



## Business Drivers for Provider Adoption of PGHD, eHealth, mHealth

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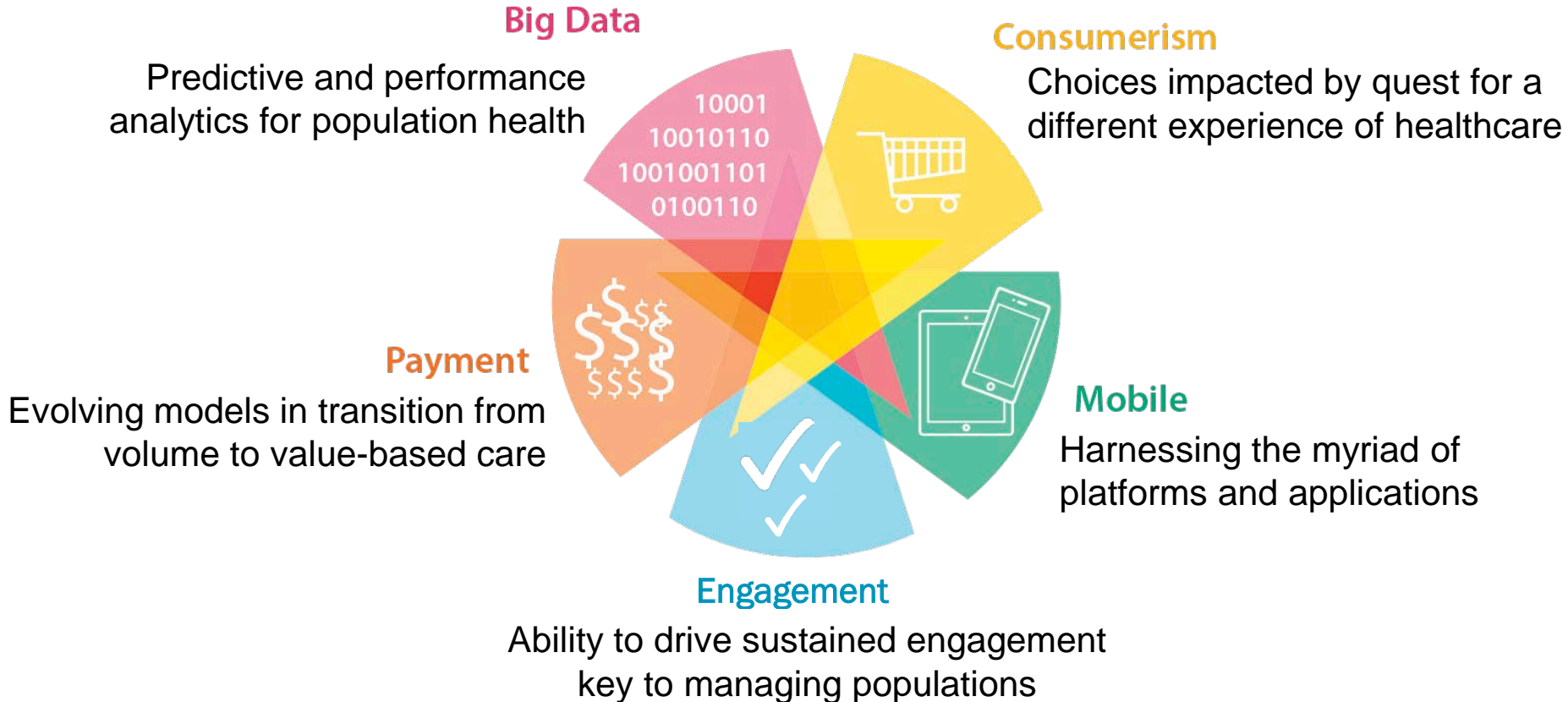
A large, dense crowd of people is gathered in a city street at night. The scene is illuminated by warm streetlights and building lights in the background. The crowd is diverse in age and appearance, with many people wearing winter clothing. In the foreground, a woman in a white headscarf and a woman in a white jacket are visible. A man in the bottom right corner is holding a mobile phone. The year "2005" is overlaid in the center of the image in a large, white, sans-serif font.

2005

A large crowd of people at night, many holding up smartphones to take photos or videos, with the year 2013 overlaid in the center. The scene is filled with the glow of many small, bright lights from the phones, creating a bokeh effect in the background. The crowd is dense, and the overall atmosphere is one of a significant public event.

2013

# Key Drivers of Change



# Active Management of the Total Population

- **Intelligence:** knowing where each individual is at on their healthcare journey
- **Engagement:** connecting every member of the population with the care team
- **Personalization:** tailoring care and support to each individual's needs



# Transitioning Care from Clinic to Community

- Change focus and change locus
- Personalized care, with continuity, delivered in the community



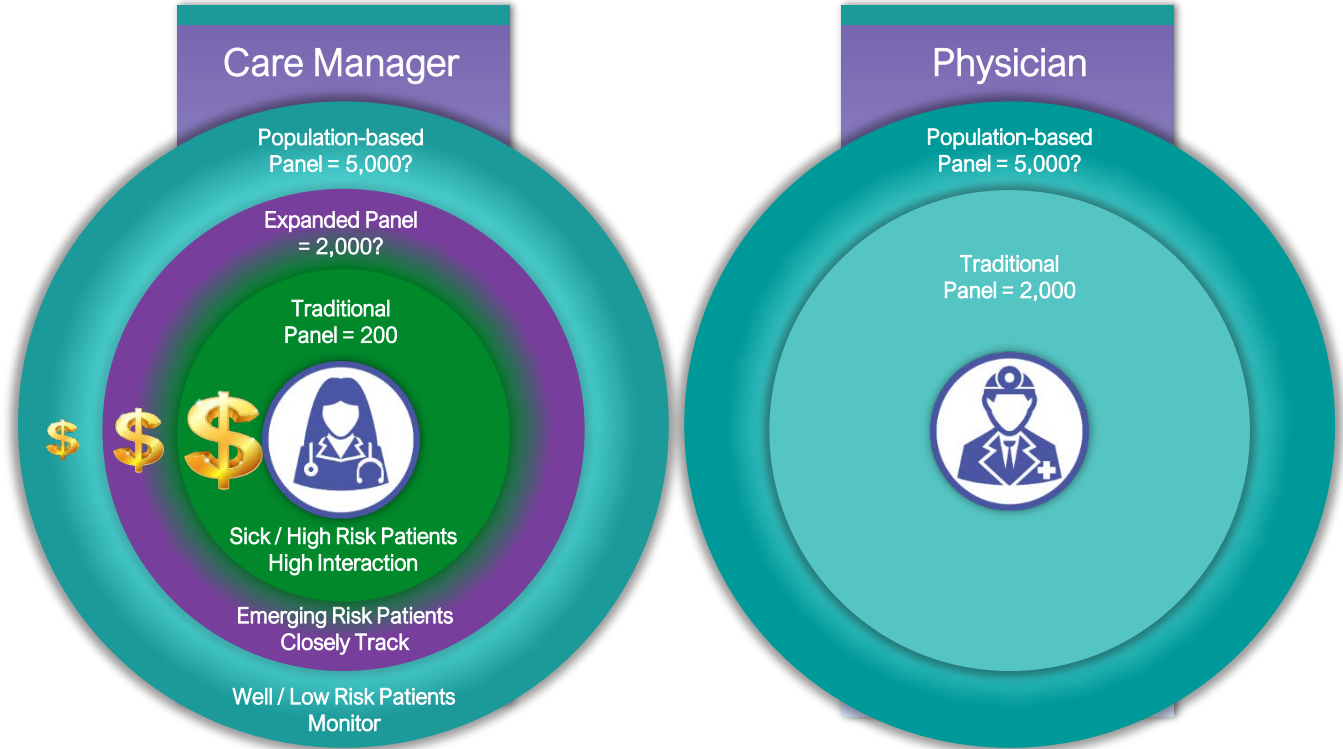
# Panel Size and Scalable Staffing Models

## Challenge

- Traditional care-manager staffing models cannot scale to high engagement models in large populations

## Goals

- Improve the health of populations
- Reduce the per capita cost of healthcare
- Improve the outcome and experience of care



# Bridging the Gap – Population Health and Consumer Engagement

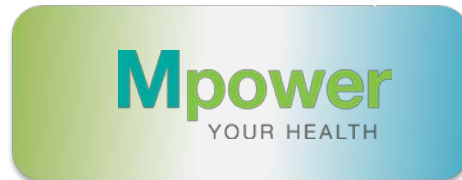
## Population Health

- Registries
- Office Based Care
- Process Oriented Pathways



## Consumer Engagement

- Unreliable PGHD
- Single Disease Apps
- Disconnected from Care Team





# Engaging the Individual In Their Daily Lives - Leveraging the ecosystem of PGHD, eHealth, mHealth

The image illustrates the integration of various health devices into a digital ecosystem. A hand holds a smartphone displaying the Mpower app interface, which includes a navigation menu (MY MPOWER, MY TRACKING, ALL ABOUT ME, MY RESOURCES), a welcome message for Barbara Smith, and a 'MY TRACKING' section for home blood pressure measurements. A large blue arrow points from the smartphone towards a laptop displaying the Mpower website. The website interface includes a navigation menu, a 'WELCOME' section for Barbara Smith, and several data sections: 'WELLNESS POINTS' (Total: 400), 'PERSONAL GOALS' (Count Pedometer Steps: 10,000), and 'ACTION PLANS'. Below the arrow are icons for various health devices: a mannequin with sensors, an Apple Watch, a tablet with a graph, pills, a blood pressure monitor, a fitness band, and a scale.

**Smartphone App Data:**

WELCOME Barbara Smith MY TRACKING

HOME BLOOD PRESSURE MEASUREMENTS GOAL: <math>135/85</math> UPDATE GOAL

	8/13	8/13	8/13	8/13	8/13	8/13	8/13	4 DAY AVERAGE
Systolic:	132	130	126	145	119	116	130	130
Diastolic:	86	85	86	91	88	67	85	86

VIEW PAST VALUES: [GRAPH](#) [TABLE](#)

**Laptop Website Data:**

WELCOME Mpower Palo Alto Medical Foundation Sutter Health

MY MPOWER MY TRACKING ALL ABOUT ME MY RESOURCES

CLICK HERE TO ENTER WEIGHT TRACKER TOP OF THE ROCK CHALLENGE

WELLNESS POINTS

Total Wellness Points: 400

Top of the Rock Team Challenge: 400

NEWSLETTERS, FLYERS & RESOURCES

We're recruiting Wellness Ambassadors!

2014 Wellness Campaigns

Action Plan Information

Newsletters

Top of the Rock Team Challenge!

Healthy Bingo!

What are Wellness Points? SEE ALL

PERSONAL GOALS

Week 94 ADD GOAL

Count Pedometer Steps

10,000 Steps per day 460 07/18/2014

2754 3022 3028 9081 3060 7180 2750

Mon Tues Wed Thur Fri Sat Sun

07/14 07/15 07/16 07/17 07/18 07/19 07/20

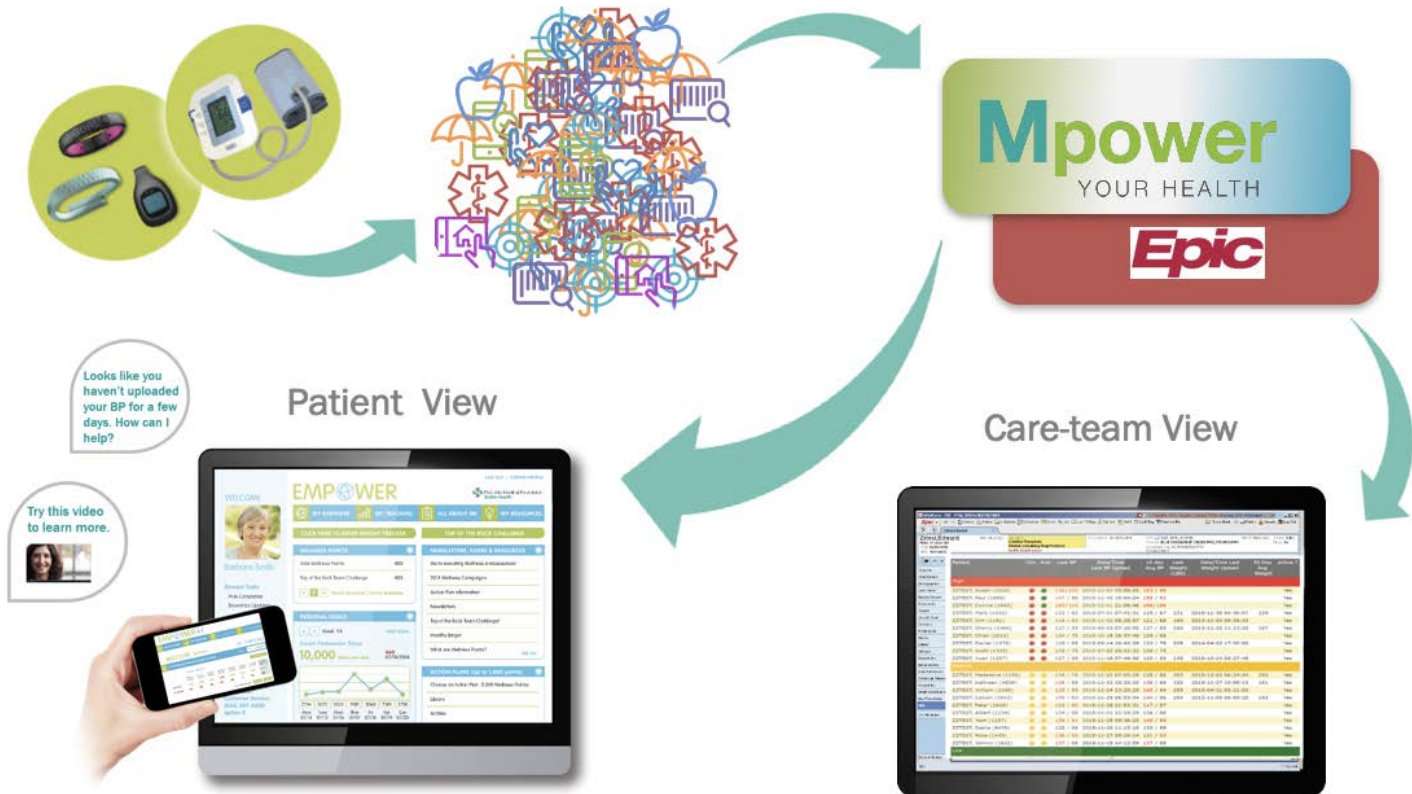
ACTION PLANS (Up to 1,000 points)

Choose an Action Plan (1,000 Wellness Points)

Library

Archive

# Delivery Model for Advanced Personalized Care Co-ordinated Use of PGHD, eHealth, mHealth



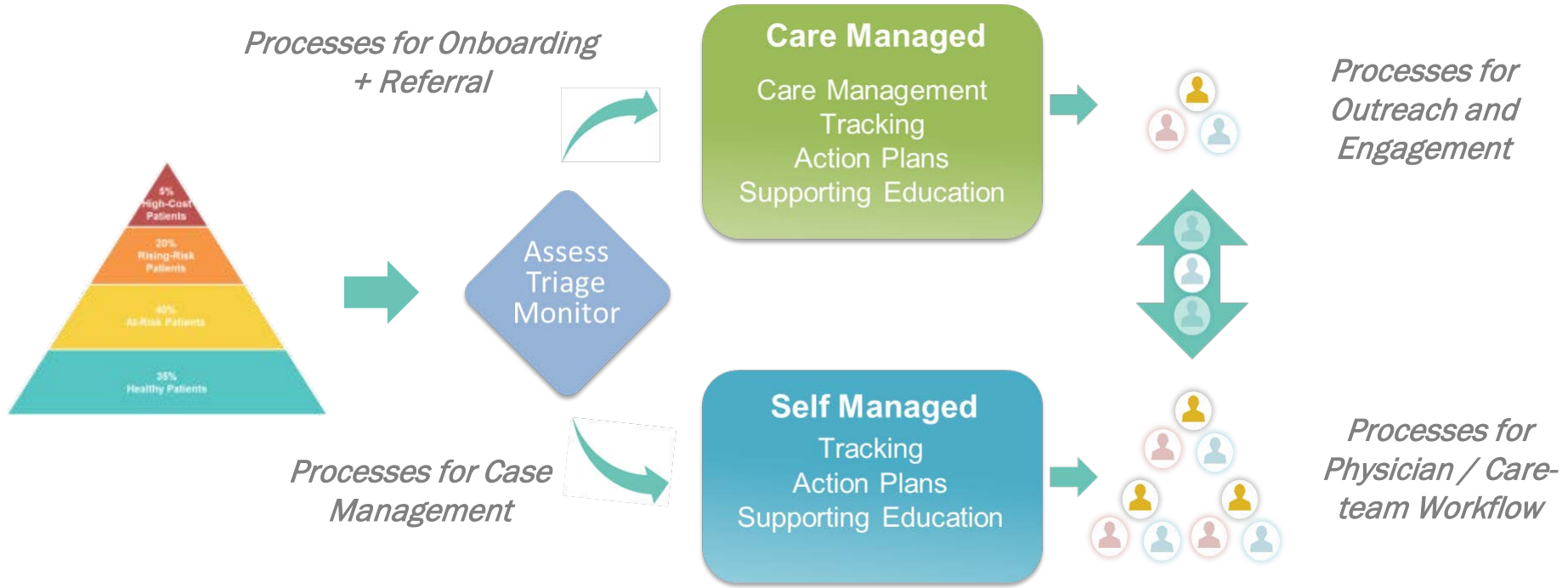
Looks like you haven't uploaded your BP for a few days. How can I help?

Try this video to learn more.

Patient View

Care-team View

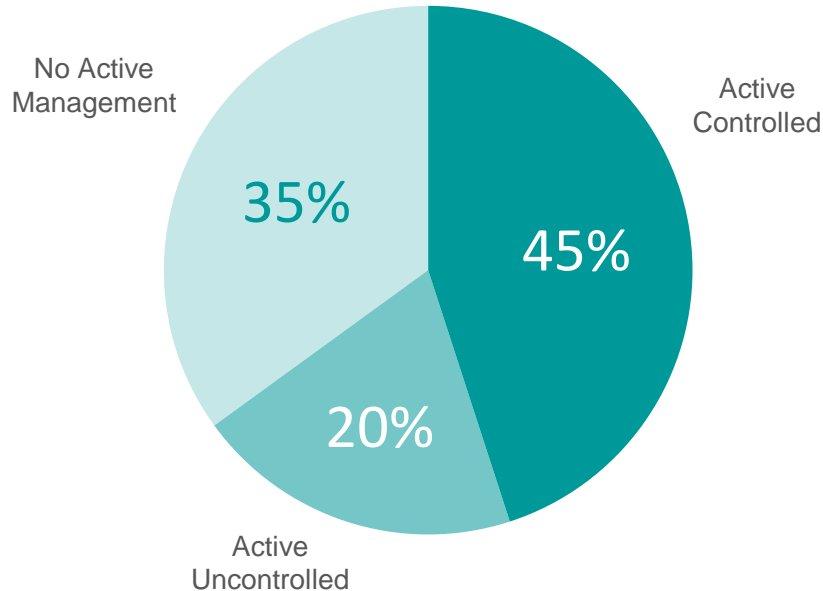
# System Model for PGHD-based Personalized Care



# The Gap

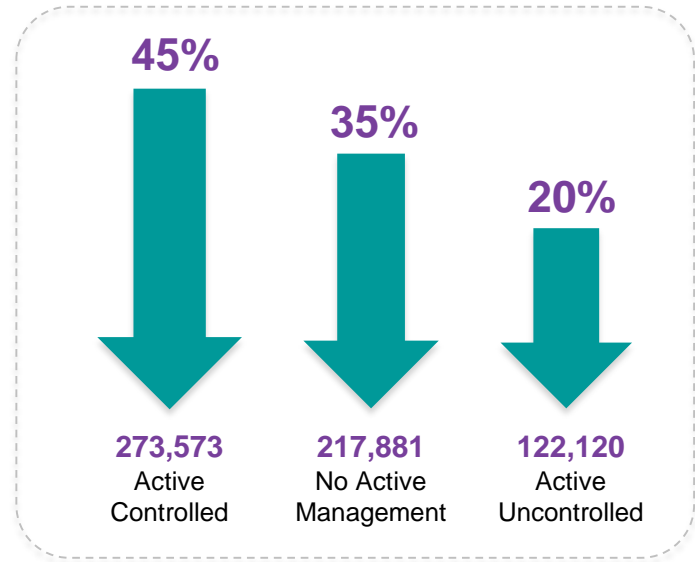
**613,664**

Sutter patients with Hypertension  
on their active Problem List



**55%**

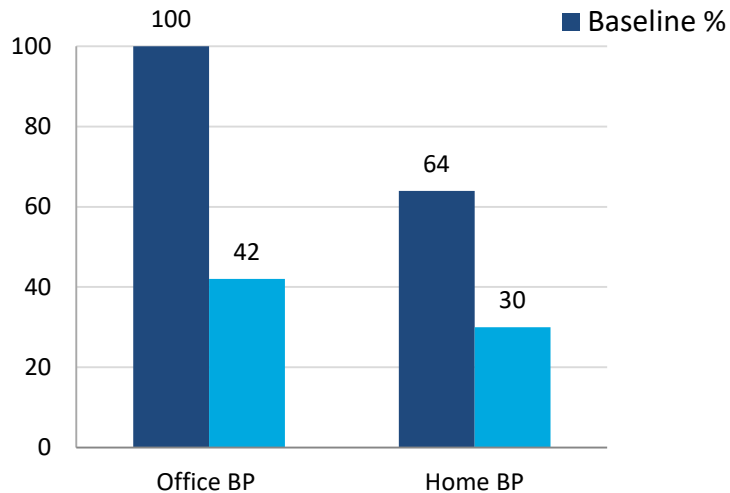
Sutter HTN population not under control  
or not under active management



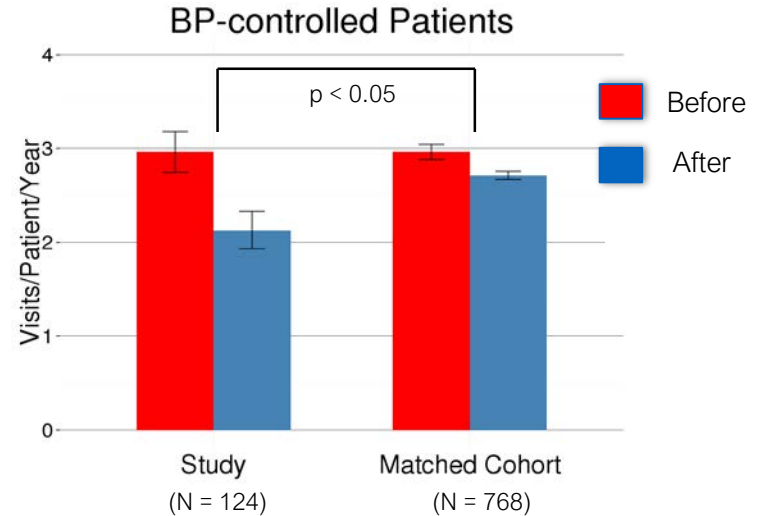
# EMPOWER-H Clinical Outcomes

## Study Results - Reduction in Uncontrolled HTN

### Patients with Uncontrolled HTN Pre-Post Intervention (%)



### Reduction in Visit Utilization



# Mpower Usual Care - Status Over 12 Months

