

Flipping the switch for better health and reduced costs



Disengaged patients have poor health outcomes and higher costs

When patients don't take an active role in their healthcare, they struggle to form daily healthy habits, leading to poor medication adherence and lower levels of health literacy. The result is greater costs for patients and plans.



The costs of disengagement

Plan costs for patients with low engagement are **8% higher** in year one and **21% higher** in year two.¹ For example:

55% of patients with asthma are nonadherent to their medication² for a single asthma-related hospital stay **\$6,000+**

60% of patients with diabetes don't receive an annual retinopathy eye exam³ to treat one case of diabetic retinopathy **\$8,000+**

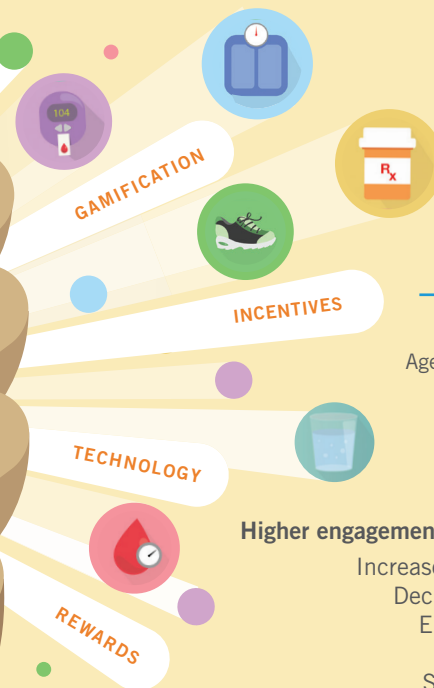
62% of patients won't receive a flu shot this year⁴ for one influenza-caused hospitalization **\$3,000**



Take action by engaging patients with a fun, rewarding solution



How do you improve health and lower costs? Meet people where they are – on their devices – with a mobile app that's fun and rewarding, and engages them in adopting healthy behaviors daily.



77%
Number of Americans who own a smartphone⁵

150x
How often people check their devices daily⁶

50+
Age group with fastest growth of smartphone usage

Higher engagement = healthier population

- Increase medication adherence
- Decrease therapy omissions
- Encourage healthy habits
- Improve health literacy
- Slow disease progression

¹ <https://www.ncbi.nlm.nih.gov/pubmed/23381513>
² <http://lab.express-scripts.com/lab/insights/adherence/the-high-price-of-low-adherence-to-medication>
³ <https://www.aao.org/newsroom/news-releases/detail/sixty-percent-americans-with-diabetes-skip-exams>
⁴ <https://www.ncbi.nlm.nih.gov/pubmed/10977420>
⁵ <http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>
⁶ <http://elitedaily.com/news/world/study-people-check-cell-phones-minutes-150-times-day/>



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