

Introducing... Care Kits

- Unique & Inspiring Patient Education
- Everything in One Place for Patient Self-Care
- Lower Readmissions and Better Satisfaction Scores



Contents of this Short Deck

Most patient education materials are boring and outdated. Care Kits are different. They reflect the patients point-of-view using proven, adult learning principles.

- What are Care Kits
- Why Care Kits Work!
- Examples
- Staff Resources and Tools



Proven:

Better Outcomes, More Effective Case Management,
Lower Costs, Engaged and Satisfied Members

Why Self-Care Fails?

Care Kits Improve the Quality of Care

The curriculum and tools in each Care Kit address the most common reasons for self-care noncompliance and readmission.

- ✓ Failure to understand & comprehend the condition & its effects
- ✓ Failure to comply with medication recommendations
- ✓ Failure to commit to lifestyle changes
- ✓ Failure to self-monitor
- ✓ Failure to attend regular check-ups and other physician encounters



Why Care Kits Work?

The Solution is Rooted in Science

The materials are design based on how adults learn new topics. Care Kit materials reflect the patients point-of-view using **proven principals of adult learning**.

- Self-Directed & Goal Oriented
- Emotional & Inspirational
- Metaphors & Humor
- Relevant, Practical & Respectful
- Actions & Reactions

This is the BIG PICTURE!
There are just 3 things to do.



Fast Food Advisor

When you can't avoid Fast Food, these choices won't get you too far off track. To eat no more salt for the rest of the day, avoid the a good idea.

McDonald's Cancer Risk: Only Grilled Chicken No Cheese or Creamy Sauces for French Fries	Wendy's Whisper Ah, No Frost Apple Pie (Sweeten w/ Sugar)	PANDA EXPRESS Steamed Beef w/ Hot Mustard Sauce	KFC Grilled Chicken Breast Mustard Pickles (No Sauce)	Chick-fil-A Cajun Mac/cheese or Peanut Butter or Peanut Butter LIGHT (No Sauce)
Wendy's Chicken Soft-Cover Salad No Dressing	Pizza Hut 1 Slice Large Pan Pizza No Cheese	SUBWAY 6" Sub No Cheese or Sauce	TACO BELL 6 Cornitos No Sauce	Chipotle Baked Burrito No Cheese or Sauce

Log Book

Tracking Chart

If Results go up, Actions will bring them down.

Start Date: ___/___/___

Call the Doctor if I gain ___ pounds in a Day
___ pounds in a Week

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Results							
Morning Weight							
Blood Pressure							
Pulse							
Swelling?							
Short of Breath?							
Actions							
Sodium							
Walking							
Chair Exercises							
Smokes							

The Short Story on Heart Failure

How a Heart Fails

Heart Failure sounds terrible, but really it's the same sort of "failure" you've seen before: You fail a test, lose a game, fall off a horse. After you fall, you get right back up again.

...but from now on you take better care of the horse. The horse is your heart. Your heart is a workhorse... pumping blood.

What's in a Care Kit

Everything in One Place for Self-Care

Each Care Kit contains easy-to-understand plans PLUS point-of-use reference tools and devices. Three elements set up the patient for self-care at home to improve outcomes.

The Short Story on Heart Failure
Lighten the Load
Widen the Road
Strengthen the Horse
How to Take Your BP
How to Stop Smoking
How Heart Meds Work
Reminder Board
Stress Card
Pill Organizer
Digital Scale
Lotion
Pulse Oximeter (Optional)
Measuring Bottle

Food Poster
Log Book
Fast Food Advisor™
Limit Drinks
Emergency Card
Bathroom Sticker
Blood Pressure Monitor

1 **Essential Information**
The latest clinical standards in a science-based curriculum: Meets or exceeds AMA standards for health literacy. Uses adult learning principles such as humor, metaphors, action steps and goals so your patients grasp quickly and remember long term.

2 **Engaging Tools**
Unique content and layouts for tracking logs and charts, checklists, magnet boards, wallet and door hanger reminders – friendly items to integrate with daily life and to engage in the long-term!

3 **Clinically-Vetted Devices**
The most user-friendly designs for scales, pulse oximeters, BP monitors, rehab equipment, ear wraps, thermometers, and more give your patients a head start on mastering self care regimens!

Point-of-Use Tools

Better than a pretty little binder or pamphlet

The practical and useful “point-of-use” reference tools reflect how and where patients conduct their self-care. They remind and direct patients to comply *WHEREVER* they perform their tasks.



Tools Specifically Designed For the Home

Care Kits Will Drive Star Ratings

Boost Your Patient Feedback

A Care Kit can impact **nearly 44%** of your hospital star-rating score.

Measure	Weight
Mortality	22%
Safety	22%
Readmission	22%
Patient Experience	22%
Timely & Effective Care	12%

44%

Readmission Rates

- ✓ Overall readmission after discharge
- ✓ Heart attacks
- ✓ Coronary artery bypass
- ✓ COPD
- ✓ Heart failure
- ✓ Hip/knee surgery
- ✓ Pneumonia
- ✓ Outpatient chemotherapy
- ✓ Discharge from hospital

Patient Experience

- ✓ Medication explanations
- ✓ At-home recovery instructions
- ✓ Nurse-to-patient communication
- ✓ Doctor-to-patient communication
- ✓ Understanding of self-care

Heart Failure Care Kit - What's Inside

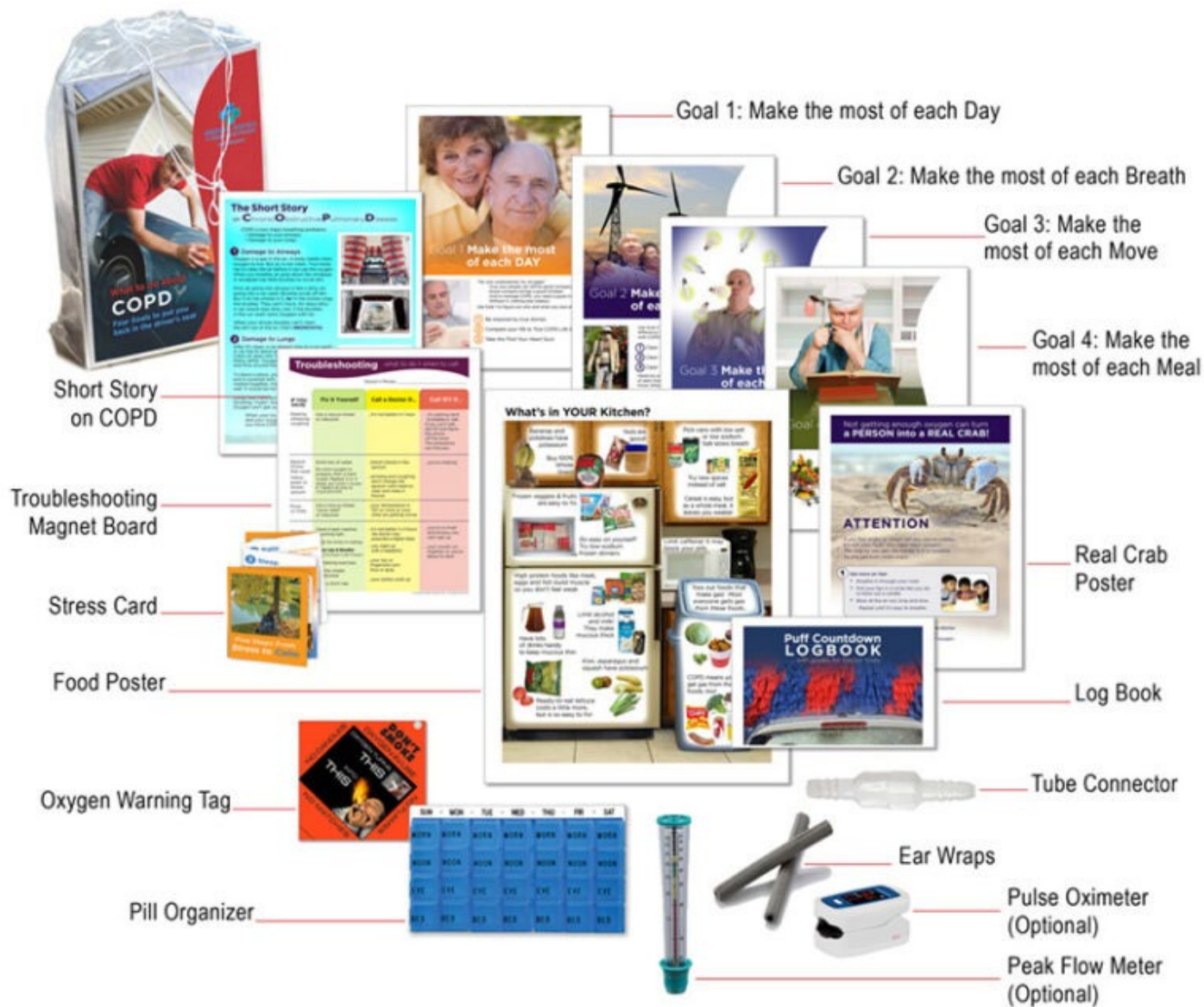
Example



50+ Care Kits | 100+ CareKitOnline™ Guides

COPD Care Kit - What's Inside

Example



Available in over 50+ Conditions, 100 Guides

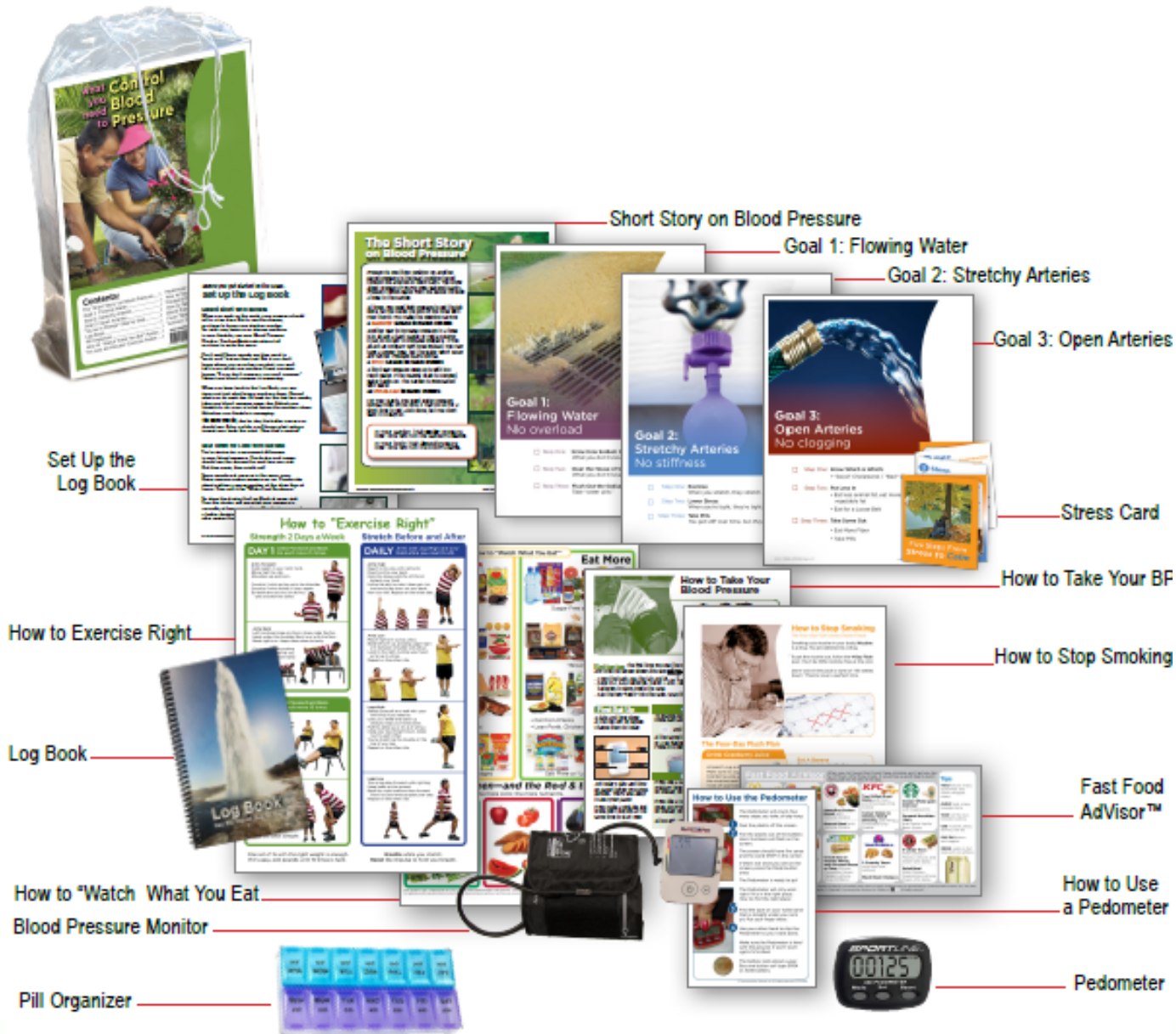
Diabetes Care Kit - What's Inside

Example



Blood Pressure Control - What's Inside

Example



COVID-19 - What's Inside

Example



Prevention & Newly Diagnosed

Falls Prevention - What's Inside

Example

The Fall Prevention Care Kit focuses on developing balance. Patients insist, "I won't fall." Instead of contradicting them, or annoying them with "Falls Prevention," this kit offers Balance Training. Patients agree: "Now that's something I can see myself getting better at."



Heart Failure Care Kit Outcomes

Heart Failure Readmission Rates 30-days

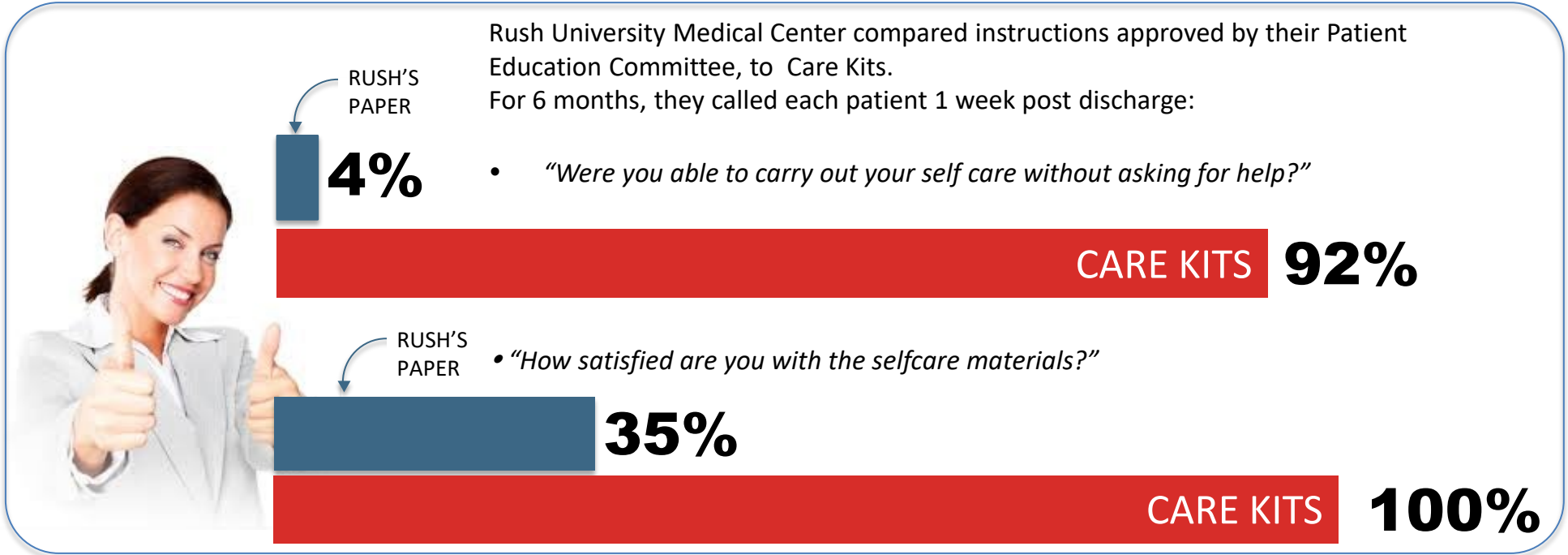


At Mercy only: N = insufficient for highest level of statistical significance, but indicative, especially given overall trend

	Before	After	REDUCED BY
St. Joseph, Lexington KY	6.4%	4.0%	38%
St. Joseph, Elgin IL	16.7%	7.7%	54%
NWC, Arlington Hts. IL DRG 127 ONLY	13.2%	8.7%	34%
NWC, Arlington Hts. IL ALL CHF-RELATED DRGs	23.4%	6.9%	74%
Aurora, Milwaukee WI	22.2%	6.3%	72%
Great Plains, ElkCity OK	8.6%	2.2%	73%
VA, AnnArbor MI (90 Days)	54.5%	33.3%	38%
Mercy Hospital, Chicago IL	>28%	0%	100%

Does It Make a Difference?

Outcomes & Results



ASTHMA More than doubled medication adherence, eliminated readmissions and reduced ER use by 72% vs. *American Lung Assn handouts*

Virtua New Jersey Medical Center

HYPERTENSION 88% in target range after 6 months vs. 12% after home visits+phone coaching

Suburban Chicago employee wellness program

HEART FAILURE Reduced readmissions by 74%; increased regimen adherence by 300-500% vs. *standard paper, home visit and phone coaching*

Multiple studies WI, IL, KY, MI, and others

Q:
Did the Care Kit help you manage your condition?

Condition	Percentage
Heart Failure	97.3%
Hypertension	94.9%
Diabetes & Pre-diabetes	93.6%
Asthma	92.5%
Coronary Artery Disease	100%
Post Surgical	100%

YES

University of Pittsburgh
FIVE-YEAR AVERAGE
34% better than national 5-year average

Case Study

\$1.5 MM Savings in a Medical Home

Care Kits have also been proven to work in payer / risk settings.

712 participants
24 months

J Reeves, MD Director
Nevada State QIO

J Ambulatory Care Management
V36, No. 2, pp. 108-120 March 2013



COMPARED TO BASELINE YEAR

TOTAL MEDICAL COST	23% lower
Blood pressure Cholesterol Blood sugar	85% better scores
Emergency Room visits	16% fewer visits
In-hospital days	54% fewer days
Imaging services	35% lower use
Prescription cost per member	18% lower cost

Health Plan net savings exceeded \$56 PMPM
\$1.5 million / 1000 members

Member savings = 30% lower out-of-pocket cost
than the alternate PPO plan

