



Patientriciti, Inc. Brief Overview

- **What we do:** Patientriciti is a healthcare solutions company that makes patient engagement and remote care management effective, efficient, and sustained to help Providers improve clinical outcomes, reduce costs, and enhance patient experience.
- **What problem are we solving:** Healthcare reform is driving new delivery and reimbursement models that require increased Provider accountability for the total cost and quality of care. In these new fee-for-value models, Providers need to engage the Patients in managing their health and wellness. Patientriciti's multi-modal, multi-lingual patient engagement and remote care management solution helps Providers reach and engage with different segments of the population in a personalized way to affect sustained behavior change.
- **Our Solutions:** Patientriciti offers Marketing and Care Management solutions to Providers:
 - **Marketing Solutions:** Helps Providers increase revenue in current fee-for-service reimbursement models. Reduce no-shows; Streamline Appointments; Manage gaps in care (identify and schedule missed appointments, immunization alerts, wellness and screening visits); Patient Satisfaction Surveys; Meet MU2 Requirements; Inform Patients about Hospital/Clinic events.
 - **Care Management Solutions:** Enables Providers to succeed in the emerging fee-for-value reimbursement models. Helping Providers improve outcomes and lower costs for transitional care and chronic care management. Programs to educate patients on disease management, track and assess patients' health status through a series of questions, analyze responses to identify care gaps, alert the care team when clinical intervention is needed, and reduce the burden of routine care management work by helping the care team focus on the patients that need help.
- **Our Capabilities:** Patientriciti's solution is a cloud-based, adaptive engagement platform. Our capabilities include:
 - **Population Identification engine** - Identifies the target population for different programs - based on clinical, demographic, and geographical screening criteria
 - **Personalized patient experience** – Enables personalized engagement with Patients in the communication mode they prefer, the language they prefer, and the time they prefer. Known to substantially increase engagement rates. Personalization based on expressed preferences as well as learning from past patient behavior.
 - **Customized Program Development** – Enables Providers/Payers to easily create customized programs specific to the needs of their target population segments. Use Patientriciti's templates/libraries to create notifications and surveys, or have Patientriciti create programs customized for your care paths.
 - **Response Analytics** – Evaluates and improves the engagement rates over time. Ability to analyze by Program, by modes of communication, by Patient demographics, etc.
 - **Survey Analytics** – Analyzes patient responses to survey questions to identify care gaps. Evaluates impact of programs on population health over time to measure ROI.



- **Alert Management** – Generates alerts based on patient responses. Define alert rules and level of alert based on the care path; define the alert notification text. Ability to view, and create reports for, all alerts generated by Program, by Patient, by Date. Manages alerts automatically – customized by how the alert should be sent (email/SMS), to which member(s) of the care team, at what frequency.
- **Care Manager Workflow** – Ability to assign Patients to Care Managers. Care Managers can sign-in to the platform to manage their workflow - view the patients assigned to them, track their responses, view and track alerts generated by their patients, and create notes/ to-do lists for managing their patients' health.
- **Rewards Manager** - Encourages Patients to change behavior and sustain behavior change by rewarding the desired behavior or activity, e.g., points for responding to a questionnaire, or taking their medication on time. The rewards act as a positive reinforcement which increases engagement and makes the process of self-care management fun
- **Integration with EMR and Patient Portal** – Ability to import data from the EMR system to identify target patients for specific care management programs. Ability to integrate relevant patient-generated data into the EMR system (e.g., Activity Data, Alerts) and the Patient Portals (e.g., Activity Data, Rewards Data). EMR integration allows Physicians to see the patient-generated data within the EMR instead of having to refer to multiple systems. Patient Portal integration helps drive patient traffic to the portal to help qualify for meaningful use incentives.

- **How we are different:**

Most solutions in the market today are not effective because they are purely technology solutions. Patientriciti's unique approach combines proprietary technology capability with marketing and behavioral science strategies to engage each patient in a *personalized* way to affect *sustained behavioral change*.

- **Personalized Engagement**

- Based on patient profile and stated preferences. Adaptive platform capable of learning from and improving engagement based on past patient behavior.
- Multi-channel, multi-lingual

- **Sustained Behavior Change**

- Use of proven behavioral science strategies to encourage Patients to act and to sustain behavior change, e.g., gamification, social incentives

- **Superior Analytics**

- Population analytics engine to identify target population
- Patient response analytics and alert management capability to identify care gaps and enable care coordination
- Ability to track program results to measure ROI and improve

- **Ease-of-use**

- Cloud-based solutions that are easy to deploy, use, and maintain, and integrate with client workflow
- Flexibility to create and administer customized programs and surveys
- Consultative and customized approach to working with clients - we co-own the performance metrics with our clients, and are willing to make part of our fees success- based

- **Seasoned Team**

- Extensive experience that spans clinical, healthcare IT, healthcare product development, and healthcare service delivery expertise

For more information or to schedule a demo, please email Sandeep Puri at sandeep.puri@patientriciti.com or visit our website at www.patientriciti.com