LEVERAGING DIGITAL PLATFORMS, COACHING AND CONTACT CENTERS TO IMPROVE HEALTH, OVERCOME LONELINESS AND ENCOURAGE EMPLOYMENT IN HCBS

August 2018
Today’s discussion

✔ **Introduction**: LTSS in the current environment — challenges and opportunities

✔ **Case Study #1**: Using digital platforms, call centers and coaching to improve health outcomes and address social isolation — health and wellness application (WellbeingZone)

✔ **Case Study #2**: Using mobile devices to support persons with intellectual / developmental disabilities in competitive work environments — workforce application (Mozzaz)

**GOAL:**
Help states and stakeholders understand available innovations that use digital platforms and coaching to achieve strong health outcomes, reduce the impact of loneliness, increase employment opportunities, and reduce costs to the health system.
State LTSS challenges and opportunities

- Growing population of seniors
- Growing costs
- Increasing chronic conditions
- Social isolation
- Decreasing direct care workforce
- Increasing emphasis on competitive employment – through Mozzaz
- Constrained funding sources

80% INCREASE in elderly population by 2030

$65,000+ Annually Compared to caring for seniors in their homes for longer - cost of Nursing Home Facilities
Goals for technology-enhanced LTSS delivery

✔ Delay institutionalization and encourage aging in place
✔ Emphasize prevention and improve chronic disease management
✔ Address loneliness and increase community integration
✔ Support caregivers and better utilize scarce home care workers
✔ Support better access to competitive employment, while aiding individuals working longer with health challenges
✔ Reduce costs for states and increase Medicare/Medicaid sustainability
People, process and technology — coming together to improve health & increase community engagement

- Call Centers (Alerts & Monitoring)
- Coaching / Personalized Interventions
- Wellness Platforms & Proactive Actions
Achieving quality improvements & addressing social isolation

✅ Studies show that proactive health tools positively impact individual health:
  • Type 2 Diabetes blood sugar levels were reduced \(^1\)
  • Reduced weight, increased productivity and balanced nutritional habits

✅ Socially isolated were more likely to have depression, difficulty performing one or more activities of daily living (ADLs) and to have five or more chronic illnesses.

In a study of health and wellness at work:

- **44%** Said well being strategy contributed to increased morale and engagement
- **31%** Said it decreased absence from sickness \(^2\)

**Annual cost to Medicare program due to social isolation**

\( \$6.7 \text{ Billion} \)


Telecare operations model in HCBS environments
Using independent coaches as the “glue”

Problem-solvers who keep at-home participants connected

Role includes:

- Arranging for persons to perform limited errands / address unscheduled needs
- Making regular contact via video conference
- Follow-up with case managers
- Promoting health education via materials, workshops, webinars and chat groups
- Encouraging socialization through social media and online chat
- Coordinating with caregivers and long-distance family members
- Offering socialization and referrals to community groups and activities to address social isolation

Independent coaches:

- Professionally trained and managed through formal curriculum
- Augmented by part-time paid senior citizens or community volunteers
- Leverage database of part-time workers who provide on demand temporary services
Community assistors and community-based organizations

✓ Providing on demand community assistors and the technology to dispatch them in real time.

✓ Involve community-based organizations to engage seniors in the community, improve performance and stay connected to the communities we serve.

Providing convenient and timely local assistance can help keep people in their homes, while benefitting the entire community.
CASE STUDY #1: USING DIGITAL PLATFORMS TO ENABLE AGING IN PLACE
Application for aging in place

✅ Configured to provide services for aging communities

✅ Serves as a one-stop portal for health support & management services

✅ Offers multiple capabilities including remote sensors, vital sign monitoring and video conferencing

✅ Secure video conferencing provides capabilities for health education, socialization, mental health coaching and telehealth

E-learning and self-help courses
Interactive content
Integration external support systems
3rd-Party Integrations
User Management
Dedicated user management console
Notifications
Case Management
Custom and default email and push notifications
Video consultations and web chat
Consultations
Assessment
Content
Wellbeing, clinical and custom assessments
Rich content, including syndicated and licensed

WellbeingZone
POWERED BY MAXIMUS

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Customized rich content offers opportunities to educate seniors on preventive care and wellbeing

<table>
<thead>
<tr>
<th>Healthy Life</th>
<th>Healthy Mind</th>
<th>Healthy Aging</th>
<th>Healthy Body</th>
</tr>
</thead>
</table>
| • Fats & cholesterol  
• Salt  
• Alcohol  
• Smoking  
• 5-a-day / fruit /fiber  
• Weight management  
• Water / hydration  
• Sugar & snacks  
• Diseases (cancer, diabetes, anemia, heart, BP)  
• Eating out  
• General healthy eating  
• Caffeine  
• Sleep / fatigue  
• Beauty (skin & hair)  
• Brain health  
• Exercising & stress  
• Workplace stress  
• Stress reduction techniques  
• Stress (food / drink / stimulants)  
• Managing stress (incl. finance, debt)  
• General wellbeing (incl. mindfulness, anxiety)  
• How to sleep better  
• What is Alzheimer’s disease? (TED-Ed)  
• Exercise is a great way to relax  
• How to achieve good mental health  
• Building Better Backs  
• Take care of your heart  
• The importance of exercise as you get older  
• Swimming  
• Yoga / Pilates  
• Cycling  
• Walking  
• Running  
• Stretching & warm-up  
• Hydration & food  
• Health (back pain, diabetes, heart)  
• Exercises  
• Sleep  
• General fitness benefits / getting active |
EXAMPLES OF CONFIGURED SOLUTIONS FOR CUSTOMERS
Leveraging digital platforms, coaching and call centers to improve health, overcome loneliness and encourage employment in HCBS.
Good morning Alice!

My Health

My Goals

70% 2,000 Steps a day

My Wellness

My Blood Pressure

My Heart Rate

My BMI

My Mood

My Events

16 Tai Chi (10.30am)

23 Coach Call (3pm)

Request coach call

Book appointment

View messages
Buenos días Pablo!

70% 2,000 Pasos al día

16 Tai Chi (10.30am)

23 Llamada de entrenador (3pm)
My Wellbeing

My Wellbeing Assessment

Score in May: 80

My Community

Volunteer
Join a group

Forum
Support directory

My Daily Goals

2,000 Steps
6 glasses of water

8 hours of sleep
30 minutes of walking

My Achievements

Walking Badge
Community Support Badge

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My Calendar

Mon  Tue  Wed  Thu  Fri  Sat  Sun

1

2  9:30 Yoga in the park

3

4  11:30 Monthly check up

5

6  9:30 Walking group

7

8

9

10

11

12

13  10:00 Prescription refill reminder

14

15

16  10:30 Thai Chi

17

18  My Birthday

19  14:00 Community Garden Project

20

21  18:00 Photography class

22

23  15:00 Coach Call

24  10:00 Water aerobics

25

26

27  11:00 Creative writing workshop

28

29

30  14:00 Community Garden Project

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My Home Page

Good morning Alice!

My Wellness

My Blood Pressure

My Heart Rate

My BMI

My Mood

My Goals

70%

2,000
Steps a day

My Events

16
Tai Chi
(10.30am)

23
Coach Call
(3pm)
## My Blood Pressure Categories

<table>
<thead>
<tr>
<th>Blood pressure category</th>
<th>SYSTOLIC mm Hg (upper number)</th>
<th>DIASTOLIC mm Hg (lower number)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORMAL</td>
<td>LESS THAN 120</td>
<td>LESS THAN 80</td>
</tr>
<tr>
<td>ELEVATED</td>
<td>120 - 129</td>
<td>LESS THAN 80</td>
</tr>
<tr>
<td>HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1</td>
<td>130 - 139</td>
<td>80 - 89</td>
</tr>
<tr>
<td>HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2</td>
<td>140 or HIGHER</td>
<td>90 or HIGHER</td>
</tr>
<tr>
<td>HYPERTENSIVE CRISIS (consult your doctor immediately)</td>
<td>HIGHER THAN 180</td>
<td>HIGHER THAN 120</td>
</tr>
</tbody>
</table>

*Request coach call* | *Book appointment* | *View messages*
My Blood Pressure

My Results History

My Results Today
21 August 2018

Systolic: 150
Diastolic: 120
Heart Rate: 60

enter results manually
enter results from device

My Blood Pressure Categories

- **NORMAL**: LESS THAN 120 and LESS THAN 80
- **ELEVATED**: 120 - 129 and LESS THAN 80
- **HIGH BLOOD PRESSURE (HYPERTENSION, STAGE 1)**: 130 - 139 or 80 - 89
- **HIGH BLOOD PRESSURE (HYPERTENSION, STAGE 2)**: 140 or HIGHER or 90 or HIGHER
- **HYPERTENSIVE CRISIS (consult your doctor immediately)**: HIGHER THAN 180 and/or HIGHER THAN 110
Hello Alice!

How are you feeling today?

My Health at home

Blood pressure device!
Your blood pressure is a little high today. We've scheduled a call with your health coach for 15:00

Add to Calendar  Reschedule Appointment

My Medication

Morning  Noon  Evening  Bed

My Wellness

My Blood Pressure  My Heart Rate

My BMI  My Mood
Losartan 50 Mg Tablet

Tick to confirm this medication has been taken today

Quantity: 2 Tablets
Colour: Light Green
Shape: Round
Imprint: 54 125

Losartan is used to treat high blood pressure (hypertension) and to help protect the kidneys from damage due to diabetes. It is also used to lower the risk of strokes in patients with high blood pressure and an enlarged heart. Lowering high blood pressure helps prevent strokes, heart attacks, and kidney problems. Losartan belongs to a class of drugs called angiotensin receptor blockers (ARBs). It works by relaxing blood vessels so that blood can flow more easily.
Hello Alice!

How are you feeling today?

My Health at home

Blood pressure device!

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Add to Calendar  Reschedule Appointment

My Wellness

My Blood Pressure  My Heart Rate

My BMI  My Mood

My Medication

Morning  Noon

Evening  Bed
Leveraging digital platforms, coaching and call centers to improve health, overcome loneliness and encourage employment in HCBS.
Go4Life Exercise—Heel-to-Toe Walk

BALANCE

Heel-to-Toe
Good morning Alice!

My Goals

70% 2,000 Steps a day

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My Mood

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My Home Page

Request coach call  Book appointment  View messages

My Health

My Wellbeing

My Calendar

My Library

WellbeingZone

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Our learnings, shared.

In order to deliver enhanced outcomes we have learned...

- To focus on reducing complexity – “Less is More”
- That technology is only part of the solution – people and process are critical
- That outreach and engagement are critical to ensuring people participate and work towards their health goals
- To establish collaborative partnerships and obtain input from all key stakeholders to create a pilot that’s right for your communities
- To ensure your business model, processes and tools are optimized for the target audience and your unique environment

Focusing on quality while reducing costs to the healthcare delivery system!
Mozzaz is a patient engagement solution supporting a broad spectrum of complex care programs & services.
Mozzaz is a patient engagement solution supporting a broad spectrum of complex care programs & services.

With a specialty in Digital LTSS Engagement
| ASSISTIVE TECHNOLOGY | HOME AUTOMATION | MONITORING | ACCESSIBILITY |
## Engagement & Outcome Data

MCO data collected from an LTSS managed care program for 100 users over a 12-month period. Care plans included LTSS Crisis Support, IDD Therapy & Independence, LTSS ECF programs.

<table>
<thead>
<tr>
<th>MEASUREMENT</th>
<th>DEFINITION</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement / Retention</td>
<td>Level of app usage over time by users</td>
<td>• 65-75%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Excellent retention and engagement after 12 months</td>
</tr>
<tr>
<td>Health Outcomes</td>
<td>Specific measures to assess improvement in health</td>
<td>• 80% improvement in PHQ-9 Scores</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 22% decrease in Hospitalizations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 150% decrease in unique crisis episodes</td>
</tr>
<tr>
<td>Social Determinants of Health</td>
<td>Measures to assess level of social connectedness and participation in relation to health outcomes</td>
<td>• 20% increase in community participation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 7% increase in job placement and retention</td>
</tr>
<tr>
<td>Cost Efficiencies</td>
<td>Measurable impact of savings in direct care costs driven by remote care support, program efficiencies, self-care and a reduction in avoidable episodes / procedures</td>
<td>• 8 hours of Care Worker time saved per week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 14% reduction across in-person service utilization</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 15% decrease across in-person crisis response</td>
</tr>
</tbody>
</table>
LTSS – ECF Engagement Data

Active Users
- Max of Active
- Max of Enrollment

- Excellent level of activations
- Good retention rates

Page Views
- High usage of AAC / Communication pages even for verbal individuals

Page Type
- Communication
- To Eat Or Drink
- Start Page
- My Care
- Urgent Needs
- Hobbies
- About Me
- My Care Team
- Places to go
- Conversations
- Lunch and Dinner

- Average Form Submissions Per Member Per Month: 16
- Average Logins Per Member Per Month: 97
- Average App Time Per Member Per Session: 42 mins

- Average # of Care Team Members Per Account: 4
- Average Care Team Logins Per User Per Month: 7
- Average # of Care Team Messages Per Month: 0

- Active regular usage by individuals

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THE MOZZAZ APPROACH

Effective, personalized mobile-based strategies and solutions are needed to address challenges around complex care and the super-utilizer population.

PERSONALIZE
- Personalize care plans
- Tailor interactions
- Actionable interventions

CONNECT
- Connect on any device
- Connect care teams
- Connect individuals

MEASURE
- Collect data
- Measure outcomes
- Smart Alerts & Notifications

OPTIMIZE
- Refine care plans
- Improve outcomes
- Prevent episodic care

MOZZAZ CORPORATION | MOZZAZ.COM
THE DEMO SCENARIO

Jonny, has mild-IDD and is in his late-20s. Has a sister, Samantha.
Through the State Employment Support Program, he works 4 hours a day at the local grocery store.

PERSONALIZE
- Personalized support plans
- ADLs & actionable interventions
- Visual Schedule with Alerts

CONNECT
- Connect care teams
- Connect services (Uber & Alexa)
- Connect individuals

MEASURE
- Collect data
- Measure outcomes
- Smart Alerts & Notifications

OPTIMIZE
- Refine care plans
- Improve outcomes
- Support independence

MOZZAZ CORPORATION | MOZZAZ.COM
THE DEMO SCENARIO

- Jonny, has mild-IDD and is his late-20s.
- Has a sister, Samantha.
- Through the State Employment Support Program he works 4 hours a day at the local grocery store.

PERSONALIZED CONTENT

- Start Page
- Communication
- Activities of Daily Living
- Community Living Support
- Job Support
- Ask Alexa!
- Contact My Care Team

JOB SUPPORT WITH RESOURCES

- Check-in & Check Out
- Bus Schedules
- Daily Job Tasks
- Cafeteria Menu
- Wage and Hour Tracking

VISUAL SCHEDULES

- Daily Meeting with Supervisor
- Task 1: Bagging Groceries
- Task 2: Cleaning

INTEGRATED ASSISTANTS - ALEXA

- Alexa Page
- Today’s weather
- Joke of the day
- Baltimore Orioles
- Play Bruno Mars
- Turn off my plugs
- 6 AM alarm

INTEGRATED SERVICES - UBER

- UBER Drive from HOME to WORK

IN-APP FORMS FOR DATA CAPTURE

- Supervisor Evaluation
- Quality of work: 5 - Excellent
- Use of time: 5 - Efficient
- Interpersonal skills: 5 - Friendly
- Ability to work with others: 5 - Excellent

SECURE MESSAGING + TELEHEALTH

- Incoming Video Call
- Samantha
- Accept
- End

CARE TEAM DASHBOARDS & ALERTS

- Supervisor Evaluation
- 2 - Unsatisfactory
- 4 - Average
- 6 - Outstanding

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Mozzaz and MAXIMUS Conference Booths

About MAXIMUS

✓ Since 1975, MAXIMUS has operated under its founding mission of Helping Government Serve the People®, enabling citizens around the globe to successfully engage with their governments at all levels and across a variety of health and human services programs. MAXIMUS delivers innovative business process management and technology solutions that contribute to improved outcomes for citizens and higher levels of productivity, accuracy, accountability and efficiency of government-sponsored programs.

✓ With more than 20,000 employees worldwide, MAXIMUS is a proud partner to government agencies in the United States, Australia, Canada, Saudi Arabia, Singapore and the United Kingdom. For more information, visit maximus.com.

✓ MAXIMUS Booth #103.

About Mozzaz

✓ Mozzaz delivers mobile solutions for “high-need, high-cost” complex care patients and the teams that support them. Personalized, interactive plans enable patients to engage in their care and stay connected to their teams for support. Enterprise healthcare-ready with secure, unified messaging services, Mozzaz offers real-time data collection and full system interoperability.

✓ A digital health solution that serves a wide spectrum of complex care populations:
  • Intellectual and developmental disabilities,
  • Mental health issues,
  • Family services,
  • Substance use disorder,
  • Crisis support, and
  • Long Term Services and Supports

✓ Mozzaz Booth #110