



CASE STUDY

EPIC study shows
Wellth lowers ED and
inpatient utilization
for various chronic
disease populations



Improving health with care plan adherence

22%

reduction in
inpatient utilization

94%

average daily
adherence

38%

reduction in ED
utilization

68%

reduction in bed
days

Care plan adherence is essential for people living with chronic illnesses. Sticking to a prescribed regimen consistently over time can be the difference between well-managed chronic disease and disease progression.

Still, getting patients to engage in these regimens can present unique challenges—especially for patients in remote communities.

EPIC shoulders full risk for its populations and offers several programs to help its patients successfully manage their chronic conditions.

“ I love this program. It helped me stay responsible for taking my meds. I love it!”

– Trudy, EPIC patient and Wellth member

“ I really enjoyed this app! It’s not about the money for me; it’s about the commitment I made to myself.”

– Carolina, EPIC patient and Wellth member

Incentivizing Through Principles of Behavioral Economics

While these programs were helpful for those who engaged in them, EPIC was struggling to get patients in their more remote communities to participate. Without regular and close access to care, many of these patients had lower disease control, leading to higher levels of care acuity and reduced health outcomes.

EPIC turned to Wellth, whose app leveraging principles of behavioral economics could help reinforce positive med adherence for patients.

These patients would use the Wellth app to create and track the habit of performing important daily check-ins to help manage their chronic conditions at home.

Program Summary

Start Date: November 2019

Location: Redlands, CA

Disease State: Type 2 Diabetes, High Blood pressure, High cholesterol, CHF, COPD

Insurance Coverage: Medicare Advantage

Behavior Task: Medication adherence

Wellth's member support team worked to enroll EPIC patients in the program using a multi-faceted approach.

Who

Patients who joined the program had type 2 diabetes, high blood pressure, high cholesterol, COPD, or CHF. The EPIC team would recommend these patients to Wellth's Member Specialist team, who would then reach out via mail, phone calls, and text messages to help the patient enroll in the program.

In addition to Wellth reached out to patients via Facebook and other social media to gain awareness and buy-in for the program.

Using social media was especially helpful in reaching out to those remote communities, and the combination of that individual social outreach and the financial incentives led to engagement of many patients that had previously been uninterested in other EPIC programs.

What

Participants in the Wellth group were instructed to track their medication adherence via the Wellth app daily. Those who completed their tasks for 30 days were eligible for a \$30 reward for the month. This incentive was available for each month of the study. Any missed days of check-ins resulted in a loss of \$2 from the monthly incentive.

How

Patients use the camera on their smartphone to take an image of their medications in their hand. Wellth's platform then utilizes AI and image recognition to confirm the medications and identify abnormalities or problems.

Once the patient submits the photo their work is done. The daily session completes with a confirmation that they don't lose their \$2 for that day (and some congratulations on a job well done!).

The Findings

Across the entire study period, the average daily adherence for the Wellth group was 94%. But positive findings extended beyond the adherence data.

In participants with Type 2 diabetes, the Wellth group saw a decrease in HbA1c of 0.61, compared to only a 0.17 decrease in the non-Wellth group.

Healthcare utilization also decreased notably in Wellth participants. While ED utilization decreased by 38% for those using Wellth, it only decreased by 8% for control group participants.

Inpatient utilization differed even more between the two groups.

Utilization decreased by 22% in the Wellth group and increased by 29% in the control group.

Along the same lines, Wellth group participants saw a 68% reduction in bed days compared to a 16% increase for the control group.



Effective adherence interventions positively influence long-term health status and healthcare utilization trends. Wellth's adept application of the core principles of behavioral economics makes it the leading care plan adherence tool for at-risk provider groups whose patients need significant adherence improvement.

As more institutions offer Wellth to their patients and members, they will begin to see a substantial transformation in the way these individuals are able to self-manage chronic disease states.

The Findings (cont.)

94%

average daily
adherence for
members

0.61

average reduction
in A1c levels

38%

reduction in ED
utilization

84%

members over
80% adherent

68%

reduction in bed
days

22%

reduction in
inpatient utilization

The Takeaway

Wellth's behavioral economics approach not only spurs lasting change but does so in populations where other adherence-promoting activities that may have been attempted were ineffective.

"The program rewards help me supplement to buy all the things my insurance doesn't cover."

-EPIC patient and Wellth member

The Science Behind the Success

If we fail to grasp why someone isn't prioritizing their health, we can't change their unique set of circumstances.

We use the science of behavioral economics combined with an appreciation for human nature.

This enables us to uncover and address the unique obstacles that prevent people from forming the habits necessary to create lasting behavior change.

BEHAVIORAL ECONOMICS PRINCIPLES



**LOSS
AVERSION**



**ENDOWMENT
EFFECT**



**PRESENT
BIAS**



**INTENT-BEHAVIOR
GAP**

Wellth is built on a foundation of empathy, using tools and techniques that meet people where they are to build healthy habits that last a lifetime. We leverage the behavioral economics principles of **Loss Aversion, Present Bias, the Endowment Effect and the Intent-behavior Gap**. These principles allow us to respond to how people actually behave—rather than how we believe they should behave. It also allows us to personalize each incentive plan to each individual member.

About Wellth

Wellth is a care plan adherence solution that uses mobile experiences, AI software and behavioral economics principles to help people form healthy habits. Leaders in this discipline have provided decades of research to demonstrate how to predict irrational behaviors. The founders of Wellth used these same principles to establish a new way of forming new habits for healthier living. And we chose to focus on those who are often left behind and struggle the most: people with chronic medical conditions, people challenged by income insecurity, and people with the most forces pulling them away from forming healthy habits

Contact Wellth



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