

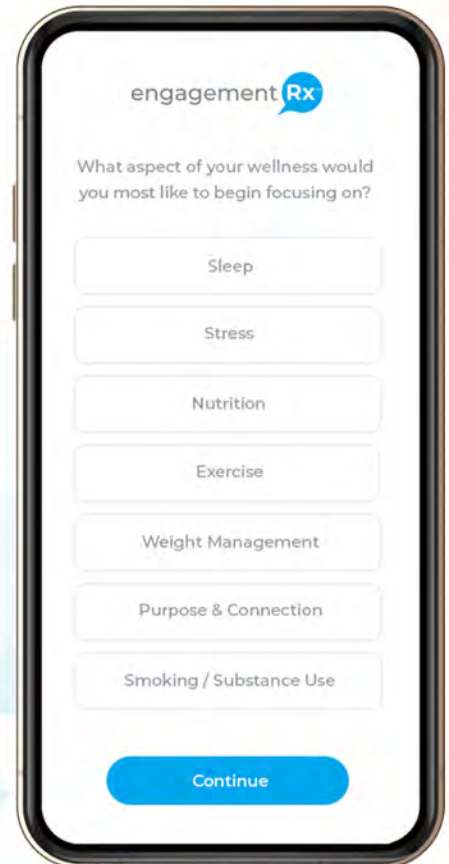


Transforming Healthcare:

Integrating Lifestyle Medicine Care Paths into Everyday Practice



Introduction



The future of the health and wellness industry is delivering personalized care path experiences.

At the center of this new era are health and wellness providers who are passionate about helping patients in adapting to healthier lifestyle choices. These individuals will not only improve population health but reduce hospital readmissions and overall healthcare costs. But while there are many medical professionals who are dedicated to helping patients focus on their health through positive behavioral and wellness changes, there are several hurdles (reduced insurance reimbursements, staff shortages, tight budgets, staff burn out) in their way. Successful treatment plans, patient engagement, and program completion are directly linked to a person's unique needs and goals.

So, how can health systems create a scalable personalized experience that support patients along their unique health and wellness journeys while bringing in new patients, increasing productivity, and growing their business in a cost-effective and sustainable way?

Through embracing care path technology.

Avidon Health created Engagement Rx, a care path technology platform that delivers a personalized health program to help individuals achieve their health goals using behavior-based content, courses, tools, and resources. Engagement Rx uniquely addresses behavior change as it relates to habit creation and the brain, self-talk, conscious choice, and mindfulness. The platform also enables patients to build confidence, establish commitments, and self-motivation.

To Help Patients Realize Healthy Outcomes, Practices Must Focus on the Individual

This is where many health programs don't successfully attract, retain, and engage patients. By failing to address patients on an individual level, practices lose the opportunity to drive patient involvement and success.

Incorporating personalized content along with one-on-one care can effectively address unique individual choices and preferences, driving habit changes and creating long-lasting healthy outcomes. In fact, a recent Avidon Health study found that engaging patients in digital health coaching led to a 112% increase in completion rates of treatment plans designed to help them better manage chronic health conditions.



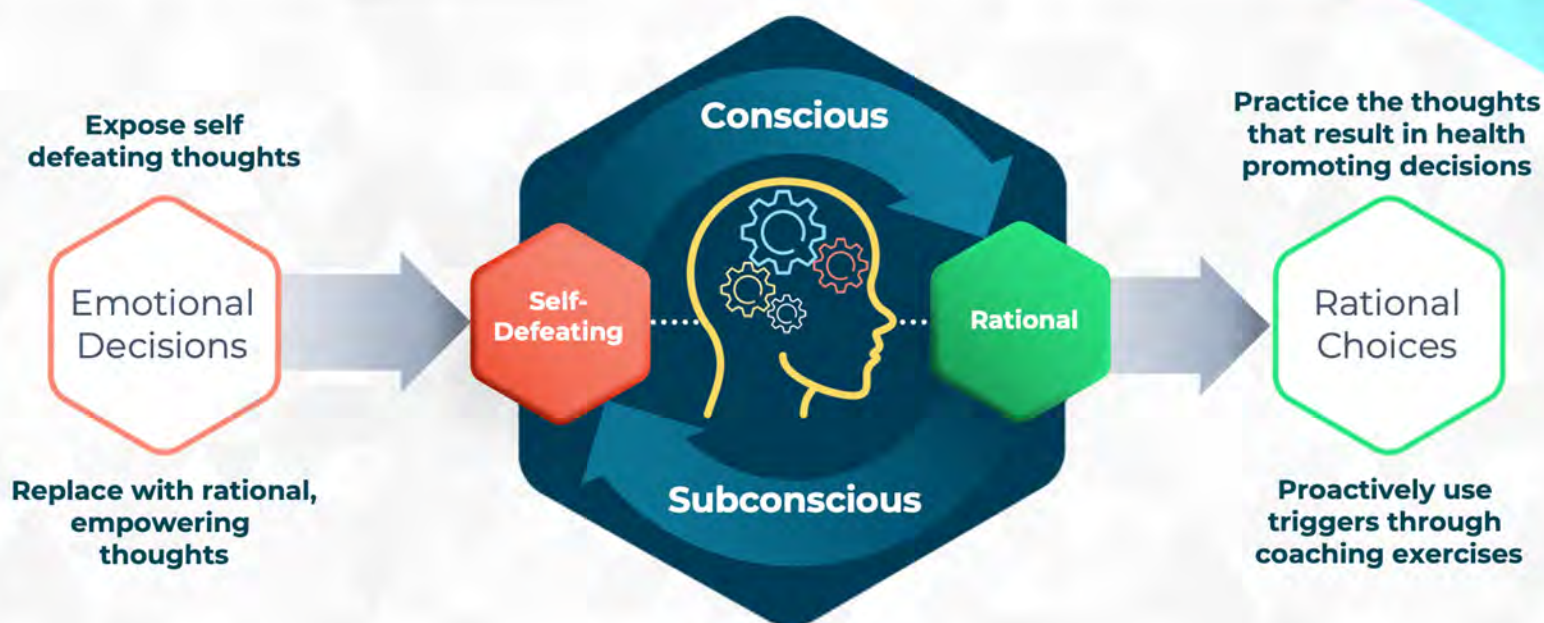
Leveraging technology to address a patient's unique needs is key. Patients want convenience, personalization, security, and accessibility in the same way they receive it from their grocery stores, banks, and online shopping experiences. Practices can utilize advanced digital health technologies to scale virtual health programs and automate onboarding, education, reminders, and additional functions to meet patients where they are with the relevant, personalized content and care they need, when they need it, to realize lasting change.

At Avidon Health, our goal is to provide customizable care path technology that keeps patients engaged and focused on their health goals, enabling Medical Directors and practitioners to manage current initiatives while working on strategies to reduce health care spending, focus on disease prevention in healthy populations, and early intervention of chronic illnesses.

The Challenges Practices Face

The healthcare industry is plagued by chronic disease. In fact, according to the Center for Disease Control (CDC), 6 out of 10 Americans are living with at least one chronic disease. Lifestyle habits such as poor nutrition, lack of exercise, and smoking are responsible for over 80% of chronic diseases like heart disease, stroke, and diabetes. These staggering statistics not only affect the general population, but the health systems as a whole; chronic disease leads to reduced insurance reimbursements, staff shortages, staff burnout, strained budgets and more. The treatment of these chronic diseases' accounts for 90% of the total healthcare cost in the U.S., and yet, only 4% of the nation's total healthcare bill is spent on promoting healthy behaviors. This disparity between disease management and lifestyle interventions needs to be addressed.

Avidon Health is focused on the personalization and application of behavior-based science to address hard-to-break habits. This approach combined with Lifestyle Medicine is making a real difference. Lifestyle Medicine is an emerging field that seeks to prevent, treat, and manage chronic diseases through lifestyle interventions, such as nutrition, physical activity, stress management, avoidance of risky substances, sleep, and social support. Lifestyle Medicine should be a primary modality in any practice to manage chronic conditions, including cardiovascular diseases, type 2 diabetes, and obesity.



Barriers to Practicing Lifestyle Medicine



While Lifestyle Medicine offers promising benefits for patients, practitioners in this field face several challenges and barriers to practicing lifestyle medicine effectively. Engagement in health and wellness programs is vital to patients achieving positive outcomes.



Some of the barriers are:

1) Limited Time:

Healthcare practitioners often have limited time to spend with patients during appointments. It can be challenging to provide lifestyle counseling within the constraints of a brief visit.

2) Lack of Training:

Chronic diseases contribute to significant suffering in the form of premature morbidity and mortality and are among the most common conditions physicians encounter in clinical practice; yet physicians do not consistently address lifestyle during clinical visits despite believing that it is their responsibility to do so.¹



3) Reimbursement:

Healthcare reimbursement models often prioritize procedures and treatments over lifestyle interventions. This can make it challenging for practitioners to dedicate time and resources to lifestyle counseling.



4) Patient Compliance:

Patients may struggle to make lasting lifestyle changes, which can make it challenging for practitioners to see the impact of their interventions.

¹Rea B, Worthman S, Shetty P, Alexander M, Trilk JL. Medical Education Transformation: Lifestyle Medicine in Undergraduate and Graduate Medical Education, Fellowship, and Continuing Medical Education. American Journal of Lifestyle Medicine. 2021;15(5):514-525. doi:10.1177/15598276211006629



5) Social Determinants of Health:

Lifestyle interventions are often more challenging to implement for patients living in poverty or facing other social determinants of health, such as lack of access to healthy foods, safe neighborhoods, or appropriate community support.

6) Patient Engagement:

Healthcare practitioners are struggling to deliver 360-degree care for every patient that comes into the office. Extending Lifestyle Medicine best practices using better patient engagement technology historically was thought to be a nice-to-have. Intervention is key and communicating healthy living options at the patient's convenience 24/7 is making a difference.



7) Lack of Integration:

Lifestyle Medicine is still a relatively new field, and it can be challenging to integrate lifestyle interventions into existing healthcare systems and workflows.

8) Personal Lifestyle:

Practitioners may face challenges in their personal lives, such as stress or burnout, that can impact their ability to provide effective lifestyle counseling to patients.





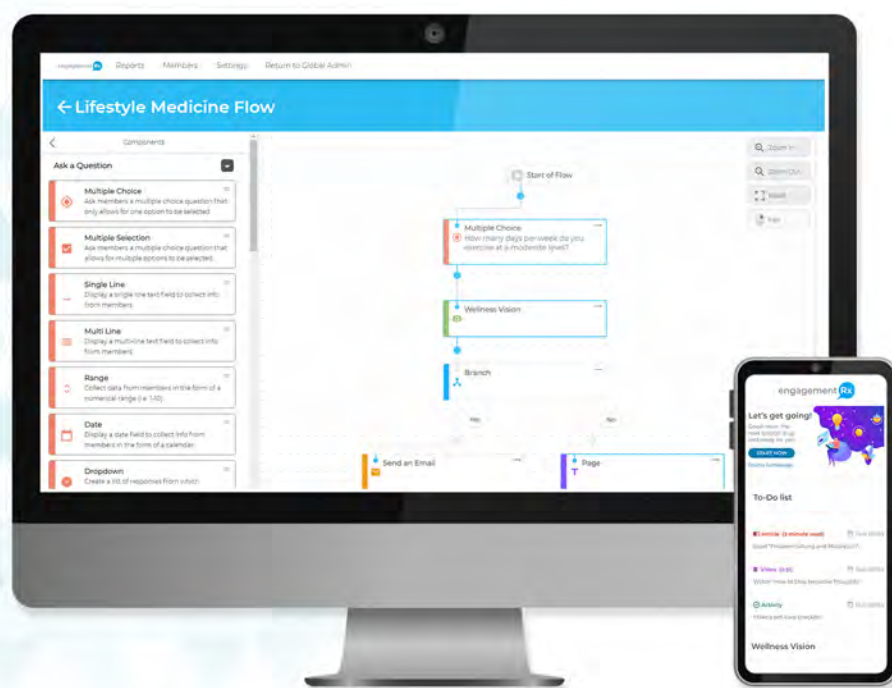
Overall, practitioners in lifestyle medicine face challenges related to time, training, reimbursement, patient compliance, social determinants of health, patient engagement, integration, and personal lifestyle. Overcoming these barriers requires a multi-faceted approach that includes advocacy, education, policy changes, and continued research in the field.

One Innovative Solution: Automated Care Paths

Advancements in health and wellness technology have enabled practitioners to gain insights into the unique needs and goals of patients. However, there is one innovative solution that is driving their ability to simultaneously build strong patient connections that fuel engagement and grow their practice: it's automated care paths.

According to a recent presentation at the 2022 ACLM conference, State of Health & Wellness Coaching², a variety of modalities are necessary to reach patients, including 70.8% surveyed deploying video, 56% using phone/audio, 53.7% contacted through in-person appointments, and only 20.9% using SMS/text and 14.9% through email.

Today, practitioners can deliver personalized care at scale with the integration of digital automation tools that engage patients with sincere, automated conversations and custom selected content. Creating a 100% personalized experience is time consuming and nearly impossible to scale without the right tools.

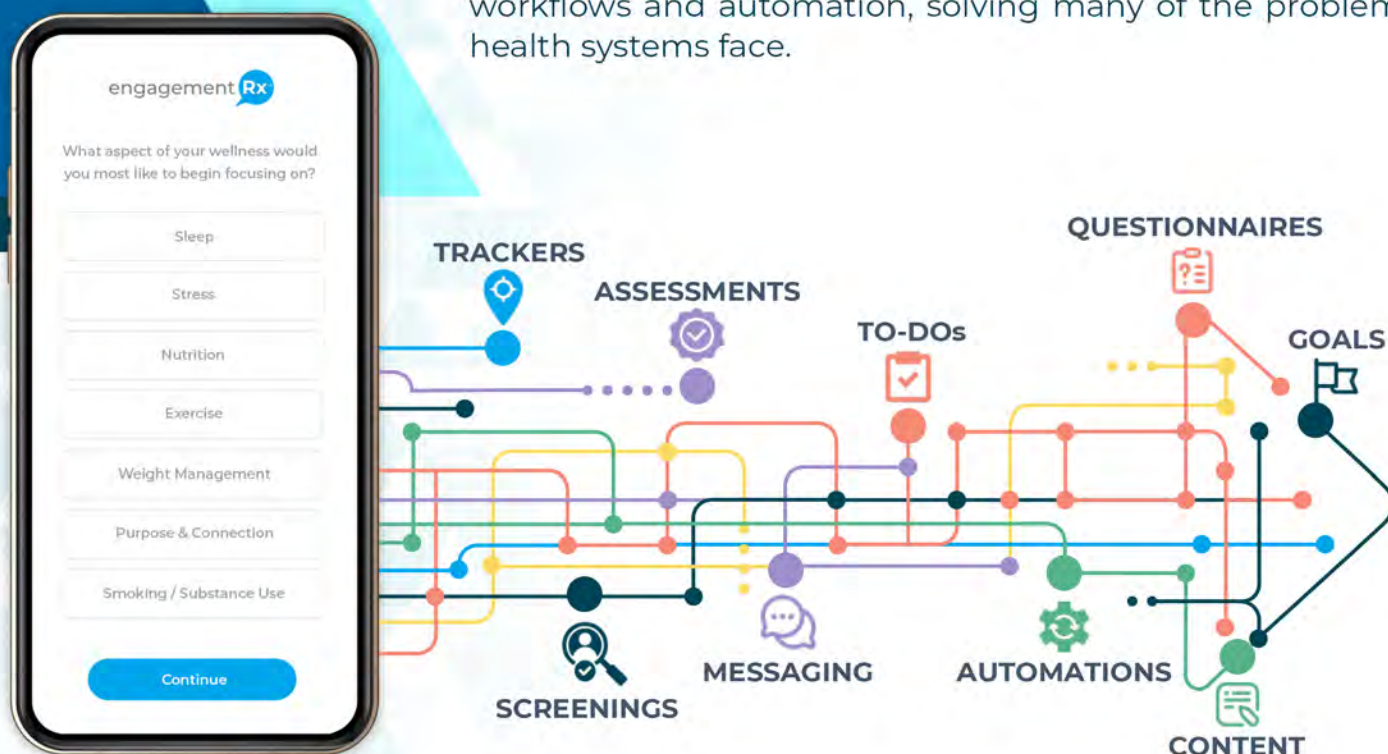


² Kasia Smith, BS, NBC-HWC, Head of Coaching, Pillar and Dr. Jennifer Bleck, PhD, MPH, WC Assistant Professor, USF, State of Health & Wellness Coaching Assessment of Business & Operational Practices, 2022.

Breaking Down Barriers to Practicing Lifestyle Medicine

One thing is for certain, technologies are being used to increase engagement, however one question remains; how well are these technologies being used together to keep patients on track?

Engagement Rx's care path technology can deploy workflows and automation, solving many of the problems health systems face.



1) Limited Time:

Engagement Rx enables digital patient management to occur by giving the practitioner additional tools that engage patients through Avidon Health's care path technology. This is accomplished through a variety of modalities such as health trackers, email, SMS, and telephone communications.

2) Lack of Training:

Traditionally trained practitioners can automate and deploy specialized, evidence-based content and courses offered in Engagement Rx that support Lifestyle Medicine methodologies and produce results.

3) Reimbursement:

Avidon Health provides affordable solutions using a turnkey model, with proven patient outcomes that save health organizations money and time.

4) Patient Compliance:

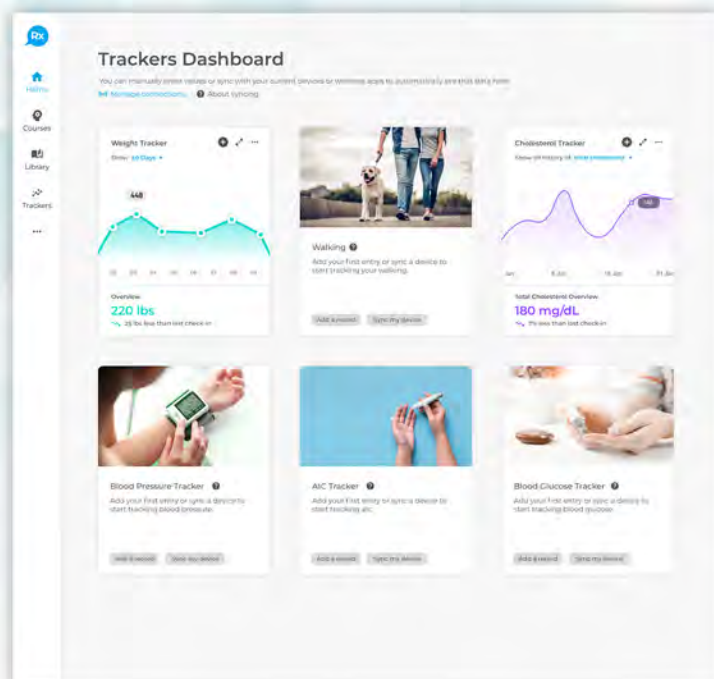
With Engagement Rx, our care path technology keeps patients fully engaged in their health journey using a variety of automated interventions.

5) Social Determinants of Health:

This is where having a powerful virtual tool allows practitioners to reach more patients more effectively no matter where they are at in their health journey. Engagement Rx can reach patients in their community and provide information about resources available to them.

6) Patient Engagement:

Barbara Mintz, MS, RD – Senior Vice President of Social Impact and Community Investment at RWJBarnabas Health, who is a leader in one of New Jersey's largest integrated health care delivery systems stated, *"With a significant increase in coaching last year, Avidon [Health] has proven invaluable in creating employee awareness and interest in their health through engaging wellness programs, coaching, and technology solutions that work towards behavior change."*



7) Lack of Integration:

Engagement Rx has full and secure integration capabilities including the ability to embed a solution with Single Sign On (i.e. a session and user authentication service that permits a user to use one set of login credentials), deep link capabilities to specific content and features, real-time data integrations via a client's API or webhooks, multiple authentication types including SSO or a user eligibility file, and WCAG 2.0 Level AA for accessibility.

8) Personal Lifestyle:

Engagement Rx extends a practitioner's capabilities to be in more places at once using our automated care path technology thus reducing stress by interacting more effectively with patients.

Data is Delivered Directly to Health Systems

Today, practices can measure patient engagement using qualitative and quantitative inputs such as the frequency of interactions, length of time engaged, and data from connected third- party health devices. But data is available at every step of the patients' journey. Patients are passively and actively providing data that can be used to scale healthcare systems. In the onboarding experience, for example, you can start to identify where patients may encounter challenges, hesitation, or drop out of a program. This data can be used to improve individual program offerings to eliminate hurdles to care and increase patient engagement.

By gaining insight into how often patients are engaging, what content they are consuming, for what length of time, and where they're accessing this care, practitioners can adjust their care plan to fit a patient's individual needs and preferences to keep them engaged.

This collection and analysis of patient data is essential to realize behavior change at scale.





Personalized care path technology offers valuable insights and motivating tools that improve health outcomes, patient satisfaction, and helps you tailor behavior-based content, courses, and resources to meet the unique needs of your population.

By leveraging advanced technology to scale personalized care through the automation of onboarding, educational programming, patient reminders, and program feedback, practices will finally have the time to do what they do best: meet their patients' needs – including

diagnosing, treating, and preventing illness and injuries, all in a holistic, effective and integrated way.

Delivering a personalized experience, one that meets patients exactly where they are and with the support and content they need, will successfully attract and hold patient engagement, see patients achieve more successful outcomes, and strengthen the performance of practices.

To learn more about Avidon Health's care path technology solution Engagement Rx, visit **AvidonHealth.com**.