



Improved Patient Outcomes

IMPROVING ENGAGEMENT, COSTS & PATIENT OUTCOMES

IPO deploys over 120 disease states of evidence-based behavioral content across 9 patient engagement channels to delivery custom, tailored and targeted medication adherence and behavior change. This is done via one and two-way patient interventions delivered via the patient's preferred channel or channels.

WHO IS IPO?



PREDICT

We use over 100 predictive indicators to identify patient segments as well as target and tailor behavioral interventions.



ENGAGE

We harness behavioral science behind 24 years of Duke University Medical Center Research to engage patients in multi-channel digital and live intervention programs.



IMPACT

Targeted and tailored behavioral content delivered via patient selected channels has shown high levels of patient engagement, retention and improved patient outcomes.

WHAT WE DO

Duke University's validated, patient interventional content proven in over 80 clinical programs with \$100mm in NIH funding over 24 years and 20,000 patients; reported in 340 peer-reviewed publications showing improved patient behavior 25%



Multi Channel mHealth platform, industry experience & established patient access partnerships



Improved Patient Outcomes (IPO)

IPO SOLUTION

IPO improves patient engagement and outcomes:

- Using Duke's evidence-based behavioral content across 120 disease states (Exclusive to IPO)
- In 9 patient engagement channels including Mobile/ SMS/ Email/ Web/ Phone/ Letter/ IVR

Culturally tailored content proven to change behavior

Over 100 predictive indicators to customize interventions

Improves patient's health, lowers risk factors, while reducing healthcare Costs



#1 Clinically tested and Peer Reviewed, Evidence-based Content

Improved Medication Adherence by 25% across 80 Programs and 20,000 Patients

by \$100 Million in Federal Grants
340 peer-reviewed publications (including The American Heart Journal, The American Journal of Medicine, and Hypertension.

Over 7,000 citations & 4 books written

Culturally appropriate
(e.g., minorities, low SES, low literate, older adults)

120 Disease Validated States

33 Behavioral Modules



CLINICALLY PROVEN TRACK RECORD 4 Examples:

- #1** Shown to improve BP control by 21%, lowered SBP by 6 mm Hg in 24 months
- #2** Among Medicaid patient population observed an 22% Medication Possession Ratio improvement.
- #3** Diabetes Behavioral Content Utilized in Medicare/Medicaid and NHS (UK) to improve A1c maybe diabetes behavioral content used in multiple projects including VA, Medicare/Medicaid, and NHS (UK) to improve A1c
- #4** Mobile Web/Apps generate an average of 3 refill requests per patient, month.



THE MULTI-PLATFORM ADVANTAGE

9 Patient Engagement Channels Including:

First Class Letter
IVR
Telephonic
Face-to-Face
Text
Email
Online/Web
Mobile App/Tablet
Game-based
Multi-channel Delivery
Broad Integration Capabilities
HIPAA Compliant

STRATEGY, EXECUTION & HIGH VALUE DATA

Consulting
Patient Adherence Roadmap (PAR)
Patient Engagement Design: Protocol,
Channel, Content, Desired Outcomes
12-24 Month Blueprint

IPO Engagement Platform
Private Labeled
Multi-channel
Multi-lingual
2-way Dialog
Patient Remote and
Self-Monitoring



Duke Behavioral Content
Assess & Segment
Tailor Content
Engage Patient
Improve Outcomes
Sustain Behavior
Monitor
Repeat

Data
Patient Segmentation
Program Measurement
Publication