

Best of Xealth[®] in 2023...



Most patients enrolled
Surgery Preparation and Recovery
1.5m patients reached



Most common programs
Women's Health
Across 15 Customers



Most engaged patients
Preventative Care
69% patients engaged



Hottest area for 2023
Chronic Disease Management
50% increase in programs

...with a renewed focus on using digital health to do more with less.

Will 2024 be a return to “normal” for health systems? Can anyone agree what “normal” even is anymore? While 2023 was one of the toughest years on record for health care providers, leaders were forced to look at all the options for squeezing more out of every resource. Read on to learn how Xealth's customers embraced digital health and made the most of the resources they had.

The Digital Dozen

Xealth has been tracking digital health for the past four years, and we have identified 12 common themes across clinical and operational areas.

The table below shows the shift in Xealth usage over the past four years, ranked by the percentage of patients associated with each area divided by the total patients reached (with some patients receiving outreach in more than one category).

Surgery, related to surgery preparation and discharge instructions and pathways, continues to grow, while activity across Family & General Medicine (general education) and Virtual Care Enablement have dropped markedly as virtual visits have decreased in popularity.

	2020	2021	2022	2023
Surgery	15%	29%	31%	41%
PT & Rehab	3%	7%	14%	15%
Preventative Care	7%	20%	17%	14%
Women's Health	2%	7%	16%	13%
Chronic Disease Management	0%	10%	10%	10%
Family & General Medicine	43%	6%	2%	8%
Virtual Care Enablement	29%	43%	19%	3%
Behavioral Health	0%	1%	1%	2%
Other*	4%	4%	6%	12%

*Includes Oncology, Palliative Care, Pediatrics and Innovation

Impact Highlights – Saving Time & Money

Wondering if digital health can matter? Here are the most popular ways health systems are using Xealth to save time and money.

- 1 Tackling chronic care patient management**
Chronic patients are time consuming and expensive to manage, and 2023 saw a strong increase in digital health programs being used to track diabetic and hypertensive patients as well as those with behavioral health conditions.
- 2 Centralized ordering and monitoring of programs**
From maternity to home exercise programs, clinicians have one place to go in the EHR to both order and monitor digital health programs. This saves hours of clinician time switching between screens while improving patient outcomes.
- 3 Automatic distribution of shared decision making & other informational tools**
Instead of spending staff time printing or spending clinician time, many customers are automatically sending important information to patients in advance of a visit, saving both administrative as well as clinical time – not to mention the paper and printing costs.
- 4 Wellness visits**
All patients dislike being “poked and prodded” during a visit, so these simple communications explain the purpose of the wellness visit, driving increased visit volumes and improved HCAPS & HOS survey scores.
- 5 More screenings and care gap closures**
Xealth takes preparation instructions and reminder automation to the next level with videos and personalization that drives increased patient participation and readiness without taking up any clinical time.

Xealth 2023

Use Case Highlights



AllinaHealth

Allina saves hard dollars by using Xealth to support Medbridge

Challenge: As Allina started to build its digital formulary, they engaged stakeholders from their physical therapy team who use Medbridge, and learned they liked Medbridge but were frustrated with the experience of having to build the home exercise program (HEP) outside of the EHR workflow. It took additional steps, ultimately using up valuable time. The physical therapist (PT) had to log into the Medbridge external site and create a program with an associated access code. Then, the PT added documentation to their EHR note and/or HEP flowsheet row with the access code information. Finally, the PT designed the HEP and copied the entire program into the discharge instructions to be printed on the After Visit Summary.

Solution: Allina turned to Xealth to automate the enrollment process for the PT/OT/Speech options for increased patient utilization, as well as improving the provider workflow by enabling the creation of a HEP direct from the Digital Care section of the EHR. Now, not only are patients engaged with their HEP, but, using Xealth saves the health system time – and money. Every monitor view click saves a provider approximately 2-3 minutes. Over the course of the Medbridge program, there have been nearly 20,000 monitor views from clinicians, resulting in an approximate savings of \$120K-\$250K.



Nebraska
Medicine

Xealth supports Nebraska Medicine's Patient Centered Medical Home program, driving up engagement with content

Challenge: Nebraska Medicine partnered with Emmi to educate their patients via videos and articles. But, not all resources were available to all providers through their EHR. Additionally, the Emmi-based Patient Centered Medical Home content received little patient engagement because it was not integrated with Nebraska Medicine's patient portal, instead requiring patients to log into the Emmi website with a code taken from a separate email. And, because of the workflow required to approve new content and the IT work involved in loading it into their EHR, Emmi content ordered through Epic was frequently out of date, taking about a year for new content to be loaded into the EHR.

Solution: Nebraska Medicine turned to Xealth to integrate Emmi, and now, new content is now available immediately in the EHR and can be deployed manually or automated, depending on the use case. Additionally, patients no longer need an extra set of steps by getting a code and logging into the Emmi website. With Xealth's provider-based messaging and patient portal integration, patient engagement rates with this automated content have increased – the program is seeing a 30% campaign open rate.



DukeHealth

Duke reduces late cancellations and no-shows with video education, with little administrative time

Challenge: Duke's administrative staff were calling patients before bariatric and cardiothoracic surgeries to help ensure patients showed up to their procedures fully prepared, but Duke realized too much time was being spent on these phone calls.

Solution: For bariatric and cardiothoracic surgery patients, Duke turned to Xealth to distribute pre- and post-surgery educational information. When a patient is scheduled for bariatric or cardiothoracic surgery, the patient receives prep information and details on what to expect leading up to and the day of surgery. The bariatric new patient program sees a 36% patient interaction rate, and the post-surgery program sees a 43% patient interaction rate. The cardiothoracic post-surgery program sees a 46% patient interaction rate. And, Duke's comprehensive digital health strategy, including patient education videos like these, has helped decrease the system-wide no-show rate. For patients who haven't engaged with a video, it is 11.5%, but for patients who have watched a video, the no-show rate is significantly lower at just .71%!



Advocate Health Care

Advocate Health uses two RPM platforms for different patient populations

Challenge: Remote patient monitoring (RPM) is key for scaling healthcare because providers can see patient health and progress after leaving a facility. Advocate Health knew the importance of RPM and acquired a new RPM platform, ClearArch Health, to monitor specific patient populations. They already were successfully deploying the RPM platform VitalTech for their homecare patient population. But, with the new RPM deployment, they needed to make sure the right RPM tool was available for the right service line without confusing clinicians. Advocate Health also needed to ensure RPM patient communications were streamlined and the right patient data was brought back into the right patient's chart.

Solution: Advocate Health turned to Xealth to enable two platforms to coexist in the health system's ecosystem. Using Xealth's clinical AI engine, the appropriate RPM tool is suggested directly in the clinician's workflow. Additionally, as patients use their RPM tool, Xealth brings back all the patient data into a monitoring dashboard, accessible directly from the EHR.



ChristianaCare

ChristianaCare Health combines Babyscripts and Twistle to care for expecting and new moms

Challenge: What if you need more than one vendor to provide the best care for the patient? This will require a clinician to use three systems for each patient, plus IT has to maintain three vendors, which is a heavy lift. ChristianaCare wanted to use both Twistle and Babyscripts to take care of expecting moms, knowing this patient population is very engaged, but without adding to the clinical and IT burden.

Solution: ChristianaCare turned to Xealth to centralize both vendors inside the EHR. During the pregnancy, automated rules prompt clinicians to order pre-education content from Babyscripts that Xealth digitally delivers, all directly from their existing EHR workflow. Post-partum, clinicians can order Twistle for hypertension patients to help them manage their condition digitally – from the exact same place they ordered Babyscripts. They can see both programs from the same screen inside the EHR.



Hazelden Betty Ford Foundation

Hazelden Betty Ford increases patient engagement in their online recovery program, helping patients on their addiction recovery journey

Challenge: Successful completion of treatment, and following continuing care plans to stay engaged, are major predictive factors for long term recovery from substance use and mental health conditions. The Hazelden Betty Ford Foundation provides tools and resources early in treatment with the intention of keeping patients engaged long term, which is why they developed MORE – My Ongoing Recovery Experience. MORE is an award-winning, evidenced-based online program that delivers captivating content and supports patients with continuing education during and post treatment. The Hazelden Betty Ford Foundation needed a way to deliver MORE content clinically, for patients to access through self-enrollment, and for the process to be which can be easily accessed and personalized.

Solution: The Hazelden Betty Ford Foundation partnered with Xealth to support the digital ordering of MORE workshops, which are comprised of educational materials including recovery-based articles, worksheets, and videos. From the EHR, providers can manually order digital content which can be curated for patients based on their recovery journey and integrated with their patient portal. The Hazelden Betty Ford Foundation set a goal to track and increase patient utilization and while metrics are in the early stages, there are positive trends around patient interaction. The Hazelden Betty Ford Foundation strives for an interactive solution that will allow for self-initiation of curated content and increased utilization to continue to help patients with successful recovery outcomes.



UPMC
LIFE CHANGING MEDICINE

UPMC engaged newly diagnosed breast cancer patients to evaluate their treatment options with a Healthwise Shared Decision Making Tool

Challenge: When patients are diagnosed with breast cancer, many healthcare decisions need to be made, including whether or not to have a mastectomy. However, most patients who receive a breast cancer diagnosis do not have contact with a clinician between the time they're diagnosed and their first appointment with the oncologist, leading to worried, confused, and overwhelmed patients.

Solution: UPMC turned to Xealth to automate the delivery of a Healthwise Shared Decision-Making tool for breast cancer to newly diagnosed patients to help them think through treatment options before their first appointment. Patients receive an electronic questionnaire, and upon completion, the answers are displayed in the patient chart and the clinician gets a notification indicating the questionnaire is complete and the patient is ready to have a conversation. Now, patients feel like they have a bigger decision in their cancer care journey. The campaign has seen a 55% open rate, and nearly half of the patients are engaging in the program and completing the questionnaire. Clinical leadership has highlighted the value of patients completing this shared decision making tool prior to their appointment for improving patient satisfaction and partnership in treatment decision making and for reducing time the provider needs to spend explaining treatment options, which in turn enables the provider and patient to maximize the appointment time spent on an informed discussion of treatment options.



DukeHealth

Duke launches PRO program associated with post surgery opioid use

Challenge: Opioid addiction is a public health crisis in the US, and initial addiction to opioids can happen very early on when taking them. Very few medical procedures track the use of opioids following a surgery, and Duke saw an opportunity to research this area to better understand the connection with opioids and education. Short-term, the program's goal is to understand what the typical patient does before and following surgery and what their needs are in terms of pain management. Long-term, Duke hopes to identify the variables in the patient's recovery to understand what may influence those variables for better outcomes.

Solution: Duke launched a new program with Pattern Health to understand patient recovery following surgery and how the recovery is impacted by the use of opioids. Pattern Health is integrated with Xealth and patients are sent the Opioid Monitoring Program as well as questionnaires and other PRO data. Patients are asked about the use of their medications, experience with PT, and other relevant clinical data points to help inform the larger goal of understanding pain management needs. Since launching, the campaign has had a 65%+ campaign open rate, and nearly 30% of patients interact with the educational information provided.



URMC turns to Xealth and Twistle to increase colorectal cancer screening

Challenge: URMC primary care physicians were relying on the labor-intensive process of discussing the need for CRC screening during appointments for patient education and awareness. Along with having limited time to discuss the topic during an appointment, the patient experience was inconsistent. On top of that, some patients needed help on where to schedule, while others had extra questions or other barriers to care.

Solution: URMC turned to Xealth and Twistle to help segment patient populations and provide a scalable approach to determine the best approach based on the individual needs of the patient. Using a batch file, Xealth and Twistle send out information on Cologuard, colonoscopies, and FIT tests to appropriate patients based on the criteria set by URMC. Not only does this impact quality measures, it also saves clinician time and ensures all age-appropriate patients are consistently delivered information on preventive measures to be taken for colon health.



UPMC Women's Midlife Health reduces extended appointments and extends provider capabilities by digitally engaging with new patients

Challenge: Oftentimes, middle aged women patients are a population that is neglected in the medical community. And, when a menopause patient has an appointment, providers were finding there was too much information to review and appointments were taking too long. With a provider shortage and staff already pressed for time, UPMC needed to get creative.

Solution: UPMC addressed this opportunity by creating a Women's Midlife Health Center to provide specialized care to women in peri- and menopause and turned to Xealth for automatic distribution of educational content. When a patient is scheduled, materials are now automatically sent to help prepare the patients prior to their visit. When patients read the educational content and answer initial questions, clinicians and patients can now focus the time during their appointment on specific questions for the provider vs. the prior generic – and time-consuming – approach. Patients enrolled in this campaign are opening the content at a 40% rate, and nearly 20% of patients are engaged and interacting in the program content.



Advocate Health reduces obesity in pediatric patients without consuming clinician time

Challenge: According to the CDC, childhood obesity is a serious health problem in the United States where 1 in 5 children and adolescents are affected. A pediatrician at Advocate Aurora Health commissioned a set of exercise videos for his obese patients, helping patients with their exercise and ultimately tying into Advocate Health's larger initiative around Whole Person Health. Prior to COVID, the pediatrician and his team would walk through the exercises in person with patients, but like the entire world, he had to get creative with the pandemic limitations.

Solution: To help provide a consistent patient experience and ensure all patients needing this information receive it, Advocate Health turned to Xealth. The exercise videos, distributed via Xealth, enable patients to complete the exercises on their own and track patient progress along the videos. The video program performed so well that even though the pandemic is over, the video program is still in place and Advocate Health is expanding it more broadly into other practices. 70% of campaigns are opened, and Advocate Health is pleased with this digital health tie-in to their overall strategic initiatives.



 Mass General Brigham

Mass General Brigham leverages Xealth to integrate research applications into the EHR, delivering engagement and robust reporting with minimal IT lift

Challenge: Research-infused care sets Mass General Brigham apart. As a world-recognized leader in research, they are home to one of the largest hospital system-based research enterprises in the U.S. But, MGB had a backlog of research requests for digital app integrations with their EHR and patient portal, and one-off integrations were resource intensive and created a disparate patient experience, especially when integrating within the patient portal. MGB developed a falls-prevention research program called eSteps that they are rolling out to a wider patient population and wanted to reach the patients in the most efficient way possible without overburdening their IT team.

Solution: MGB turned to Xealth to increase patient engagement by automatically distributing educational materials about how to prevent falls, and patients are engaging with the first email at 45% and the second reminder email at 27%. Additionally, Xealth helps improve and centralize patient engagement efforts for all clinical research projects at MGB.



 Mass General Brigham

Xealth and MGB's Spaulding Rehab team up to reduce chronic pain

Challenge: Research shows that meditation uses neural pathways that make the brain less sensitive to pain and increases use of the brain's own pain-reducing opioids. Spaulding Rehab had developed a chronic pain management program consisting of education and video-based mindfulness exercises for both 2D viewing and VR. The team spearheading the program has been conducting research on the program and has positive results in successful pain management for patients. However, the team was not getting consistent delivery or utilization metrics for the program.

Solution: MGB turned to Xealth to help with a HIPAA-compliant delivery mechanism of the videos and ability to track utilization to further their efficacy study of the program. Clinicians manually order the video and the patient receives an email directing them to the patient portal or to directly access the video where they can engage in meditation exercises. While the patient population in this program is small, patients are engaging with the content: the campaign has seen a 53% campaign email open rate and a 28% email open rate on the reminder email. Click rates for both are averaging at 22%.



 Allina Health

Allina leverages Xealth to help boost HCAHPS and HOS survey scores around Medicare Wellness Visits

Challenge: A key component to HCAHPS and HOS survey scores is education around Medicare Annual Wellness visits. HOS surveys are only administered from the end of July through October, and Allina found that patients who had their AWV prior to the survey were reporting that they did not receive the information, when in reality, patients were forgetting that it was provided to them.

Solution: Allina turned to Xealth to consistently distribute information, leveraging different communication channels multiple times, to drive the education around annual wellness visits. The goal is to have patients recall receiving the information, take action to schedule their visit, and answer the survey responses accordingly to ensure that Allina is not only meeting the needs of Medicare patients, but also having the patients recall the educations so that survey scores are correct. While too early to know the results on the survey scores, patient engagement numbers are promising with the Medicare population: campaign open rates are nearly 20%, with 13% of messages having clicks and nearly 10% of patients interacting with the program as a whole.



 SIH

SIH leverages Xealth to educate their Medicare population about the importance of advance directives

Challenge: SIH knew the importance of patients having advance directives in place and wanted to increase the number of Medicare patients that have them on file. This topic is one of several that is covered at a Medicare Annual Wellness visit. To help meet this goal, the Population Health department has several initiatives to move the needle in the right direction. One way was to partner with Xealth to help patients understand what they can expect from their Medicare Annual Wellness Visit and why the visit – and having an advanced directive on file – is so important.

Solution: SIH turned to Xealth to help automate education around the intent of the visit – most of the time, the clinician is asking questions focused on prevention and wellness rather than chronic care or acute illness. SIH shares a helpful video detailing what to expect during the visit, including highlighting the important advanced directive documents. Education is sent via email and SMS, and early results are promising with the SMS message click rate of 55%.



UPMC
LIFE CHANGING MEDICINE

The University of Pittsburgh leverages Xealth to bring spina bifida patient monitoring into the EHR workflow

Challenge: Researchers at the University of Pittsburgh created an app, iMHere, that helps patients with conditions like spina bifida manage their complex self-care and helps clinicians monitor their self-care regimens. However, the enrollment process was outside the EHR workflow, making it more time-consuming for clinicians to enroll patients and track their progress.

Solution: Xealth integrated iMHere into UPMC's electronic health record (EHR) system, so that clinicians can order iMHere for patients directly from their EHR workflow. The patient is sent an alert to download the app. After the patient enrolls, data coming from the app appears in a dashboard in the clinical record. Using iMHere with Xealth enables UPMC clinicians to monitor how well patients are doing in between visits. The dashboard provides information such as whether patients consistently take medications, adhere to regimens to manage their bowel or bladder, experience problems with mood, or participate in healthy eating or exercise. It also provides the patient with educational information about their condition and a personal health record tailored to living with a chronic condition.



Digital Health at Scale

Xealth makes digital health a competitive asset for health systems, who are driving productivity, engagement and outcomes measures.

Xealth provides a single platform that enables care teams to easily order, deliver, monitor, and analyze digital assets and programs – everything including articles and videos, care pathways, remote patient monitoring programs and device data, shared decision-making assets, downloadable smartphone apps, and even services requiring patient enrollment.

Through the Xealth Digital Care SMART on FHIR app, Xealth's platform aggregates and organizes these digital health tools and related data within the EHR for easy deployment and oversight. With nearly 30 health systems on board, Xealth is the leader in centralizing tracking, monitoring and measurement of digital assets and tools, engaging millions of patients every year while saving valuable IT, administrative and clinical time.

Contact

bizdev@xealth.com

Location

Seattle, WA 98104

Website

www.xealth.com