

# Customer Case Study

# UPMC

Remote Care Management. Evolved.™

Vivifyhealth®

## A Safe Landing Pad

How UPMC and Vivify Health are working together to improve care and the patient experience through remote patient monitoring\*



Having great technology doesn't guarantee success in a remote monitoring program. UPMC and Vivify Health overcame an adoption hurdle to optimize patient engagement – all while improving outcomes for patients at a major academic health system.

Virtual care platforms are key technologies for health systems pursuing value-based strategies because they can shift care to the home where costs are lower and patients are more comfortable. But, as UPMC and Vivify Health have learned, simply rolling out a great solution may not be enough to achieve important goals in the complex health care industry.

When it came to implementing a remote monitoring program in a large health system in Western Pennsylvania, UPMC and Vivify discovered that technology is only truly effective when patients are willing to learn how to use it. The success of any program involving consumer engagement with technology is ultimately – and literally – in the hands of patients, some of whom may not be comfortable with tablets and Bluetooth-connected devices.

By partnering with UPMC, Vivify overcame the consumer engagement challenges and increased patient adoption to more than 90%. The lessons learned are informing Vivify's broader strategy, and helping UPMC to reduce unnecessary hospitalizations. By effectively tracking patient health at home, clinicians have an early warning system that allows them to intervene more quickly – when problems first arise – rather than waiting until a minor issue spirals out of control and results in a trip to the emergency room.

PATIENTS ENROLLED

# 1,104

The Value

# 505,210

TOTAL DATA POINTS

AVERAGE PATIENT AGE

# 67

# 90%

ADOPTION RATE



Missing just one reading puts a patient out of compliance. Yet with Vivify's engaging and easy-to-use platform, UPMC has averaged an **ongoing compliance rate of 91%**.

Get Started Now

# 91%

UPMC Enterprises, which focuses on commercializing industry-changing health information technology, recognized Vivify's potential to accelerate the transition to value-based care. Vivify was evaluated against a range of vendors offering remote monitoring platforms during a highly competitive request-for-proposal process. The company's platform not only stood out for its ease of use and easy integration with existing electronic health record systems, but Vivify also was recognized for its visionary use of a bring-your-own-device platform. Like UPMC, Vivify sees a future in which the real value in remote monitoring lies in software and in a company's ability to ensure compliance, not in selling hardware.

In February 2016, UPMC became a customer of and strategic investor in Vivify Health. Like all UPMC Enterprises portfolio companies, Vivify has access to UPMC's living laboratory of hospitals and doctors, a health plan, and a team of leading information technology experts who know how to optimize solutions for complex health care systems.

## Testing in a Living Lab

Vivify Health's solution was deployed at UPMC starting in June 2016 with congestive heart failure patients. UPMC's use of Vivify has expanded to include patients in an advanced illness care program, inflammatory bowel disease patients, and the team is beginning to introduce the Vivify program to patients in need of tobacco treatment services.

Initially, only about half of the patients who had agreed to participate in remote monitoring were activating their tablets at home, which was low compared to Vivify's other clients. Experts from UPMC were concerned, and after examining multiple patient experiences, uncovered two ways to improve adoption: deliver kits to patients when they are ready to use them, and improve the usage instructions.

Typically, remote monitoring programs provide devices and education to patients just before discharge – and this was the original approach. But health experts at UPMC knew that the point of discharge is a time when patients are focused on going home. They also may be receiving multiple sets of care instructions and are less receptive to learning about new technology. And with an average age of 72, many patients in the program weren't comfortable with mobile tablets and Bluetooth devices – an additional hurdle to adoption.

To increase acceptance, UPMC overhauled the workflow. Instead of trying to demonstrate the use of tablets and devices in the hospital, kits were shipped to patient homes via UPMC's durable medical equipment supplier. The home turns out to be a better choice because there is typically a family member or other caregiver available to help with setting up the devices. Leveraging an existing supplier relationship also cuts down on storage and processing costs for the hospital.

Second, the UPMC and Vivify teams utilized patient feedback on kit setup, worked together, and improved the patient instructions to be more user-friendly. As a result, UPMC's initial acceptance rate jumped to more than 90%, the second-highest among all Vivify customers. The prior average for all other customers hovered around 80%.

## Achieving Higher Ongoing Compliance

Congestive heart failure patients who don't properly manage their conditions are a leading cause of 30-day hospital readmissions, adding billions of dollars of extra cost to U.S. health care. To manage these high-risk patients, UPMC and Vivify outfit those who opt-in to the program with a mobile tablet and Bluetooth-connected devices to monitor weight, blood pressure and other vitals. Using the familiar consumer devices, patients send data daily to remote caregivers who are ready to intervene at the first indication of a problem.

Missing just one reading puts a patient out of compliance. Yet with Vivify's engaging and easy-to-use platform, UPMC has averaged an ongoing compliance rate of 91%.

Strong compliance with the program gives clinicians the information they need to intervene quickly and prevent unnecessary hospitalizations. The program also gives UPMC confidence that it can discharge patients from the hospital sooner, said Andrew Watson, MD, a colorectal surgeon and medical director of UPMC's telemedicine program.

