Hackensack Meridian *Health*
Pascack Valley Medical Center

GoMo Health Concierge Care Discharge Concierge

Delaware Valley HIMSS: March 21, 2019

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Bob Gold: Clinical Behavioral Technologist

- **Human Motivation, Activation & Resiliency**
- **Pyscho-Neuro Therapies**
- **Behavioral Rx® Science of Precision Health**

  >8M Patient Lives
- **Complex Conditions and Treatment Protocols**

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What is Discharge Concierge?

Overview

A Concierge for Inpatients:

- Patients self-complete state-mandated, “need-to-know” disease-specific coursework prior to discharge.
- Personalized, automated and enhanced for optimal cognition.
- Improve patient satisfaction.
- Re-focus the nursing staff on direct clinical care
  - Practice at the top of their license
  - Increase their joy in practice..

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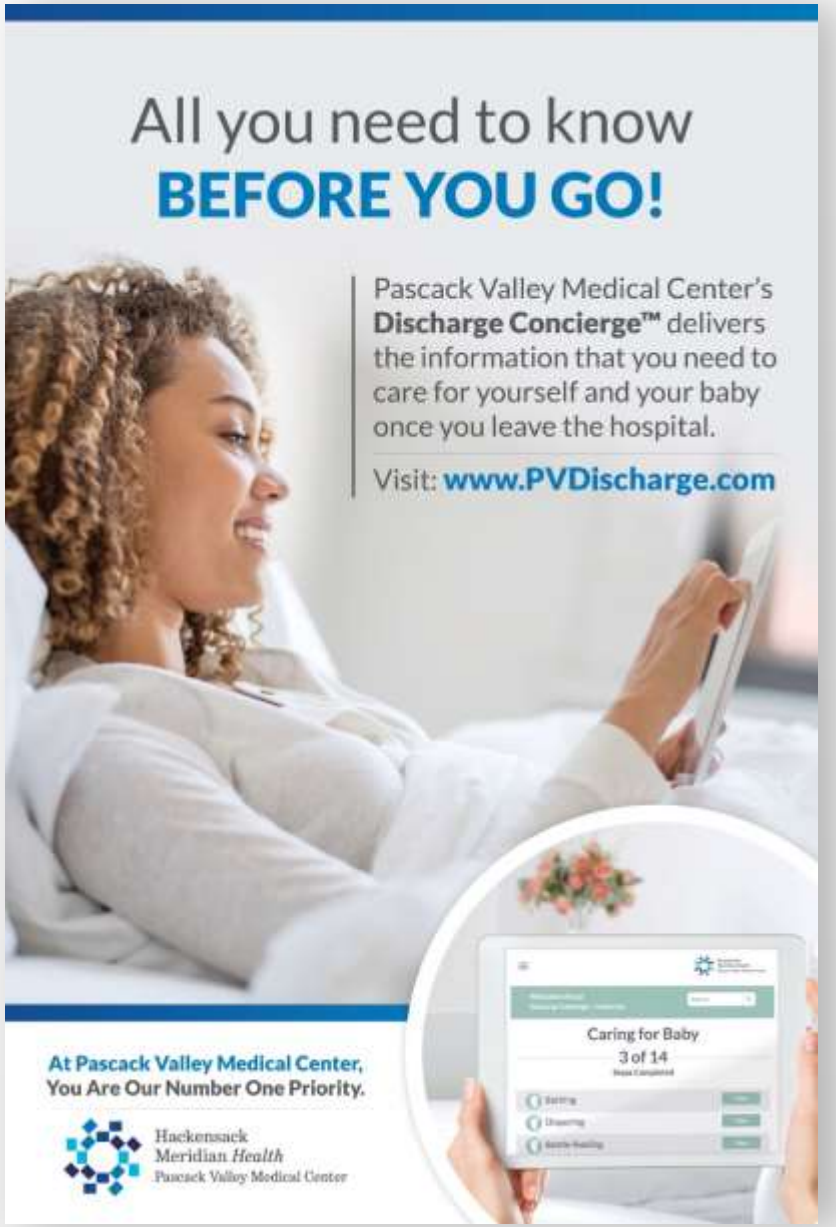
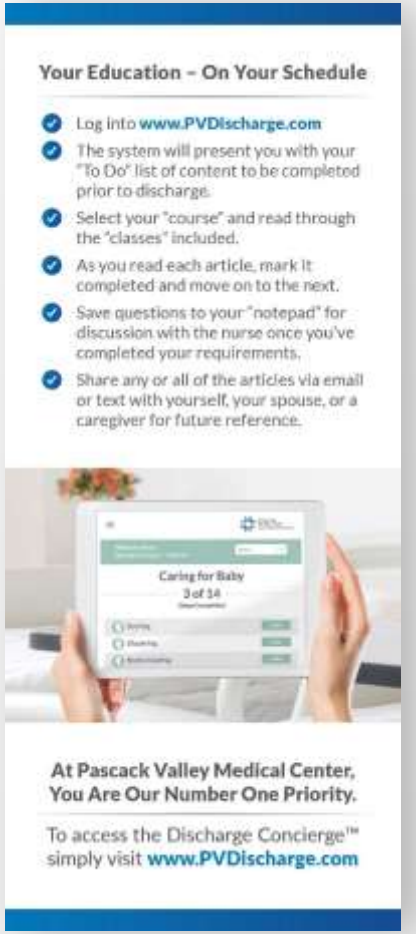
Overview





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Nurse Burnout: Stats and Facts

Nationally, nurses spend only **44% of their time** on clinical care; the balance is spent on non-clinical support activities.*

**American Journal of Nursing*

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Nurse Burnout: Stats and Facts

Almost half a million registered nurses have already left their profession nationwide, citing high workloads and limited staffing as reasons for their departure, and more than 60% of the nurses surveyed reported being forced to work "voluntary overtime."**

**Source: Department of Professional Employees

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Nurse Burnout: Stats and Facts

For every 10% of nurses at a given hospital who reported feeling unsatisfied with their job, patient satisfaction decreased by about 2%, even after other factors were taken into consideration.**

***Source: Department of Professional Employees*

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BEHAVIORAL Rx®

The Science of Precision Health.

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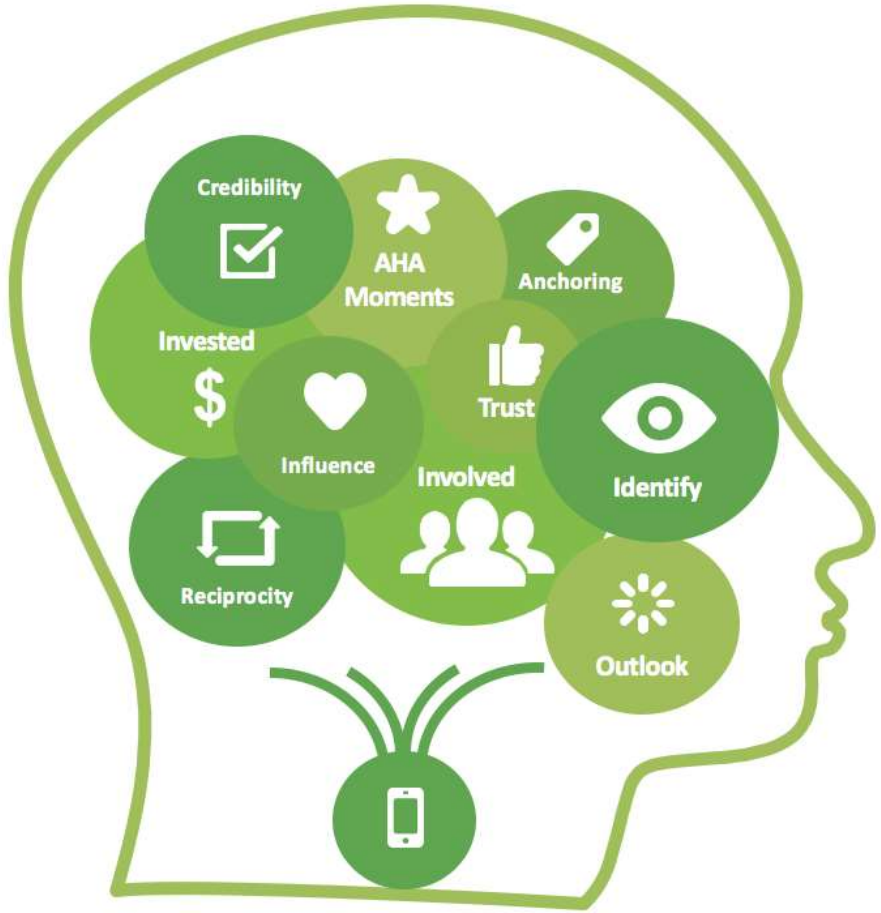
BehavioralRx® is the science of personalized patient engagement; a proven behavioral and cognitive science using proven psychological techniques and cognition to motivate in-the-moment actions:

- **Emotional attributes** such as trust, credibility, outlook, reciprocity
- **Cognitive functions** such as brain encoding, storage, retrieval
- Uses behavioral technology to get people to want to listen, learn, be "**resilient**" and stay on course.

BEHAVIORAL Rx
The Science of Population Health.



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The Science of Precision Health

BehavioralRx®

Discharge Concierge is designed using evidence based scientific methods from BehavioralRx

- **Nurturing Technology:** Guided Persuasion
- **Tailoring Technology:** Persuasion through Personalization
- **Reduction Technology:** Simplified Tracking
- **Conditioning Technology:** Reinforcing Target Behavior

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AHA Moment

An AHA Moment is a sudden comprehension that solves a problem, reinterprets a situation, or resolves an ambiguous percept

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AHA Moment

Stimulating an AHA moment makes a person 3-5x more likely to take an immediate action

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BehavioralRx®

What is Concierge Care®?

Behavioral Rx is the methodology and science,
Concierge Care® is the implementation of the science.

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Discharge Concierge™

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Discharge Concierge™

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The Discharge Concierge™ is a web-based solution that allows patients to access the mandatory (and supplemental) information they need to read, understand, acknowledge receipt of and “teach-back” prior to discharge.

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Discharge Concierge™

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Increased Patient Activation and Provider Joy in Practice

Discharge Concierge provides patients self-activated access to mandated information, allowing them to read, understand, and acknowledge their comprehension prior to discharge.

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The Patient Experience

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In-the-Moment Patient Experience

Patient Experience - Overview

- Once settled into their room, patients are given a hospital supplied tablet with access (only) to the Discharge Concierge.
- The nurse explains how to access the content.
- Patients read, acknowledge understanding of content and move to next piece of information at their own pace.
  - Any questions for clarification are noted by patients in a digital notepad.
  - Nurses preview patient completion status in admin panel, reviewing any patient questions and allowing nurses to prep to respond before discussing with patient.
- Patients have option to share info with themselves, caregiver or friend (text or email) for post discharge reference.
- Patient completion is auto logged in EHR via API.
- Patient fulfills JCAHO teach-back requirement by discussing content with patient educator.

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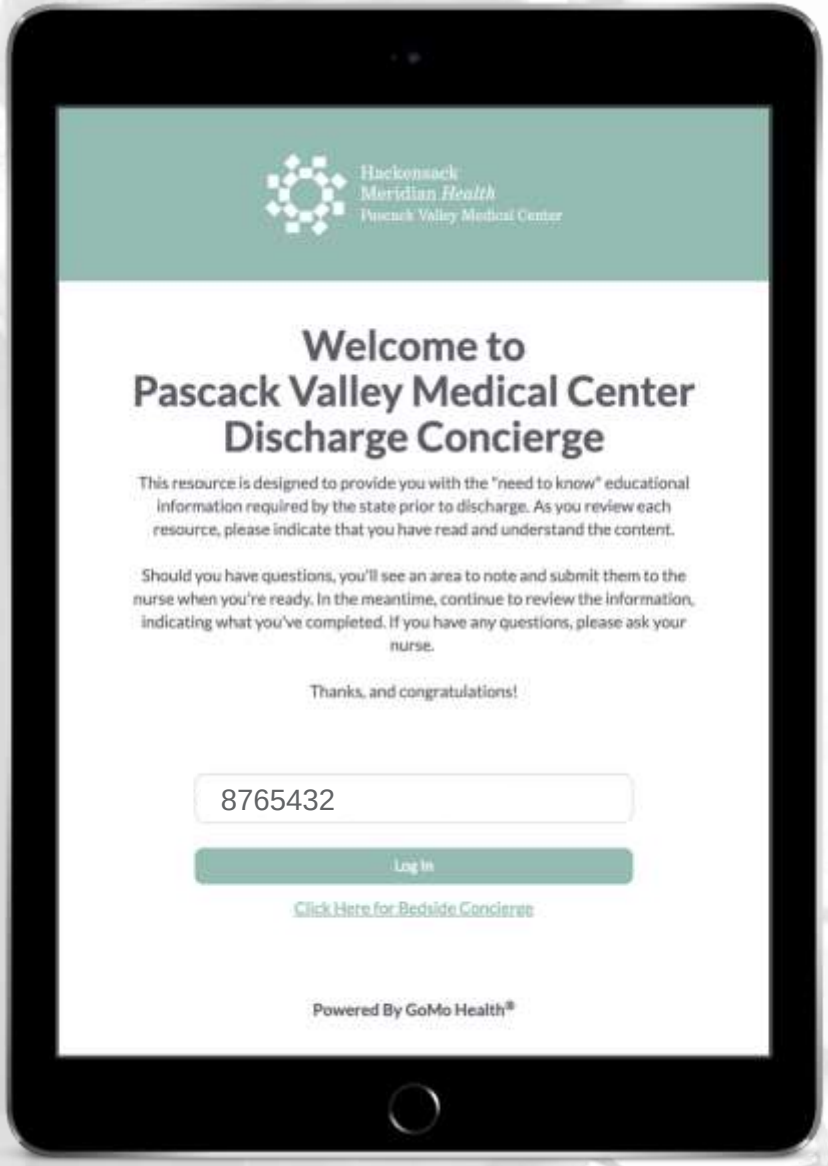
In-the-Moment Patient Experience



- Once settled into their room, patients are given a hospital supplied tablet with access (only) to the Discharge Concierge.
- The nurse explains how to access the content.
- Patients log in.

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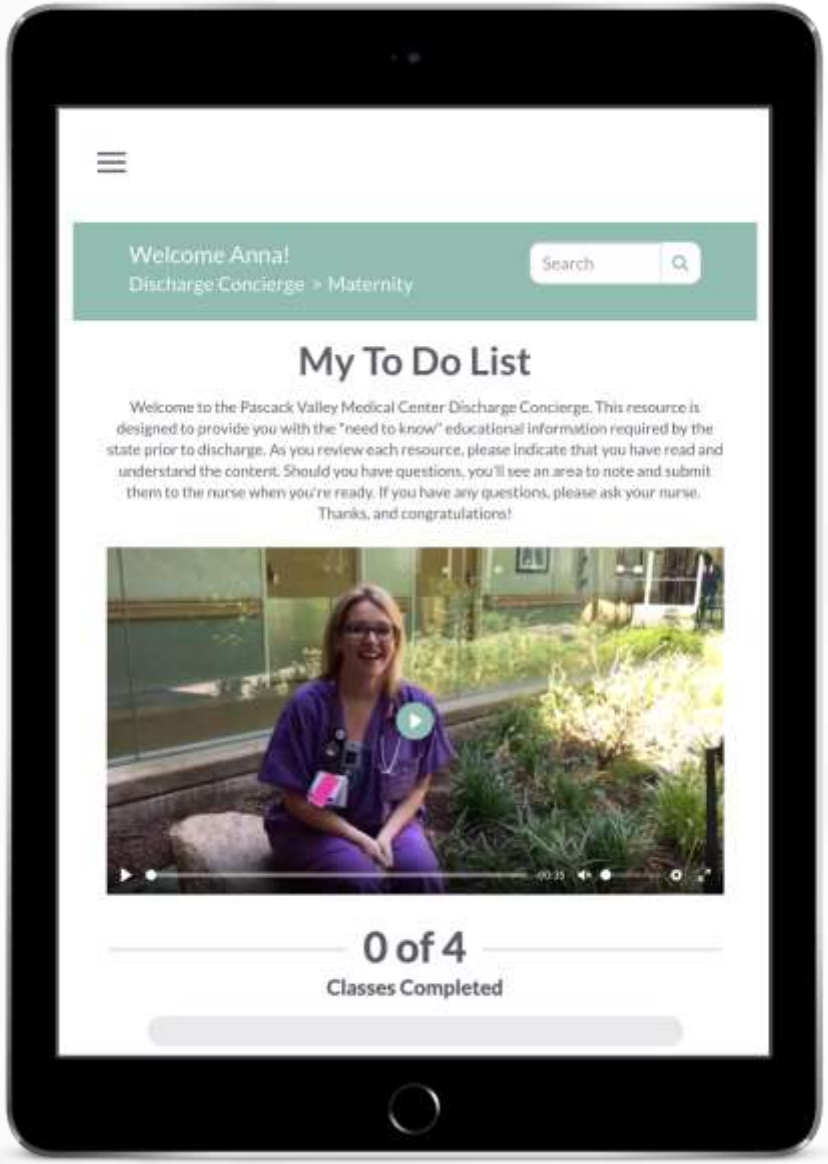
In-the-Moment Patient Experience



- **Patients' first view:** Intro video by head clinician socializing the program to the patient.

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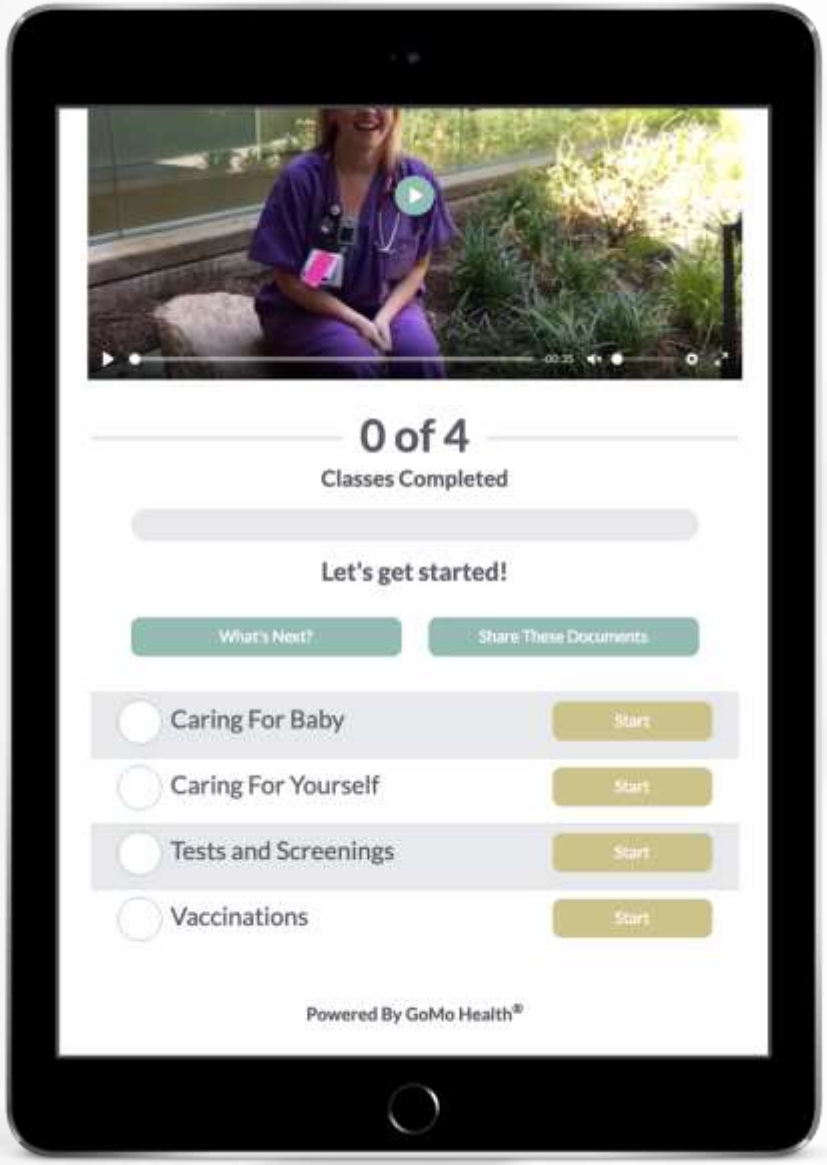
In-the-Moment Patient Experience



- **Patients' first view:** Table of contents organized by "class."

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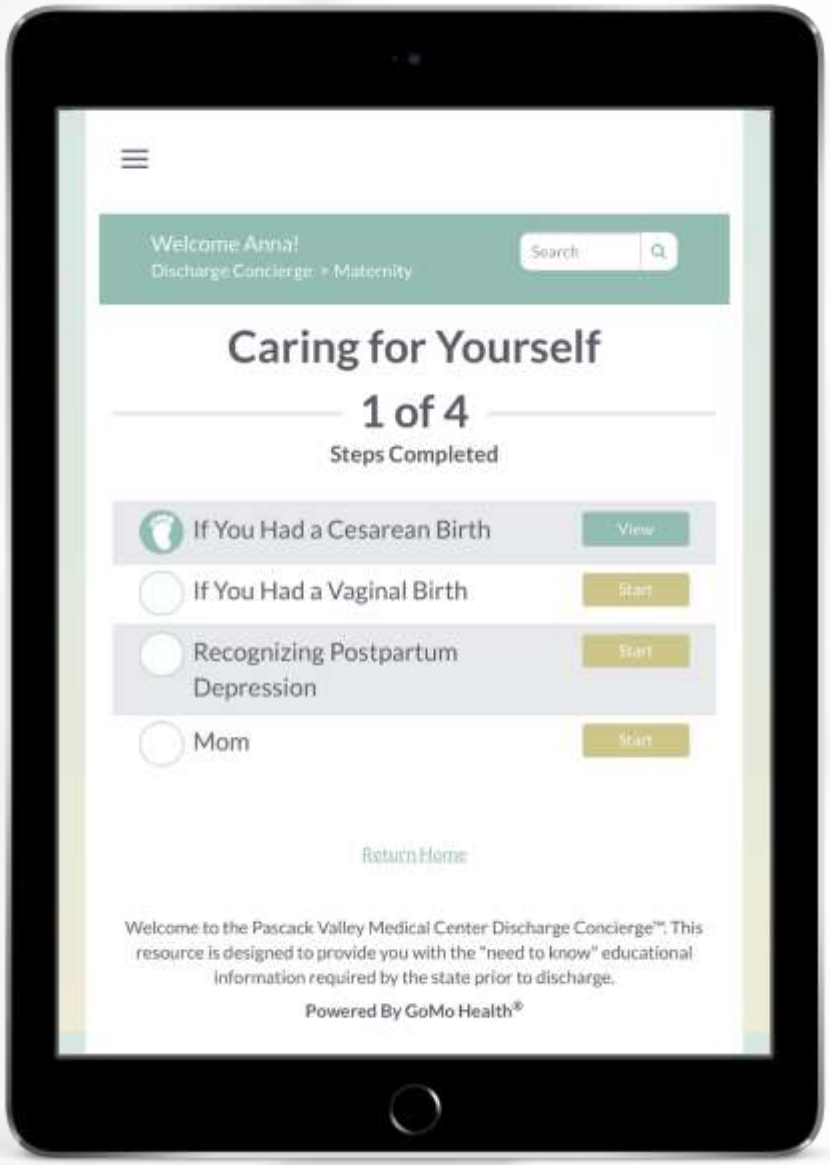
In-the-Moment Patient Experience



- As they select a class, the courses within that class are displayed.

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In-the-Moment Patient Experience

- Patients read, acknowledge understanding of content and move to next piece of information comfortably at their own pace.

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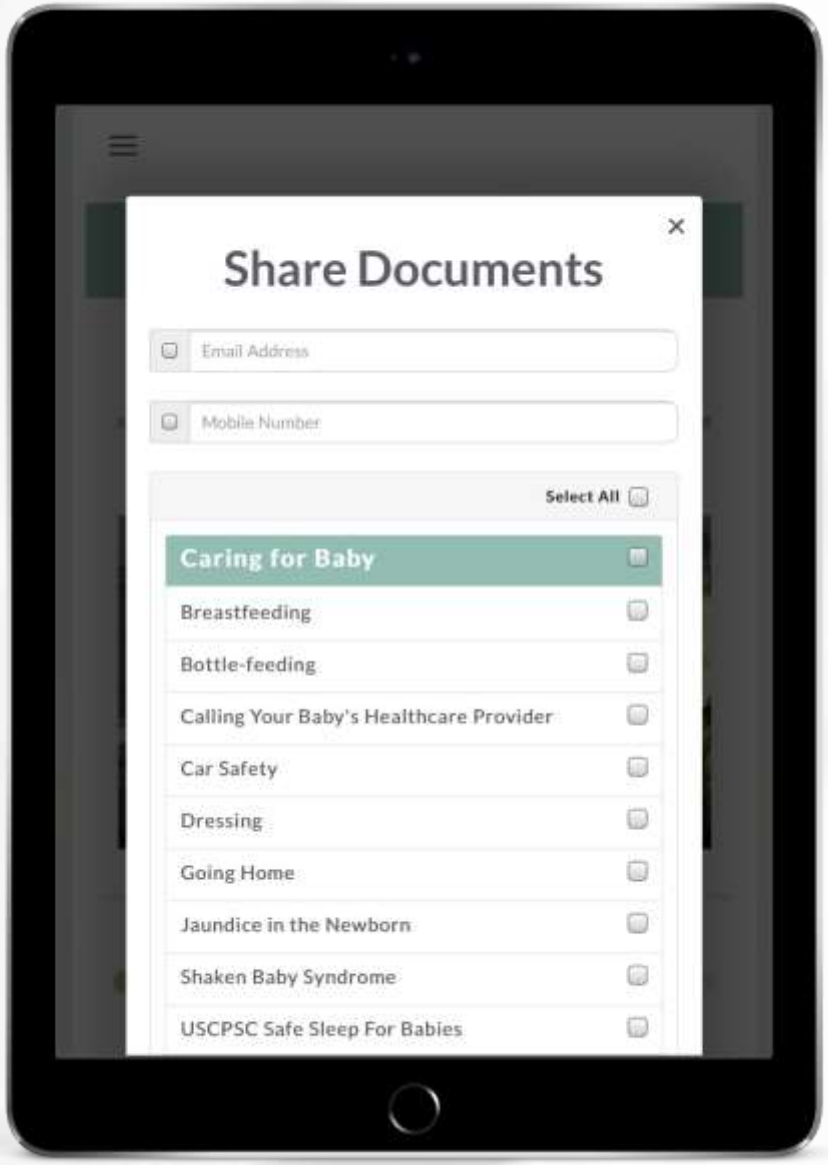
In-the-Moment Patient Experience



- Patients have option to share info with themselves or a caregiver (text or email) for post discharge reference.

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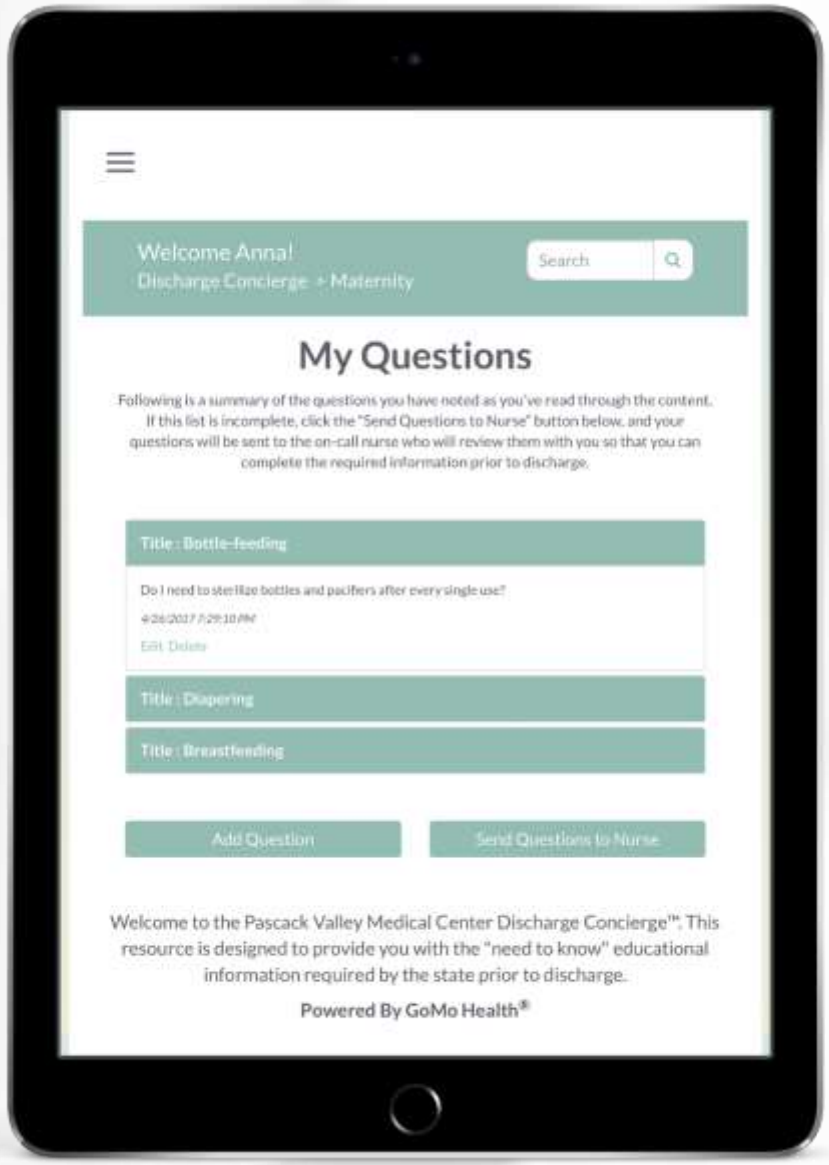
In-the-Moment Patient Experience



- Any patient questions for clarification are noted in a notepad.

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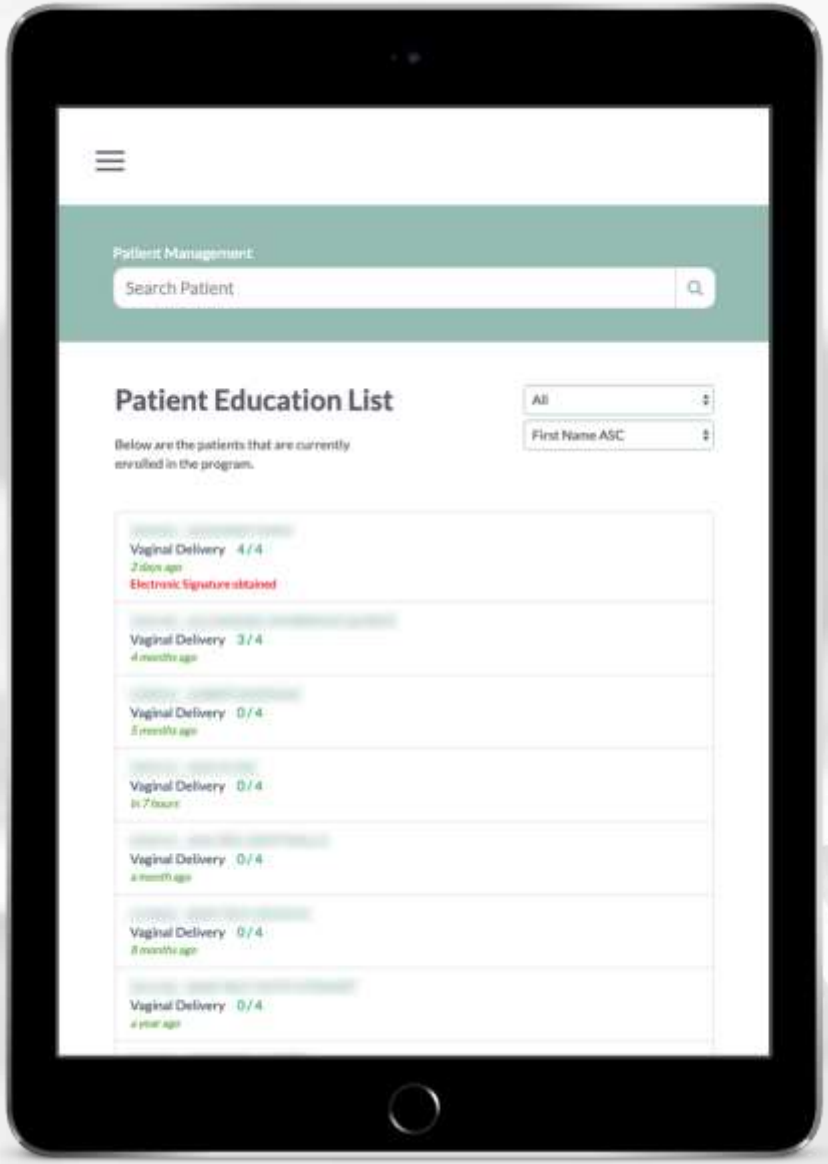
In-the-Moment Patient Experience



- Nurses preview patient completion status in admin panel, reviewing any patient questions and allowing nurses to prep to respond before discussing with patient.

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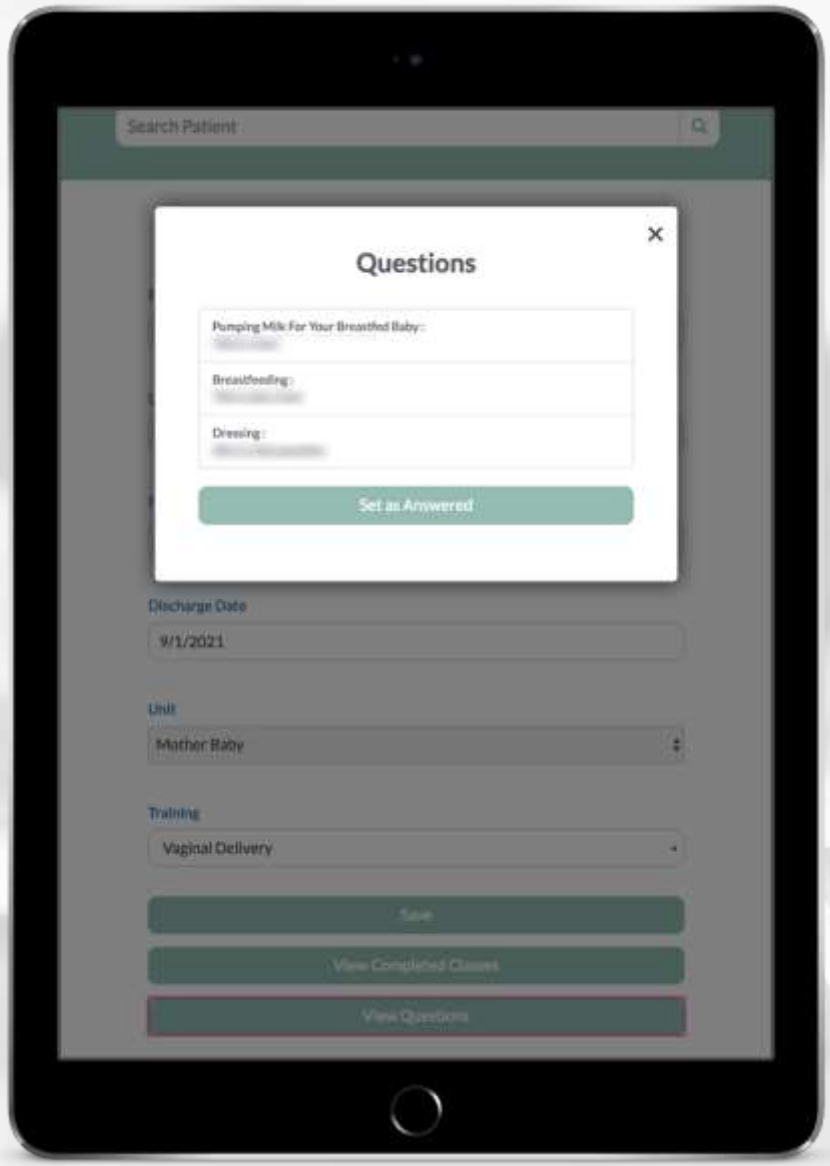
In-the-Moment Patient Experience



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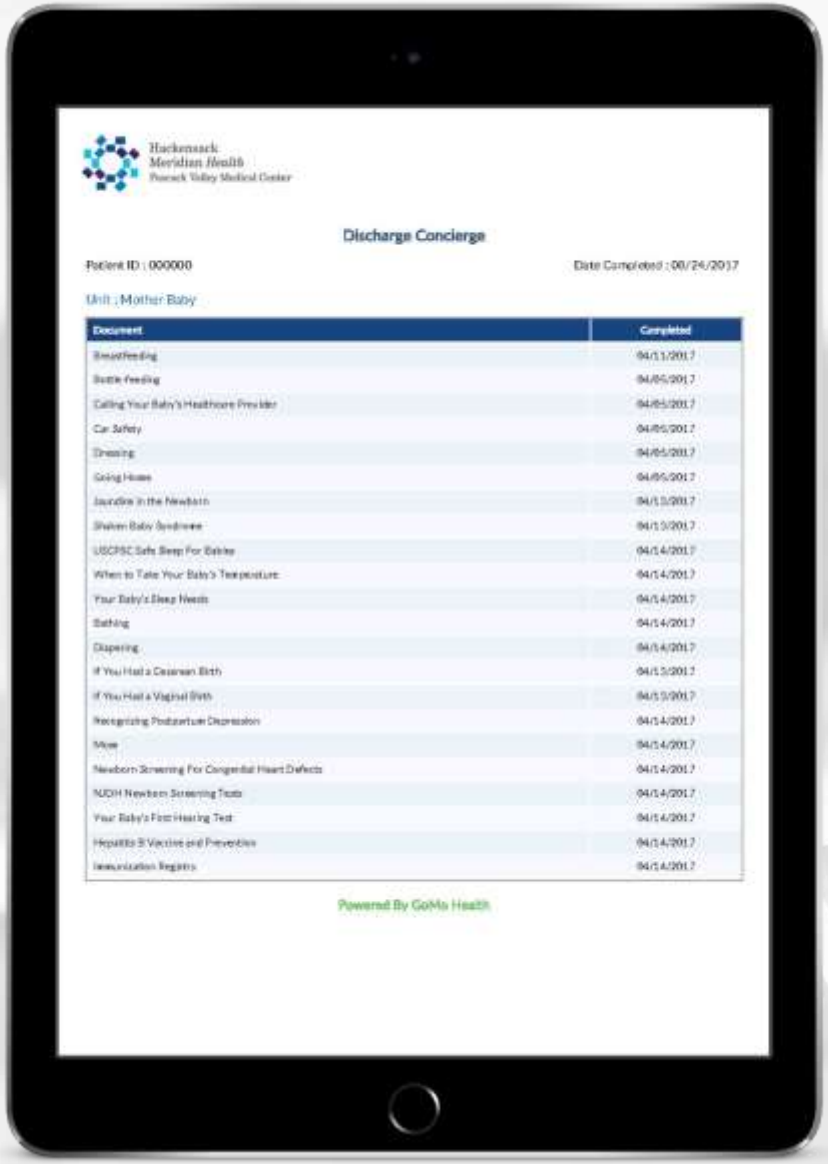
In-the-Moment Patient Experience



- Patient completion is auto logged in a summary sheet and saved in EHR via API.

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In-the-Moment Patient Experience

- Patient fulfills JCAHO teach-back requirement with patient educator.

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Discharge Concierge Content Samples

- **Maternal/Child Health: Self and Baby Care**
  - Proper feeding, diapering, sleeping
  - Mom self care
    - Physical (c-section or vaginal delivery indication
    - Psychological: mental health, post partum depression, scales
  - Follow up appointments and care

- **Post Procedure:**
  - Wound care
  - Nutrition
  - Exercise
  - Stress
  - Follow up appointments and care
  - Back to work/life

- **Behavioral Health:**
  - Self care/regulation
  - Triggers: HALT

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Program Measurement and ROI:
February 2018-January 2019
Use Case: One Department: Mother-Baby

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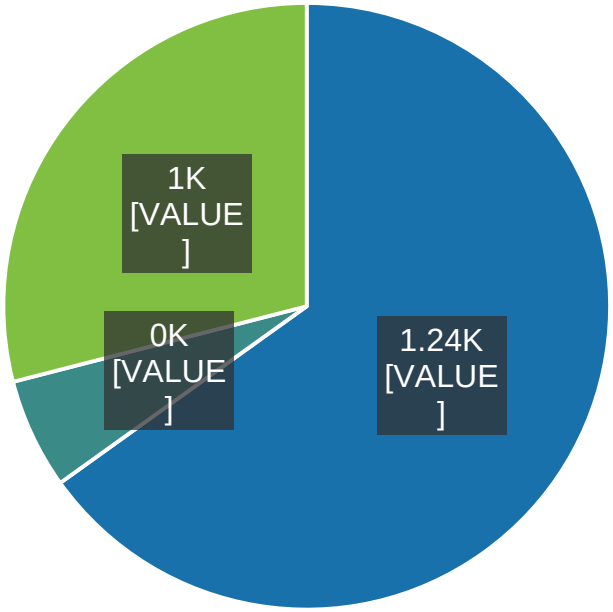
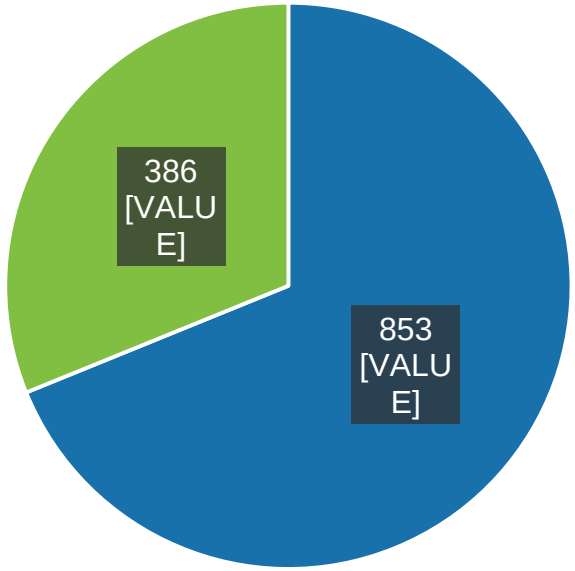
Measurement and ROI

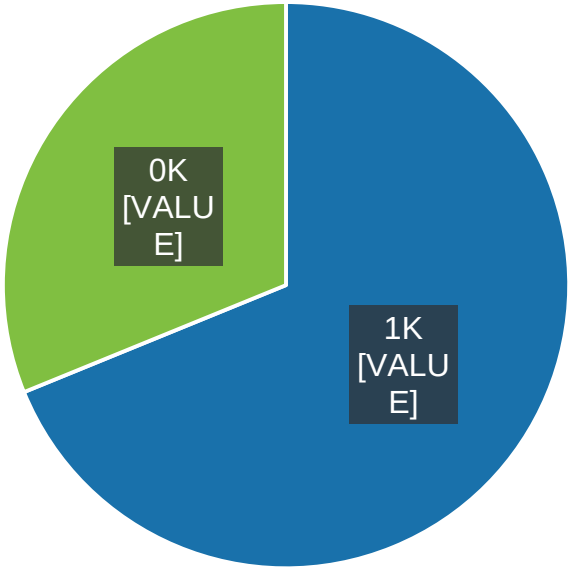
Completion Methods



Patient Type



Email vs. Mobile Shares



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Program Measurement

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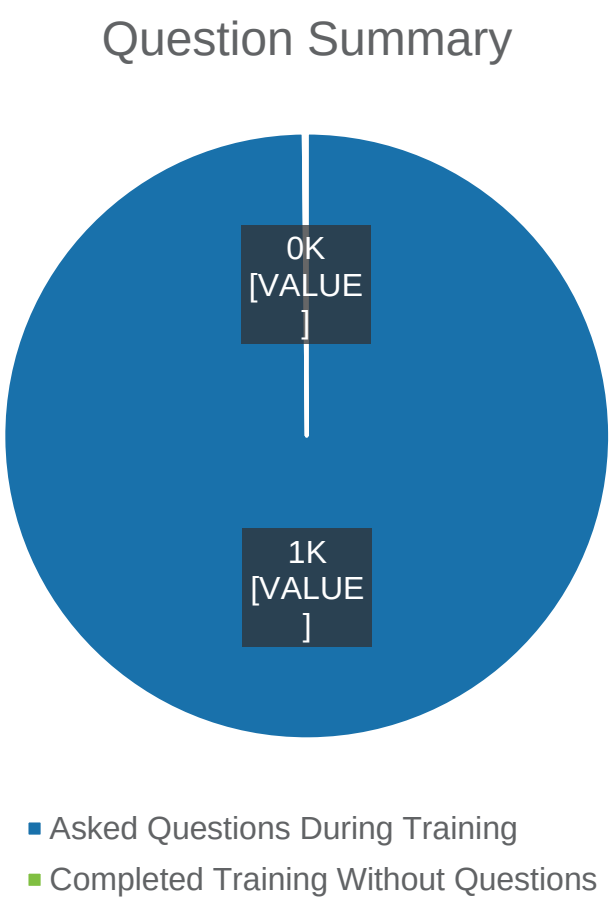
Measurement and ROI



37170 min. or 619.5 hrs.

Total Nurse Time Spent Before Discharge Concierge

6195 min. or 103.25 hrs.

Total Nurse Time Spent WITH Discharge Concierge:

30975 min. or 516.25 hrs.

Total Nurse Time Saved

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Measurement and ROI

$27,053.57

Total Nurse COST BEFORE Discharge Concierge

$4,508.93

Total Nurse Cost WITH Discharge Concierge

$22,544.64

Total Costs Saved

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Discharge Concierge™

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Benefits

- **Patient Empowerment:** increasing patient compliance with in-the-moment access to must-know pre-discharge information.
- **Real-Time Data & Reduced Input Errors:** Document discharge planning and transition care management.
- **Recapture Nursing Time:** Automate a time consuming process by enabling patients to “self-study”
- **Brand Building:** Increased market awareness through the ability to share content via email and SMS text
- **Patient Retention:** Patient nurturing via the Concierge Care Transition Support that continues to engage patients post discharge.

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Questions?

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Discharge Concierge™

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Full-Circle Impact

- Personalized condition support
- Automated access
- Real-time patient progress
- Shareable resources
- Nurse support/increased joy in practice
- Compliance and documentation
- Population Health Management
  - Increase compliance post discharge, improving outcomes and reducing cost of care.
- Optimize Reimbursements:
  - Position for increased patient satisfaction scores and Medicare and Medicaid reimbursements.

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GoMo Health:

http://gomohealth.com

Gold Group:

http://gold-group.com

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Appendix

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Concierge Care®

In Community, In Hospital, In Home

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What is Concierge Care® ?

Utilizing proven psychology and behavioral communications, Concierge Care® helps personalize health care on a large scale; improving outcomes, reducing cost of care, enhancing patient satisfaction and increasing Joy in Practice

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What is Concierge Care® ?

GoMo Health Concierge Care® is a suite of mobile outpatient, inpatient, and community education solutions designed to support the continuum of care.

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Concierge Care® consists of *four* distinct programs

In Community

- Community Concierge™

In Hospital/Inpatient Satisfaction

- Bedside Concierge™
- Discharge Concierge™

In Home/Transition Support

- Personal Concierge™

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Concierge Care at Pascack Valley Medical Center

- Community Concierge™
- Bedside Concierge™
- COMING SOON: Discharge Concierge™

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Our Clients

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BECKER'S HOSPITAL REVIEW

HOT OFF THE PRESS:

GoMo Health Named in Top 70 Population Health Management Companies to Know In 2017 by Becker's Hospital Review

(published 8-3-2017)

- Hospitals and health systems across the country are developing and implementing population health initiatives aimed at providing better patient care, wellness and prevention.
- Population health efforts can include targeting at-risk populations for diagnostic testing and preventative measures, chronic care management and home care support.
- Population health initiatives rely on data gathering and analytics to develop an understanding of patient populations and gaps of care.

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