

# Care Kit Positioning Statement

## The Current Problem:

Those old, ineffective methods and materials for discharge simply don't work. No matter how many pamphlets you give or how much time you spend, patients complain they weren't prepared for home. They're right...*and they often return at a penalty or denial costing the facility thousands of dollars, or worse, reputation equity.*

- Old materials do not reflect the PATIENT POINT-OF-VIEW and are not designed to be practical for use AT HOME or ON-THE-GO ®
- Patients, disoriented from procedures and eager to leave, cannot listen well.

## The Solution is Care Kits: ([www.carekit.com](http://www.carekit.com))

Instead, we have re-engineered patient education to drive sustainable behavior change once patients are discharged.

## Each Care Kit Contains 3 Items that work together:

### 1) CURRICULUM: The latest clinical standards and adult learning principles:

- The patients' own vocabulary
- 3rd - 4th grade reading level
- Action-oriented, step-by-step
- Leverages the science of Adult Learning: Tied to goals, using humor, metaphors and graphics to convey concepts

### 2) PRACTICAL REFERENCE TOOLS: Proprietary items such as:

- Checklists, food posters, magnet boards, and other guides that highlight & intercept target behaviors while Log Books track actions and measure results.
- Designed to be practical and useful "around the house" or "on the go"

**3) DEVICES (optional):** Essential instruments, as needed, to drive compliance over the long run, such as:

- Scales
- BP monitors
- Pulse oximeters
- Thermometers, and more! (condition specific and vetted for clinical and cost effectiveness)

**EXPECTED RESULTS:** Proven to work:

- Independent, successful patients
- Substantially lower readmissions. Up to 74% lower. (see VA Study as an example, on our website). We have more unpublished, if required.
- Higher patient satisfaction scores (HCAHPS)
- Lower overall costs
- More efficient staff workflows and satisfaction
- ...a dramatically improved Patient Experience!

**CARE KIT PARTNERS:** A Proven Solution

- **Acute Care Providers:** Kaiser Permanente, Advent Health, Ascension, Orlando Health, Health First (FL), FMOL (LA), Honor Health, Texas Health Resources, BJC, UPenn, etc.
- **Payers:** UPMC, Cigna, Health First (NY), Health Alliance (IL), Centene, Cigna, Molina, Kaiser
- **Care Management:** Tenet, Aledade,
- **Academic Providers:** U of Miami, Tennessee, Oklahoma, BJC, UPenn, and more
- **Home Health Providers:** Interim Healthcare, Kaiser, Options HH, Good Samaritan, 3HC, and more.....
- **Primary Care & FQHCs:** Coplin Health, Health Point, and more...

## EXHIBIT: Heart Failure & COPD Care Kit Contents

