

Best of Xealth[®] in 2022...

4.6m

Orders
Placed

292

Hospitals
Benefited

1.7m

Patients
Reached

37k

Physicians
Engaged

59%

Patient
Engagement Rate

...and a look ahead at 2023

2023 already looks uncertain for everyone. When budgets are tight and every decision matters, leaders want to invest in digital health tools that will make a measurable impact on clinical and financial outcomes. This look back at how Xealth clients achieved success with digital health in 2022 offers a roadmap for setting priorities in the year ahead.

Top Digital Solutions Deployed



ACP DECISIONS



BABYSCRIPTS™

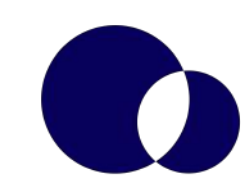


getwell | Loop



MEDBRIDGE

MEDLINE



SilverCloud
by Amwell



twistle
by HealthCatalyst

welldoc

The Digital Dozen

Xealth helps launch digital health initiatives across 12 categories of clinical care.

Digital health doesn't fit neatly in any category, neither do the initiatives it drives. From closing care gaps to helping activate patient portal accounts, the application of digital health tools is limited only by your imagination.

Xealth has looked at the nearly 150 uses for digital health across our two dozen clients, and have identified 12 common themes across clinical and operational areas. We hope that our insight into the Xealth Categories will provide a clear and definitive breakdown of the key types of digital health tools and the benefits they bring to health systems and the patients they serve. Below are the areas ranked by percentage of patients Xealth reached through each of them.

- 19% Surgery
- 16% Chronic Disease Management
- 13% Family & General Medicine
- 9% Women's Health
- 8% Oncology
- 7% Behavioral Health
- 6% Preventative Care
- 6% Physical Therapy & Rehabilitation
- 5% Palliative Care & Hospice
- 4% Virtual Care Enablement
- 3% Innovation & Research
- 1% Pediatrics

Most Popular Initiatives

Wondering what to do next? Here are the most popular initiatives within the Xealth Categories, which means multiple health systems have programs in place to achieve similar objectives.



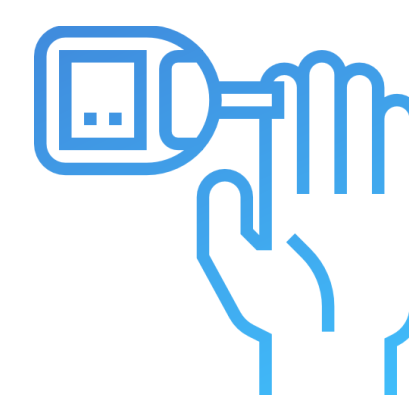
Engaging & Monitoring Expectant & New Mothers

12 systems reach these highly engaged patients through digital outreach, from extensive patient education campaigns to enrolling them in monitoring programs.



Making Shared Decisions About Cancer Prevention & Treatment

7 systems are using digital tools as part of oncology programs, from screening reminders to treatment options as well as survivorship.



Managing Diabetes

6 systems monitored and managed care for patients with diabetes by incorporating digital tools into the clinical workflow to save clinician time.



Treating, Managing, & Monitoring COVID-19

6 systems used digital tools for tasks such as attestation of test results through to home monitoring of moderate cases.



Improving Access to Behavioral Health

5 systems leveraged Xealth to easily invite qualifying patients to enroll in digital behavioral health programs.

The Digital Health Formulary

At Xealth, our mission is to enable digital health at scale. We believe that health systems should be able to put the right solutions into the hands of patients at the right time – just as easily as they write prescriptions at the point of care.

That's the idea behind the Digital Health Formulary. We see this as a curated, dynamic list of digital assets that the health system has chosen and pre-approved for distribution so they can be readily shared with patients.

A core part of Xealth's mission is to help health systems create the digital health formulary that best aligns with their clinical and business objectives. This way, they can hit the ground running and build digital health programs at the right page, with no need for additional IT infrastructure or staff.

Three ways innovation doesn't need to be complicated



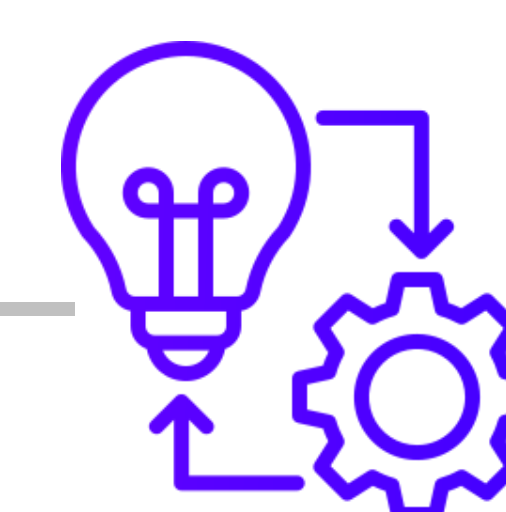
Identify

the assets you already have that are ready to go



Execute

at your own pace, within your organization – it's a marathon not a sprint



Centralize

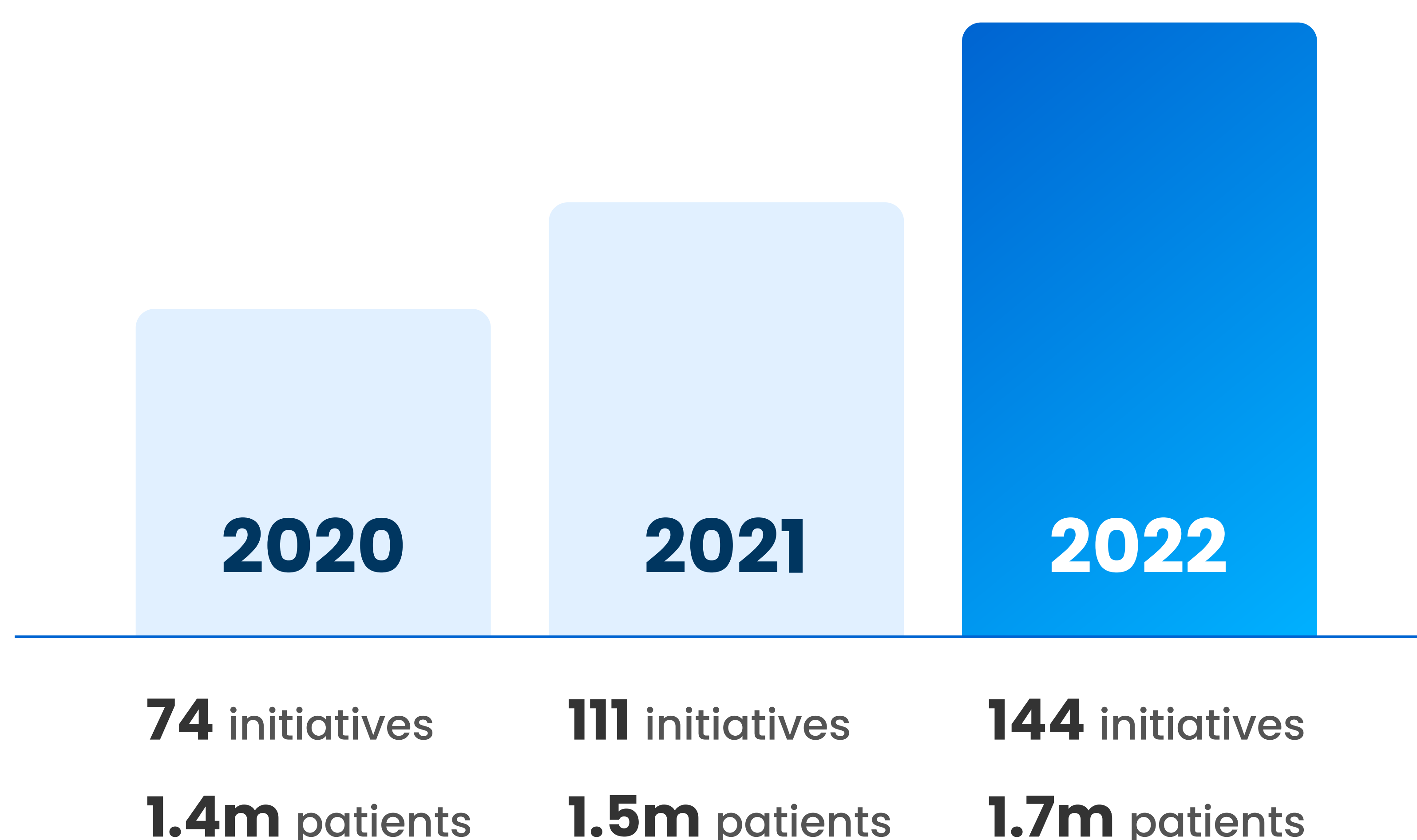
manage and evaluate through a digital health platform

Powering Digital Health At Scale

From 2020 to 2022, Xealth clients increased their digital health initiatives by 95%. Our clients also increased the number of patients they engaged with by more than 21%.

This demonstrates that health systems increasingly embrace our approach to enabling digital health across the continuum of care. It also shows that Xealth is ready to help health systems develop and launch a digital health strategy to support their work in 2023 and beyond.

144 initiatives launched
1.7 million patients reached



Xealth 2022

Use Case Highlights



Saving time while meeting joint commission requirements, increasing Press Ganey scores

Duke tracks patient engagement with videos for hip and knee replacements

Challenge: Duke Health wanted to engage hip and knee replacement patients with educational videos that would enable better patient education, as well as satisfy Joint Commission requirements. Duke also wanted the ability to track to see what content resonates with this patient group.

Solution: Once the surgery is scheduled, the platform checks for co-morbidity rates. Duke leverages Xealth automation to send patients pre-op education videos aligned with Joint Commission criteria. Leveraging Xealth, Duke tracks what materials have been watched, engaging the Joint Navigator for alternative education if necessary. This allows for streamlined reporting across this patient group. Results so far include more than 60% patient engagement, meaning patients have watched at least one video; 1,700 clinician hours saved; and Joint Commission requirements met. Clinicians have reported a decrease in readmissions and an increase in Press Ganey scores and attribute automatically sending patients this content and being able to verify engagement activity to achieving these results.



Targeting employees for a specific program, driving enrollment

The Froedtert & the Medical College of Wisconsin health network invites qualified employees to Omada's Pre-Diabetes program

Challenge: Reaching individuals before they develop diabetes improves their quality of life and saves money. The Froedtert & MCW health network wanted to easily invite patients in a specific eligible employee population to sign up for Omada Health's Pre-Diabetic program focusing on weight loss and greater awareness of changing glucose levels, with the goal of increasing enrollment into these programs.

Solution: The Froedtert & MCW health network sends Xealth a secure file of patients who qualify for the Pre-Diabetes program. Xealth emails these patients information about the Omada program with personal invitations from their provider to enroll. Through this targeted approach and sending from the provider, Xealth has enabled an enrollment rate that is twice as high as the standard enrollment rate that Omada typically achieves on its own.



Measuring the impact of patient ed while easing burden on pediatricians

Children's Wisconsin streamlines patient education delivery, enabling tracking and measurement of effectiveness

Challenge: Children's Wisconsin struggled to provide their custom and vended education content to patients and families in a user-friendly way. Clinicians and administrators either manually inserted links into After Visit Summaries or printed content from intranet sites to give to patients, leaving room for missing pertinent information and making it impossible to measure its impact.

Solution: By integrating their custom content management system and KidsHealth, CW created a centralized workflow for the entire care team to order and monitor the use of all their education content. Additionally, by integrating with CW's preferred patient engagement vendor, Artera, the communication from the provider remained consistent to reduce alert fatigue for the patients and families. Benefits include improved patient and family experience, streamlined distribution, and the ability to track clinician and patient usage and engagement.



Capturing timely interest in smoking cessation

Southern Illinois Health rolls out smoking cessation program, sees positive engagement rates

Challenge: SIH identified a missed opportunity for tobacco cessation education following patients receiving low dose CT scans. After their scans, SIH staff didn't have the time to follow up with patients to send information on smoking cessation classes, the Quitline program, and other important resources. While materials were available for those patients who sought out the information, it was not being pushed directly to the patients in a programmatic way.

Solution: Leveraging Xealth, SIH now sends automated custom content to patients who agree to learn about quitting smoking. The patient first receives a flier with information on the Courage to Quit program and the Illinois Tobacco Quitline. In addition to the flier, a questionnaire is sent to determine if the patient wants to enroll in the program. If the answer is yes, a message is sent to the InBasket in Epic, which triggers an SIH resource to call the patient to complete program enrollment.



Leveraging Digital Care to enroll and monitor patients with diabetes

Xealth's distribution of Welldoc's Bluestar program achieves growth in enrollment

Challenge: Welldoc's Bluestar program is widely respected for the clinical outcomes it can achieve for patients, and the quality of the monitoring information it provides to both PCPs as well as endocrinologists, but patient enrollment was challenging. Additionally, the monitoring dashboards were not within the provider's EHR workflow, necessitating extra clicks from the provider to access key patient information.

Solution: By integrating Bluestar into Xealth, providers can order Bluestar direct from their EHR workflow, which makes it convenient and quick for providers to manually order. The patient receives the invitation to enroll right in their inbox for easy access. When distributed via Xealth, nearly half of those who open the email sign up for the Bluestar program. For providers, the Bluestar monitoring dashboards are now available from within the EHR workflow, saving clinician time and resulting in hundreds of dashboard views.

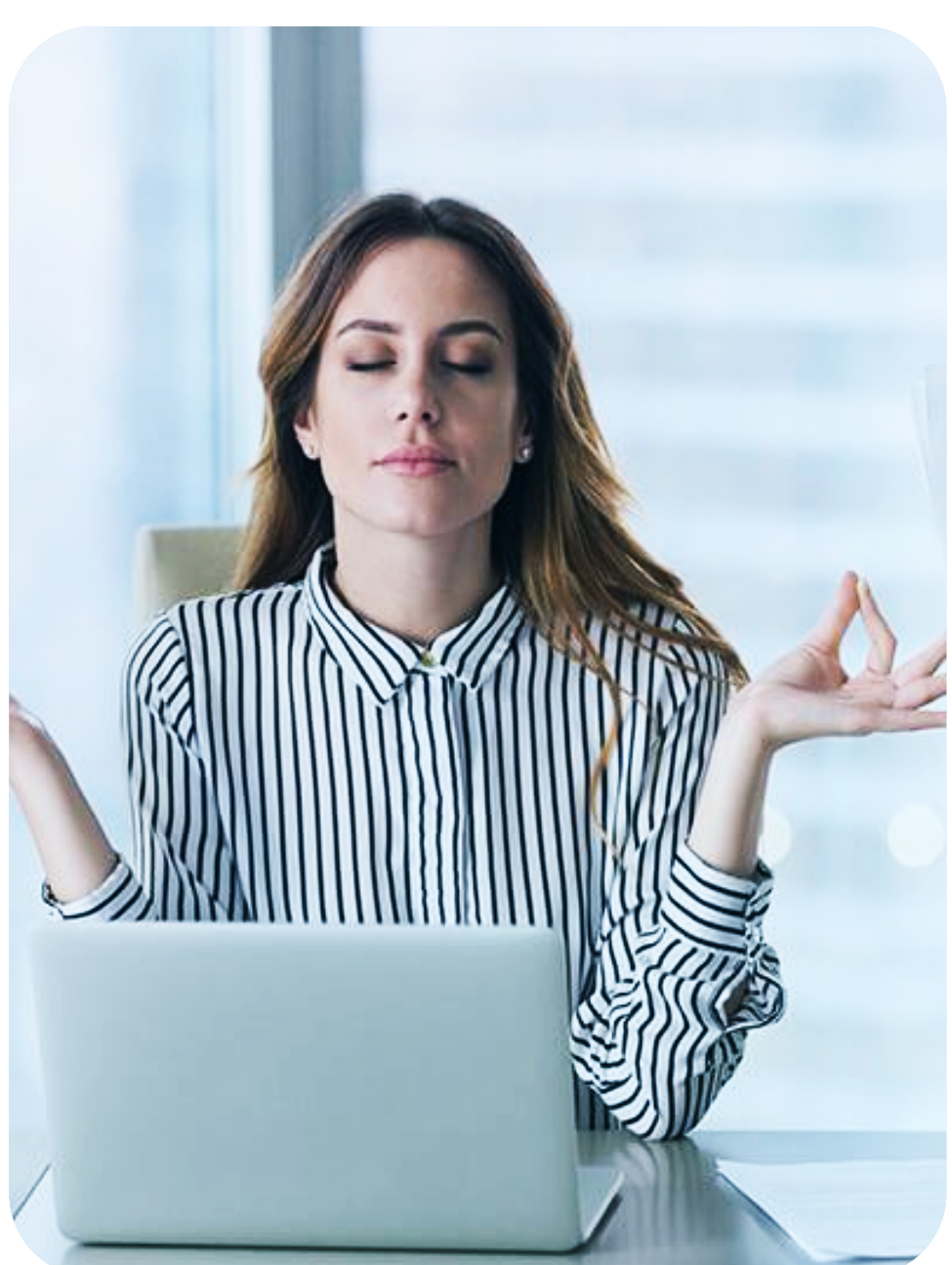


Supporting research initiatives through Digital Care

Duke targets appropriate patients for research initiatives while improving enrollment bias

Challenge: Duke needed a way to identify patient populations for their various research initiatives and invite qualifying patients to enroll, while masking the patient identity from the researchers. Research examples include SplendoFIT, Hope 1000, CareMap OSPREY – Surgical Pain Relief Study, Type 2 Diabetes Virtual Support Group, Heart Failure Virtual Support Group, and a Bariatric Asthma Video.

Solution: Xealth has partnered with Duke to create custom workflows to reach out to engage patients who qualify for research studies. By using Xealth's automated ordering capabilities, specifically triggering an invitation to enroll from a scheduled surgery, or off a specific list, Duke alleviates any potential enrollment bias and patient identity from the researchers. Relevant patients are selected on strict protocol to inform them of a potential research study, enrollment information, or videos related to the various research initiatives. Once patients enroll then the researchers are able to access any patient identity, but Xealth has been able to improve any enrollment bias with these enrollment options while targeting engaged and willing participants.



Improving access to behavioral health programs

Banner makes it easy for providers to offer SilverCloud for patients

Challenge: Access to behavioral healthcare and resources has always been a challenge, which was made worse during the pandemic, from a general increase in anxiety and depression to further stress on our health professionals. Banner sought a way to make it easy for clinicians to access and recommend their system-approved digital solution, SilverCloud.

Solution: Banner added SilverCloud to their Digital Therapeutics formulary within Xealth and made it available to their primary care practices. Since its deployment, Banner has observed significant clinical improvements. Coached users spend an average of more than two hours engaging with the platform, versus a goal of 60 minutes. Additionally, the goal of 50% or more improvement in PHQ9 or GAD7 was surpassed: PHQ9 = 54% and GAD7 = 58% improvement (of users starting with an acuity of moderate+ who logged in four or more times). Based on this success, Banner is actively working to expand the program to additional providers.



Baystate  Health

Improving postpartum care for high risk patients with remote patient monitoring

Baystate provides seamless way to identify and enroll pregnant patients into Babyscripts program, with 84% enrollment

Challenge: Baystate wanted to accelerate the speed of adoption of digital apps by providing a more uniform implementation process and mechanism for prescribing programs to patients, as well as make it easy for clinicians to order tools and review results.

Solution: Baystate started a pilot with Babyscripts during the COVID-19 pandemic to proactively monitor patients during pregnancy while keeping them safe at home. Since partnering with Xealth they enrolled more than 1,000 patients in the remote blood pressure monitoring program and have seen engagement of 84%, as well as significant reduction in postpartum readmissions. With these good results, the program is being rolled out across the health system and is being leveraged to provide better monitoring for pregnant patients before and after birth.



MemorialCare 

Targeting hip and knee surgery patients with timely and relevant patient education

MemorialCare leverages Twistle to engage patients via secure messaging to share important information, reminders, and educational materials personalized to their healthcare needs

Challenge: Prior to hip and knee surgery, good patient education is an important way to encourage patients to keep their appointments and arrive prepared. However at MemorialCare, patient education for these surgeries was often inconsistent, potentially contributing to same day cancellations. MemorialCare sought to improve the patient experience while creating an easy way to track and monitor the patient's engagement.

Solution: Xealth targets surgery patients and creates orders with Twistle, a text-based app with health system-catered messaging workflows. Now, MemorialCare is systematically using defined patient journeys and automation to transform and standardize patient education pre- and post- hospitalization by deploying Twistle pathways for hip and knee surgical procedures. More than half of the patients are being actively monitored via Xealth Digital Care within the EHR workflow.



UPMC 
LIFE CHANGING MEDICINE

Increasing screening visit volume using Digital Care

UPMC distributes digital education with a link to schedule a visit

Challenge: Patients know about the importance of regular mammograms and colonoscopies, but these procedures are often seen as non-urgent, with delays in scheduling and frequent reschedules. The Community Medicine group at UPMC needed a way to easily persuade their patients to sign up for these important screenings, and remind them to follow through with their appointments.

Solution: UPMC evaluated the process to schedule a screening through a patient experience lens, with a view to making the process as easy as possible, starting with scheduling. UPMC identifies patients who are overdue for these screenings and Xealth automatically emails these patients with a link to schedule a visit, alongside educational content videos about the value of this regular health maintenance. Patients engage with this content more than 50% of the time and watch the educational video 25.2% of the time. Between 10-15% of patients click through to schedule the appointment, resulting in thousands more visits scheduled.



Froedtert &  MEDICAL COLLEGE of WISCONSIN

Saving care coordinator time while reducing readmission risk

The Froedtert & MCW health network automates Getwell Loop pathway enrollment and incorporates remote patient monitoring into workflows

Challenge: When a patient is discharged, the risk of readmission is captured automatically through a risk assessment score in the EHR. For the Froedtert & the Medical College of Wisconsin health network, nurse care coordinators enrolled patients manually into Getwell Loops based on this score (12-day outreach for low risk, 30-day for high/medium risk). To deploy at scale and save clinician time, the Froedtert & MCW health network team wanted to be able to enroll patients automatically based on the patient's risk assessment score.

Solution: Xealth created a workflow based on the patient's discharge risk score that automatically enrolls qualified patients into their designated GetWell Loop. More than 17,000 patients have been enrolled in the GetWell Loop (approximately 10,000 30-day outreach and 7,000 for 12-day outreach). Providers use GetWell to monitor progress, and have actively tracked more than 6,000 patients leveraging GetWell's monitor view integration to view and monitor the patient's status via Xealth.



AllinaHealth

Digitally enrolling patients in advance care planning classes

Allina's digital outreach program creates happy clinicians

Challenge: With all team members stretched, every minute in the day counts. Allina wanted to use technology to convert a manual, paper-based process of mailing letters to patients about advanced care planning into a digital outreach program. Not only would this save administrative time and resources, but also enable tracking of engagement in the outreach.

Solution: Xealth replaced paper letters with emails and reminders, so that the admin leader could stop stuffing envelopes and give more focus to educating patients about their advance care plans. The outreach is still manual, as there are many checks prior to inviting a patient to enroll in advance care planning classes, but staff feedback to digitizing the process has been positive. The Allina Health advance care planning educator stated, "(This process is) less stress, less time, and less cost. Thank you Xealth team for working hard to make this a seamless process. I love that I can attach order to ordering provider on both the order-only and letter encounters, makes so much more sense."



UPMC
LIFE CHANGING MEDICINE

Delivering home exercise rehabilitation programs, direct from the EHR

UPMC makes it easy for clinicians to create, review, and adjust thousands of plans

Challenge: Post-surgery, many patients require physical therapy rehabilitation programs that they can perform at home as they recover. Ordering these programs for patients takes place outside the EHR, so the process can be tedious and time consuming. UPMC wanted an efficient way for clinicians to manage these plans from within the workflow.

Solution: Xealth worked with Medbridge to create an empty "shell" exercise plan that appeared in the EHR, ready to be completed by the clinical team with customized plans for every patient versus having to create a plan from scratch in a separate system, separate from the EHR, for every patient. By working with Xealth and Medbridge, UPMC is saving clinician time and reducing the potential for data entry errors. UPMC clinicians use the Xealth interface to create, review, and adjust patient plans about 5000 times per month, all within their core EHR workflow.



AllinaHealth

Preparing patients for colorectal screening

Allina achieves 60% open rates on shared decision-making tools in advance, more patients arrive prepared and ready to go

Challenge: Patients have multiple options related to colorectal screenings (CRC), and much time can be spent during an appointment discussing the plan—assuming the patient arrives and is prepared in the first place. Allina wanted to find an efficient way to prepare patients and encourage them to arrive informed and ready to discuss their procedure.

Solution: Allina leveraged Xealth's automation capabilities to send messages to patients in advance of appointments, resulting in a steady, gradual increase in colonoscopies scheduled and completed, which contributes to population health and quality goals. With an open rate of 60% and nearly 40% of messages clicked, providers are happy too, with a team member stating, "I really like how patients are reading the CRC SDM guide before their appointment with me and asking good questions."



MemorialCare

Connecting behavioral healthcare management beyond the visit room

MemorialCare uses Xealth to order SilverCloud, monitor progress and capture patient information in the EHR

Challenge: When patients are diagnosed with anxiety or depression, an online cognitive behavioral therapy (CBT) tool is often a practical solution for both the patient and the provider. However, not only is it time consuming to enroll a patient, after the patient enrolls in the program it can be difficult for a provider to keep tabs on the patient's progress. MemorialCare had been enrolling patients in SilverCloud, a behavioral health digital platform that supports the patients in between care touchpoints with their providers. SilverCloud includes close monitoring of their anxiety and/or depression via screening questionnaires, but there was no easy link between this information and the MemorialCare care teams.

Solution: Xealth took three steps to drive the success of this program. First by loading SilverCloud into Xealth's Digital Care in the EHR, providers can order SilverCloud for patients right from their workflow, and Xealth can track engagement rates, which are up to 80%. Next, Xealth includes SilverCloud patient reporting dashboards within Digital Care so providers can track progress from the same place they ordered the program, saving time. Finally, Xealth began to automatically send anxiety and/or depression screening questionnaires back to MemorialCare to include as part of the patient record held by MemorialCare.



Lowering lifetime cost of care for hypertensive patients using Digital Care

Duke automatically sends hypertension patients videos about the importance of managing their blood pressure and diet to avoid developing secondary conditions

Challenge: Patients who struggle with hypertension typically have other co-morbidities such as chronic kidney disease or heart failure. Duke identified an opportunity to educate their patients who suffer from hypertension to provide additional education to improve their patient satisfaction and engagement with their diagnosis.

Solution: Xealth sends patients who have an ICD-10 code of hypertension a bundle of videos, once per year, that includes information such as diet changes, effects of high blood pressure, and ways to manage their blood pressure. This video is sent to patients seven days prior to their primary care visit to facilitate conversations. More than 135,000 patients have received this video bundle and over 80% of patients who engaged with this content watched 75 – 100% of the videos.



Digital Health at Scale

Xealth was founded by a team of consumer technology experts who had successful careers in cell phone, website, and interactive technology.

In 2016, they joined Providence St. Joseph Health and saw an opportunity to apply their knowledge of digital technology to better connect doctors and patients using everyday tools – for clinicians, the EHRs; for consumers, their smartphones and computers. In 2017, Xealth was spun out, adding healthcare experts and engineers. The team now comprises more than 80 members, including clinical informaticists, health IT record specialists, and healthcare business professionals.

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