



CASE STUDY

Working Together to
Support Members with
Behavioral Health,
Hypertension, and
Diabetes



Understanding the Link Between Behavioral and Physical Health

According to the World Health Organization, behavioral health conditions are the leading cause of disability.

At Services for the UnderServed (S:US), a nonprofit organization that provides community services for underprivileged New Yorkers, staff recognized that many of the individuals enrolled in their behavioral health programs also had comorbid physical conditions as well.

In order to effectively treat one condition, both conditions need to be addressed. For individuals with mental health, diabetes and hypertension are especially common comorbid conditions.

However, the American Diabetes Association reported that depression was significantly associated with treatment nonadherence, resulting in negative health outcomes including hyperglycemia and diabetes-related complications. In another study, depression and anxiety were associated with 34% higher chance of medication nonadherence.

The first step in getting these individuals back on the track to health was making sure they were getting the medications needed to manage their conditions.

Program Summary

Start Date: May 2019 – March 2020

Location: New York, NY

Disease State: CHF, COPD, ASCVD

Insurance Coverage: Traditional Medicaid

Behavior Task: Medication Adherence

Incentivizing Through Principles of Behavioral Economics

With the goal of improving medication and care plan adherence for their behavioral health members with diabetes and hypertension, S:US partnered with Wellth

Who

Members who joined the program were Medicaid-eligible with unmanaged behavioral health and comorbid diabetes or hypertension diagnoses. S:US would recommend these members to Wellth's Enrollment team, who offered personal assistance in getting individuals to enroll in the program with multiple touchpoints—including mail, email, SMS texts, and phone calls. English and Spanish language options were offered.



“ I appreciate that Wellth checks in when I am not adherent. It feels like Wellth cares about my well-being. Thank you so much for allowing me to be a part of your program. It was very helpful indeed.”

– Wellth Member S:US

Incentivizing Through Principles of Behavioral Economics

What

Using our member-facing mobile app experience, members were given notices to take medication each day. Through the app, members knew they had \$30 already available to be paid to them each month—and that they would lose \$2 each day they didn't prove they followed their medication and treatment plans. They can make up to \$90 total.

How

Members use the camera on their smartphone to take an image of their medication in their hand. Wellth's platform then utilizes AI and image recognition to confirm the amounts and types of medication taken. Once the member 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!).

Better results for better health

The average daily adherence for enrolled Wellth members was 91%. This is well over the 80% benchmark set for adherence, and a significant improvement over members not enrolled in the Wellth program.



"I previously wasn't feeling well. Now that Wellth keeps me on a schedule, I take my medications every day at 10 AM, and I have been feeling so much better. I will now actively stop what I am doing and ask people to wait because I need to check in for Wellth." -Wellth S:US Member

91%

total adherence
across all
members

80

net
promoter
score

Measured on a scale of -100 to 100, Net Promoter Scores measure user satisfaction, and are considered positive when over 0. For healthcare, average scores are between 20 and 30, and anything over 50 is considered excellent. As a frame of reference, Amazon has a particularly high NPS score of 69 in 2020.



Sources:

<https://care.diabetesjournals.org/content/diacare/31/12/2398.full.pdf>
<https://pubmed.ncbi.nlm.nih.gov/30097138/>



"We can see the difference that Wellth has made in the patient's vitals. Two members have reported feeling better and can feel the effects of having lower blood pressure."

S:US Care Team 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 with chronic conditions 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 health equity focused behavior change company that creates motivation and habit formation in populations with chronic conditions. Backed by the science of behavioral economics, Wellth rewards members with daily, flexible financial incentives for submitting scheduled check-ins that align with their care plans.

Wellth aims to create a world where the standard of care motivates patients to adopt habits that optimize their long-term health.



Contact Wellth



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