic, many of us started to explore technology that let us be face to face with friends, family and colleagues. Being live on video in our daily lives has become more normal.

So, we started asking our coaches to be visible on screen during group coaching sessions – enhancing the coach-participant interactivity. Sessions now more fully convey the information using words, tone, inflection and body language.

We also started making telehealth-style video calls an option in our coaching programs. Now, instead of just talking with a coach on the phone, our members and coaches can see each other. As one of our coaches said, "You can see facial expressions and reactions on video that you can't on phone calls. Members seem to like that, and I can use visual aids, which is helpful."

MAKING A HUMAN CONNECTION

People really are at the heart of what we do at ActiveHealth. They're our clients, our members and our colleagues. Including more video functionality in our programs is an incremental addition to the support we already provide in telephonic and online

sessions. It's an important one though — because nothing conveys how truly excited we are when our members achieve their health goals than returning their hard-won smiles with our own.

Patrick Dall'Occhio

Clinical Product Solutions

Turning fun gadgets into helpful tools

TECHNOLOGY HAS ADVANCED IN ONE GENERATION

In late 1983, there was a revolutionary — for the time — ad for computers that said, “1984 won’t be like ‘1984.’” Technology, it suggested, would be the key to a brighter future. There was a healthy degree of skepticism for a lot of people when that ad aired. At the time, not every household had a computer. Most houses didn’t even have cordless phones.

As I write this there’s a pocket-sized supercomputer that doubles as my phone on my desk. Technology advances, and sometimes those advances turn nice-to-have gadgets into indispensable tools.

BE OPEN TO NEW TECHNOLOGY

Our clinical product team integrates advances in technology into our clinical programs where possible. Wireless scales and fitness trackers seemed like a natural fit for a program providing intensive weight management support. Having had no previous experience with wireless scales, I got one. I wanted to experience what our members would experience when setting one up and connecting it to their ActiveHealth accounts.

With little effort I was able to set up the scale, download the app and connect the device. I also set a target weight for myself. As advertised, my daily weight started appearing in my ActiveHealth mobile app and my weight tracker showed movement. I went about my daily life and this device collected the data I wanted. My data was integrated into trackers that helped me watch my progress toward my goals. Without any additional intervention from me.



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BROADEN THE REACH BEYOND EARLY ADOPTERS

Working every day with coaches and clinicians, I know how closely connected weight can be to a host of health issues. The years are passing, and I’ve got a number in my mind that I don’t want to cross. The wireless scale definitely makes it easier for me to track my weight and see trends over time. That’s good news for people actively trying to manage their weight, but it’s even better news for some of our members managing a serious chronic condition.

Did you know that for people with congestive heart failure, weighing themselves every day is an important part of managing their condition? Because a sharp increase in weight can mean their hearts aren’t moving blood the way they should be. Connecting a wireless scale means their ActiveHealth clinicians can see their daily trends easily. If a clinician sees a sharp increase in weight, they can intervene quickly. This is literally life-changing information and it’s more readily available because of technology.

TECHNOLOGY CAN ENHANCE OUR CLINICAL IMPACT

Impactful advances in health technology are quietly happening around us all the time. It's those advances that ActiveHealth is watching for and bringing to our members to

help them achieve their best health.

Services are provided by ActiveHealth Management, Inc. Our programs, care team and care managers do not provide diagnostic or direct treatment services. We assist you in getting the care you need, and our program is not a substitute for the medical treatment and/or instructions provided by your health care providers.