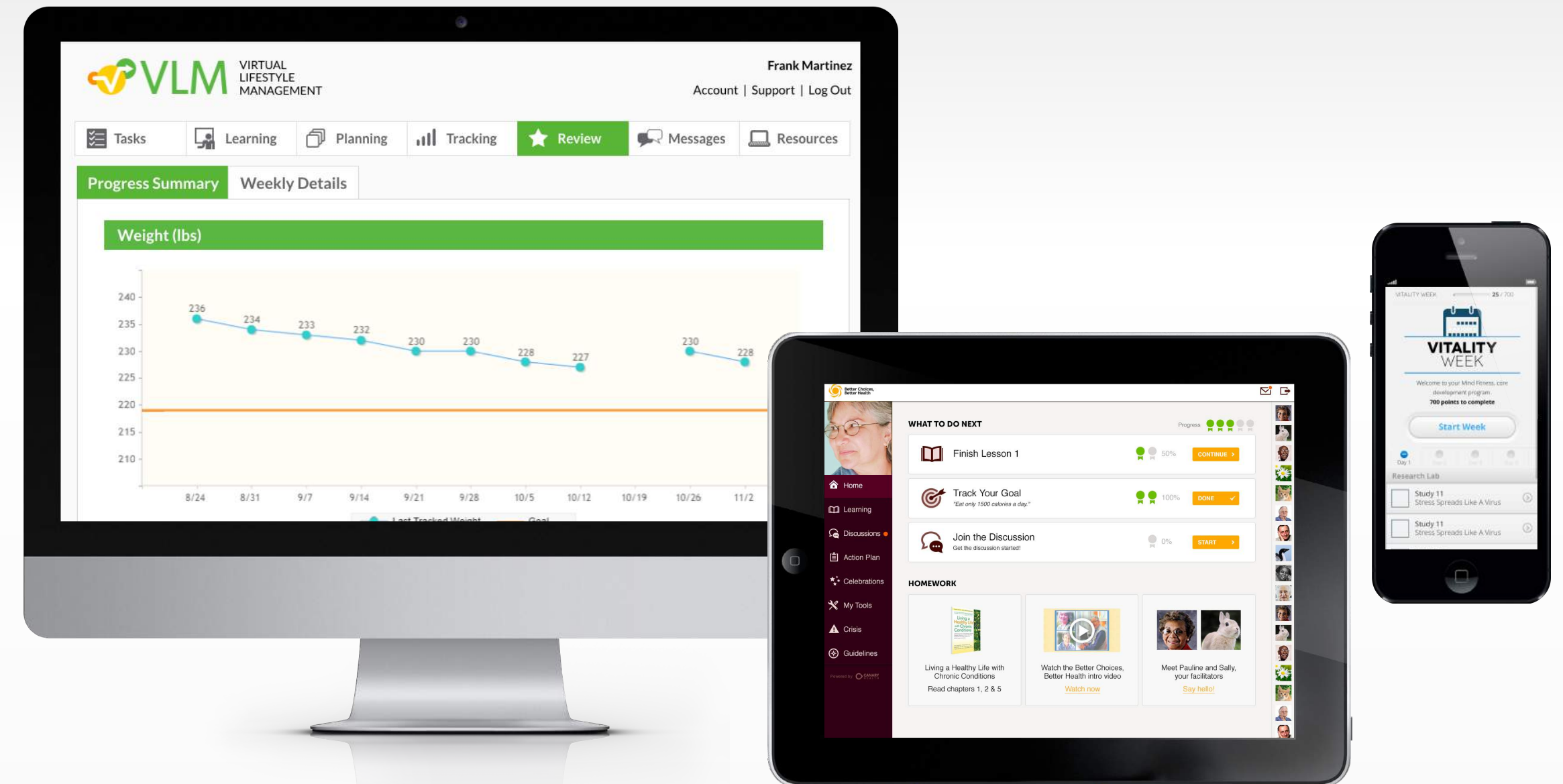




Better Health. Lower Costs.

We are the leader in digital health self-management.



OUTREACH TO OUTCOMES, ACTIVATING
PATIENTS TO LOWER COSTS

AGENDA

- Introduction to Canary Health
- Desired outcomes at population level
- Self-management Support
- From outreach to outcomes
- Discussion



Neal Kaufman MD MPH

Founder & Chief Medical Officer

nkaufman@canaryhealth.com

VISION AND MISSION



Empower Self-
Management



Prevent Chronic
Disease Progression



Bend the
Cost Curve

“Self-management relates to the tasks that an individual must undertake to live well with one or more chronic conditions. These tasks include gaining confidence to deal with medical management, role management, and emotional management.”

1st Annual Crossing the Quality Chasm Summit

“Working with Canary Health, we can help individuals improve their self-management skills, develop healthier behaviors and improve their health.”

Canary Health Client

BEHAVIOR CHANGE INTERVENTIONS

Broadest suite of evidence-based proven digital health self-management interventions



Canary Health Suite

Education

Action Planning & Tracking

Social Network

Coaching

 Activation Engine

 Device Integration

 Analytics

THINK OF SOMEONE IN YOUR LIFE...



5-10 years before they became very sick from a chronic condition

THE PERSON IN MY LIFE



My Dad's Story

CAPACITY TO MANAGE LIFE AND DISEASES IS KEY



How and where we live our lives
determines when and how we die

Behaviors determine health outcomes

Trajectories for our life are being reset
every day

Health is a Resource for Everyday Life

OUTCOMES:



START WITH THE END IN MIND.



WHAT RESULTS ARE YOU LOOKING FOR?

HOW WOULD YOU LIKE TO...?

Reduce A1C

Lower Rate
Of New
Conditions

Lower
Fatigue

Improve
Patient /
Physician
Interaction

Improve
Quality

Raise HEDIS
Scores

Decrease Costs
For Care
Management

Improve
Medication
Adherence

Prevent
Type 2
Diabetes

Lose Weight

Increase
Aerobic
Exercise

Lower
Healthcare
Utilization

Decrease
Pain

Increase
Patient
Portal Use

Decrease
Depression

Lower Rate
Of Sleep
Apnea

Improve
Self-Efficacy

Increase
Patient
Satisfaction

Prevent
Complications

HOW WOULD YOU LIKE TO...?

Reduce A1C

Lower Rate
Of New
Conditions

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**Raise HEDIS
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**Prevent
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Aerobic
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**Lower
Healthcare
Utilization**

Decrease
Pain

Increase
Patient
Portal Use

**Decrease
Depression**

Lower Rate
Of Sleep
Apnea

**Improve
Self-Efficacy**

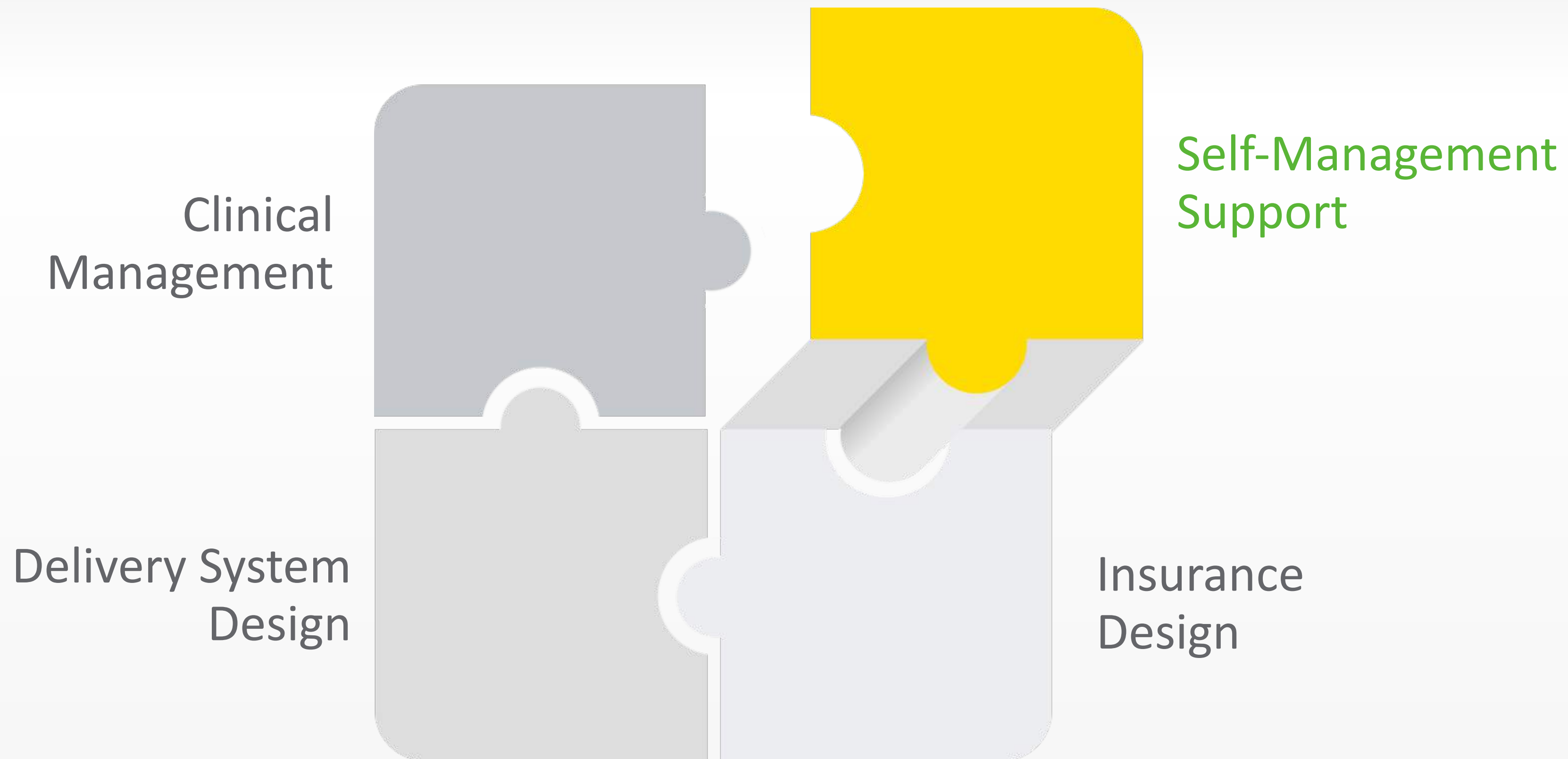
Increase
Patient
Satisfaction

Prevent
Complications



HOW? SELF-MANAGEMENT SUPPORT

FOUR APPROACHES TO VALUE-BASED CARE



Self-Management Support is The Missing Piece

CAPACITY TO SELF-MANAGE IMPROVES OUTCOMES



“Self-management relates to the tasks that an individual must undertake **to live well** with one or more chronic conditions. These tasks include gaining confidence to deal with **medical management, role management, and emotional management.**”

1st Annual Crossing the Quality Chasm Summit (2004)

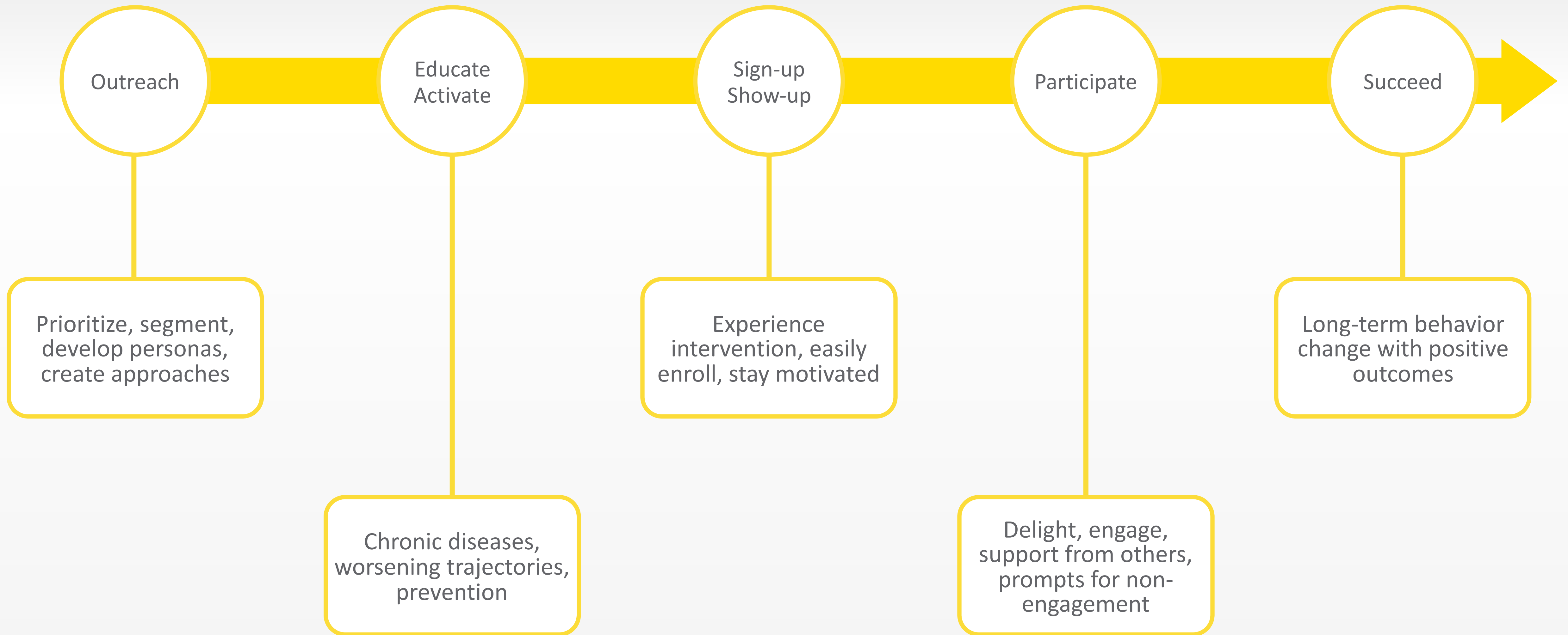
SELF-MANAGEMENT SUPPORT WORKS

People with chronic diseases who are confident and practice self-management experience improved health status and use fewer healthcare resources.

J. H. Hibbard, J. Greene, R. Sacks et al., "Improving Population Health Management Strategies: Identifying Patients Who Are More Likely to Be Users of Avoidable Costly Care and Those More Likely to Develop a New Chronic Disease," Health Services Research, published online Aug. 23, 2016.



OUTREACH TO OUTCOMES



OUTREACH TO OUTCOMES

Outreach

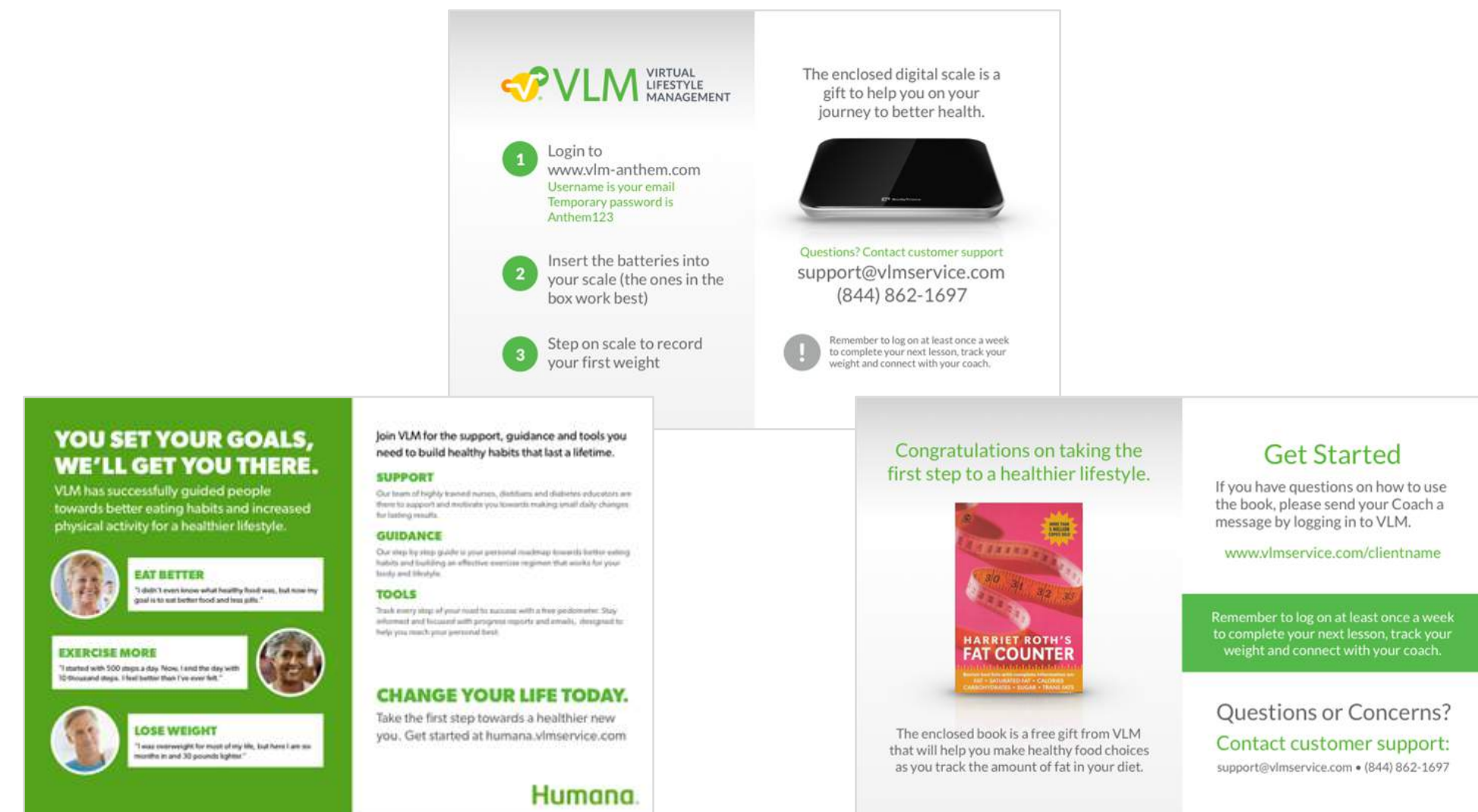
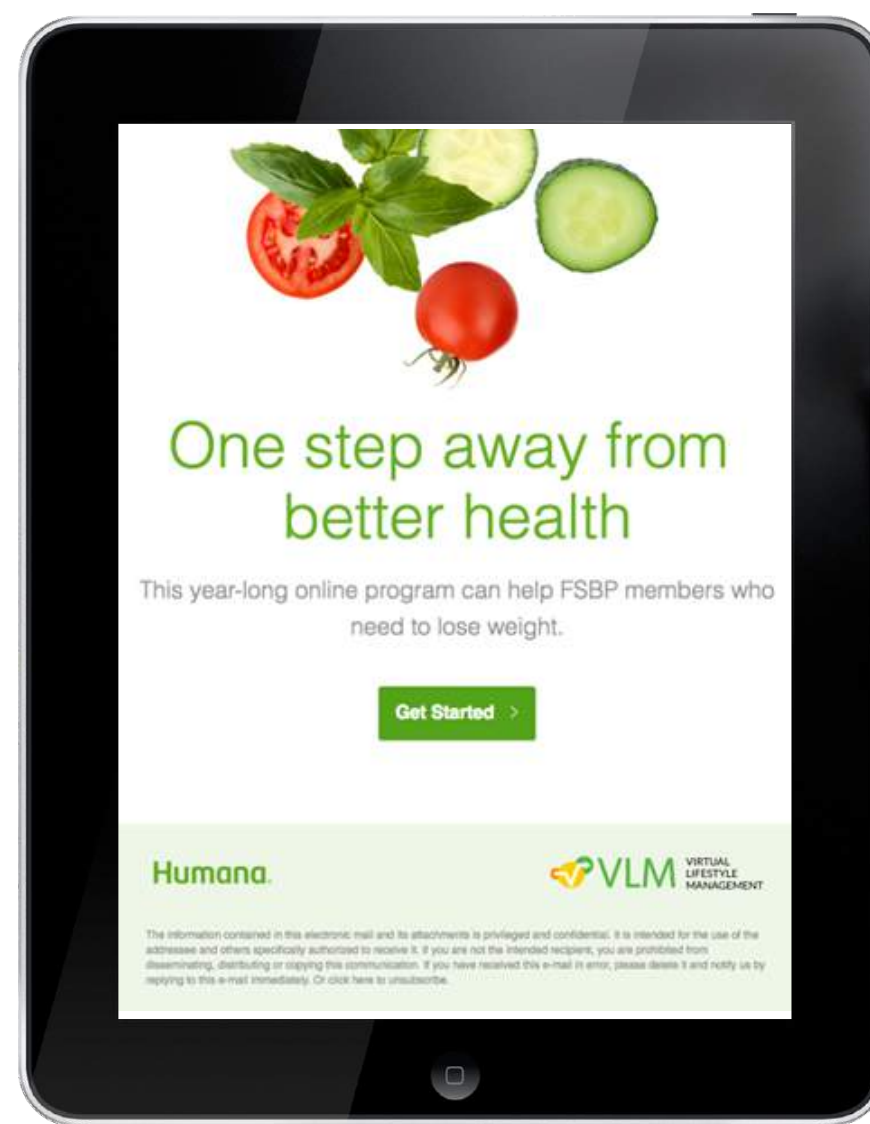
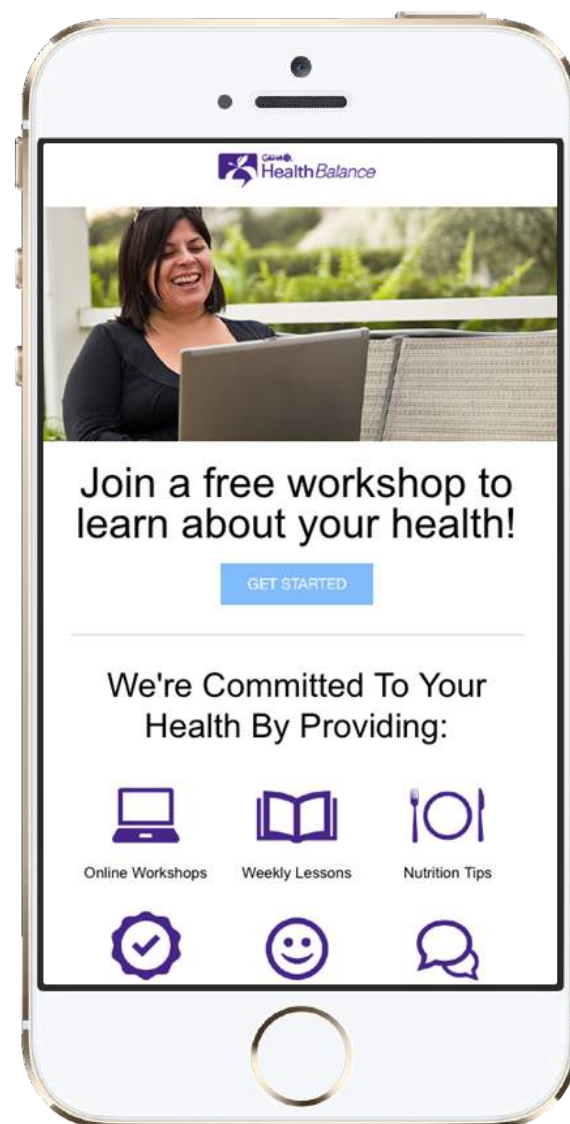
Educate
Activate

Sign-up
Show-up

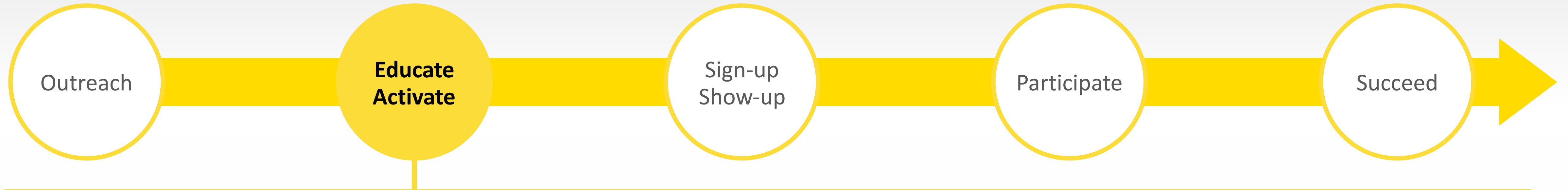
Participate

Succeed

Email & Mail campaigns



OUTREACH TO OUTCOMES



Branded Print Collateral

OPEN TO ALL EMPLOYEES

EAT BETTER. EXERCISE MORE. LOSE WEIGHT.

Join VLM for the support, guidance and tools you need to build healthy habits that last a lifetime.



VLM
VIRTUAL LIFESTYLE
MANAGEMENT

GUIDANCE

Our step by step guide is your personal roadmap to developing better eating habits and building an effective exercise regimen that works for your body and lifestyle.

SUPPORT

A personal coach and a team of highly trained nurses, dietitians and diabetes educators are there to support and motivate you towards making small daily changes for lasting results.

TOOLS

Track every step of your road to success with a free pedometer. Stay informed and focused with progress reports and emails, designed to help you reach your personal best.

CHANGE YOUR LIFE TODAY.

A CDC-recognized Diabetes Prevention Lifestyle Change Program, VLM is an effective tool to prevent or delay type 2 diabetes. These programs can also lower your risk of having a heart attack or stroke, improve your overall health, and help you feel more energetic.

KP.ORG/FEDS

SPONSORED BY KAISER PERMANENTE.

YOU SET YOUR GOALS, WE'LL GET YOU THERE.

Connect with your team of facilitators and peers in an online 6 week workshop to help relieve the symptoms of chronic conditions.

BCBH IS HELPING PEOPLE...

MANAGE DIFFICULTIES

"I learned that it's ok to have a bad day. But to get back up and keep moving. I felt empowered by my teammates."

SHARE STORIES

"The interaction with peers, stress and injury has helped sharing my joy when I act."

STAY FOCUSED

"I am keeping a food diary. I am also using peer support when I am feeling overwhelmed."

Better Choices, Better Health

INTERACT WITH PEERS

A pair of trained facilitators, at least one of whom has a chronic health problem, leads the workshop through a dedicated, secure web site. The workshop is highly interactive (although sessions do not require real-time attendance) by way of email and message boards.

EAT HEALTHIER. EXERCISE SAFELY. MANAGE PAIN.

Join the Better Choices, Better Health Online Workshop for the information and tools you need to manage your chronic condition and live a better life.

LEARN

Empower yourself with self management techniques. Our proven and flexible 6 week online workshop lets you to go at your own pace, in the privacy of your own home.

SHARE

You're not alone. Connect with an online community of peers with common experiences and get the support and knowledge you need to manage your chronic condition.

TRACK

Monitor your progress with our journaling tools, exercise logs and medication records. Easily set goals, create an action plan and modify behaviors that lead to better health.

CHANGE YOUR LIFE TODAY

Get started at [pebb.enroll.selfmanage.org](#)

Developed at Stanford for proven success, the workshop is designed to help people feel better, manage symptoms, and gain confidence in their ability to lead active and purposeful lives.

BROUGHT TO YOU BY THE PUBLIC EMPLOYEES' BENEFIT BOARD

Get started at [pebb.enroll.selfmanage.org](#)

PEBB
PUBLIC EMPLOYEES' BENEFIT BOARD

VLM
VIRTUAL LIFESTYLE MANAGEMENT

A CDC-Recognized Digital Diabetes Prevention Program (DPP)

VLM prevents type 2 diabetes and lowers the rate of adding additional chronic illnesses such as hypertension, sleep apnea, joint related conditions and heart disease.

"It was very well designed. It's meant for the person who doesn't have medical knowledge. And the coaches were engaged in great. It was a very gradual program, very common sense. You can pick up these tools and use them to lose weight in a healthy way."

-Nancy, Age 55

Better Choices, Better Health

A Digital Chronic Disease Self-Management Intervention

Developed by Stanford University's Patient Education Research Center, Better Choices Better Health will one or more chronic conditions.

"The interaction through illness is going above and beyond to get someone to go consulting and building for health."

We empower people to self-manage their health and improve health outcomes, lowering costs.

CANARY HEALTH

Learn How Our Products Can Help Your Members

[sales@canaryhealth.com](#) | 1-800-800-8000

CANARY HEALTH

Better Health. Lower Costs.

We are the leader in digital health self-management.

Our suite of digital programs addresses the whole person, all with proven results.

Engage Members

70% Program Completion

Improve Outcomes

80% Reduction in Diabetes Costs

Lower Costs

\$1K Savings per Person Annually (\$ to 1.8K)

"We have been very happy with the results. We feel like we are really helping our members while improving a modifiable risk factor."

-Kathy Ross, VP of Clinical Operations & Chief Health Officer with GEHA

Join our Growing List of **Premiere Healthcare Partners**

Medtronic | Becton Dickinson | GEHA | NCO | Welltok | ...

OUTREACH TO OUTCOMES



Custom Registration Pages

Registration
A Stanford University Workshop to help you manage your health.

WORKSHOPS
Click on a date below to select a workshop you'd like to attend.

Select A Date: [Dropdown]

CONTACT INFORMATION
Please enter all the information required below.

First Name: [Type Here] Last Name: [Type Here]
Email: [Type Here]
Street Address: [Type Here]
City: [Type Here] State: [Select One] Zip Code: [Type Here]

ACCOUNT INFORMATION
The information you enter below will be used to create your account.

User Name: [Type Here]
Password: [Type Here] Confirm Password: [Type Here]
Password Hint: [Type Here]

☒ I acknowledge that I have read and agree to the [Consent & Terms of Use](#)

SUBMIT

Better Choices, Better Health is a program offered at no cost to you. Enroll in one of our upcoming workshops! Workshops are 6 weeks long, and offer new activities each week.

Receive Your FREE Workbook! A workbook will be mailed to the address you provide. Program reminders and updates will be sent by email.

Remember the Username and Password you create. They will be required to sign in to the Workshop.

VLM Virtual Lifestyle Management Program
A personalized healthy lifestyle program brought to you by **Humana**.

Need Help? Contact support@vlmservice.com or call (844) 213-6262

Getting Started with VLM
Congratulations on taking a first step toward your journey to better health! Complete the form below to

With one click, you can chat with your coach or start the VLM+ program. You'll have all the information, tools, and motivating support from a coach and others just like you. You can move along the program at your own pace and you'll see how simple changes can make a big difference fast.

Confirm You Are Eligible
VLM is only for eligible Humana members. Please enter your information to confirm.

Live Healthier
Join a small group of people like you living with a chronic condition in a completely internet-based workshop designed by researchers at Stanford University to help you live healthier.

This program is available at no charge for eligible OEBB members.

Last Name: [Type Here]
Email: [Type Here]
Get Started!
Already Registered? Log In Here

In just an hour a week over the course of six weeks, you'll learn to build confidence and self-management skills through action planning, sharing experiences, and mutual support.

- Learn useful ways to deal with pain, fatigue and stress
- Guided by trained leaders with similar health challenges
- Learn at any time that fits your schedule
- Join a safe, supportive group of people to share and solve problems together

I was given an arsenal of skills to use to take charge of my life once again in a way that was clear and easy to understand.

Leanne
Newport, Oregon

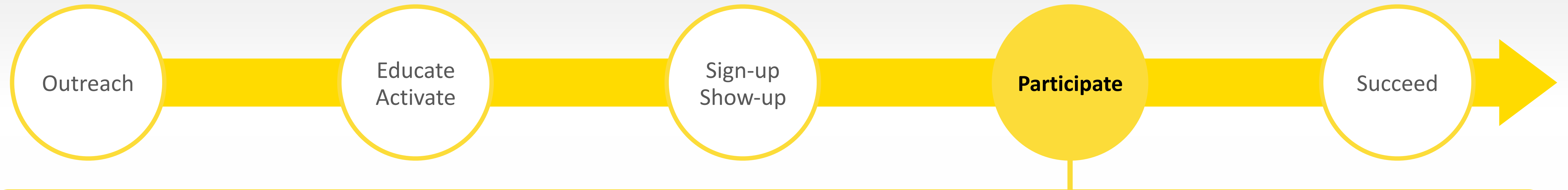
Frequently Asked Questions

- What is self-management?
- What are the benefits of better self-management?
- Do these workshops work?
- Do these workshops replace my doctor or medical provider?
- What topics are covered in the workshop?
- Where are these workshops conducted?
- Is there any cost to the workshop, and do I need to buy any materials?
- Is this program right for my specific condition?

Email address: [Type Here]

Get Started!
Already Registered? Log In Here

OUTREACH TO OUTCOMES



Virtual Lifestyle Management - Behavior Change Program

VLM VIRTUAL LIFESTYLE MANAGEMENT John Test
ACCOUNT | SUPPORT | LOG OUT

Tasks Learning Planning Tracking Review Messages Resources

Today's Date: 9/8/2015

PENDING TASKS	STATUS	COMPLETE BY
Track Your Day	Complete	09/08
Plan Ahead	Overdue	09/07
Lesson 2: Be a "fat" detective	Overdue	09/06
Review Your Progress	Complete	09/06

Next VLM+ Lesson

Be a "fat" detective

In this lesson, you will:

- Talk about graphing your weight
- Learn what foods are high in fat
- Talk about why the self-monitoring of fat is important
- Learn how to self-monitor fat grams

This lesson should take less than 20 Min to complete.

Coach Messages

Mary T.
Send a Message

NEW 08-25
Hi! Our live chat discussion is almost here! I hope you can attend. Your VLM Chat Room Display Name is: CLIENT 4, o...
Read this message
Sent August 25 at 1:49 AM

NEW 08-24
Hello Sammy! My name is Mary T.. To contact me, simply reply to this message or visit the CONNECT MESSAGES section...
Read this message
Sent August 24 at 9:21 PM

Need help? Click here | Terms of Use and Privacy Policy ©2016 All Rights Reserved.

VLM VIRTUAL LIFESTYLE MANAGEMENT John Test
ACCOUNT | SUPPORT | LOG OUT

Tasks Learning Planning Tracking Review Messages Resources

Lessons

0. Orientation: Begin Your Journey! 1. Get Started 2. Be a Detective 3. Eat Less Fat

4. Healthy Eating 5. Move Muscles 6. Being Active 7. Tip the Balance

8. Taking Charge 9. Problem Solving 10. Eating Out 11. Talk Back

12. Lifestyle Change 13. Jump Start 14. Social Cues 15. Manage Stress

16. Stay Motivated 17. Social Events 18. Portions 19. Manage Time

20. Just Do It 21. Be Assertive 22. Low-Fat Cooking 23. Stay Active

Lesson #2 Be a Detective

In this lesson, you will:

- Talk about graphing your weight
- Learn what foods are high in fat
- Talk about why the self-monitoring of fat is important
- Learn how to self-monitor fat grams

This lesson takes approximately 20 minutes to complete.

VLM VIRTUAL LIFESTYLE MANAGEMENT John Test
ACCOUNT | SUPPORT | LOG OUT

Tasks Learning Planning Tracking Review Messages Resources

Plan Ahead

Your Goals - Week of 09/07 thru 9/13/2015

EAT HEALTHIER

- ➔ Daily Fat Grams
Goal will be set after Lesson 2
- ➔ Daily Calories
Goal will be set after Lesson 7

BE MORE ACTIVE

- ➔ Daily VLM Steps
Goal will be set after Lesson 5
- ➔ Daily Activity Minutes
Goal will be set after Lesson 5

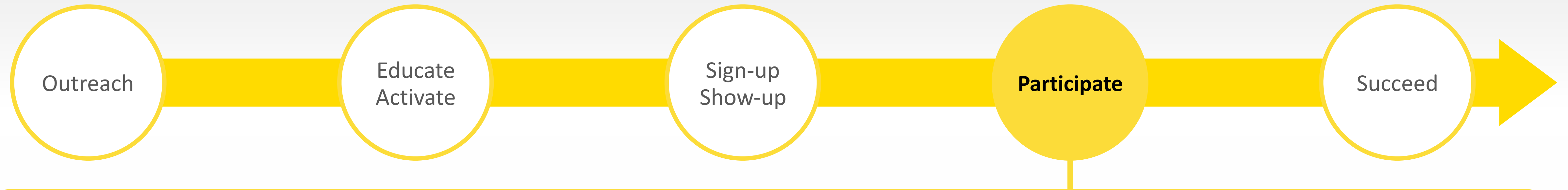
REACH TARGET WEIGHT
219 LBS

← ENTER YOUR WEIGHT AT LEAST ONCE A WEEK →

REVIEW ACTION PLAN - LESSON 1

Need help? Click here | Terms of Use and Privacy Policy ©2016 All Rights Reserved.

OUTREACH TO OUTCOMES



Better Choices, Better Health - Chronic Conditions Self-Management

Better Choices, Better Health

WHAT TO DO NEXT

Progress: 50% 100% 0%

- Finish Lesson 1 (50%) [CONTINUE](#)
- Track Your Goal "Eat only 1500 calories a day." (100%) [DONE](#)
- Join the Discussion Get the discussion started! (0%) [START](#)

HOMEWORK

- Living a Healthy Life with Chronic Conditions Read chapters 1, 2 & 5
- Watch the Better Choices, Better Health intro video [Watch now](#)
- Meet Pauline and Sally, your facilitators [Say hello!](#)

Better Choices, Better Health

DISCUSSIONS

Progress: 3 9

- Adell** Practice the guided imagery technique (Confidence Level: 3)
Created: 08/12/2015 Categories: Stress
Post a suggestion Give encouragement Congratulate
2 people made suggestions 5 people gave encouragement
- Neal** Do crunches, leg lifts and back bends (Confidence Level: 9)
Created: 08/10/2015
Post a suggestion Give encouragement Congratulate
2 people made suggestions 3 people congratulated you

Better Choices, Better Health

MY ACTION PLAN

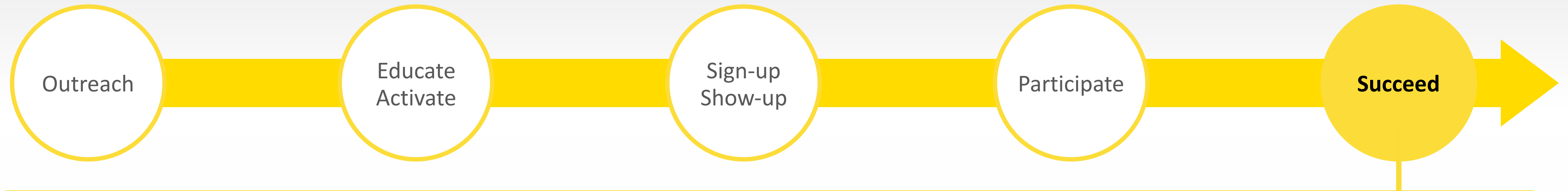
Progress: 3 9 9

You haven't set your action plan [SET ACTION PLAN](#)

WHAT MY GROUP IS DOING THIS WEEK

- Sally** Read 4 chapters from "Of Mice and Men" (Confidence: 3)
2 people commented Give Support
- Chicken F...** Read 4 chapters from "Of Mice and Men" (Confidence: 9)
2 people commented Give Support
- Pauline** Read 4 chapters from "Of Mice and Men" (Confidence: 9)
2 people commented Give Support
- Katie** Read 4 chapters from "Of Mice and Men" (Confidence: 9)
2 people commented Give Support

OUTREACH TO OUTCOMES



Successful Participants Leading Healthy Lives



**Frank Faecke, age 68,
lost 30 pounds with VLM**

“It was very well designed. The tips that they give you are very practical. Plus the coach that you’re assigned from the very beginning is great.”



“I was able to make and start an exercise plan. I will continue to exercise more.”

- Sidney Moseley



“The resource section was helpful as well as the forms and places to keep track of medications.”

- Karen Garibay



“The skills I learned are too many to list here! I learned stress-relaxation skills, a seven-step method to solving problems, ways to distract myself when I am in pain, and what to do if I find myself feeling anxious, depressed, or angry.”

- Barbara Forrest-Ball

DIGITAL SELF-MANAGEMENT PROVEN EFFECTIVE IN MULTIPLE STUDIES

Improved

- Self-Efficacy
- Communication With Physician
- Aerobic Exercise
- Stress Management
- Health Behavior Adherence
- Medication Adherence

Reduced

- Fatigue
- Pain
- Days Lost To Normal Activities
- Physician Visits
- ED Visits

2008

Lorig, et al
Chronic Illness

2010

Lorig, et al
Medical Care

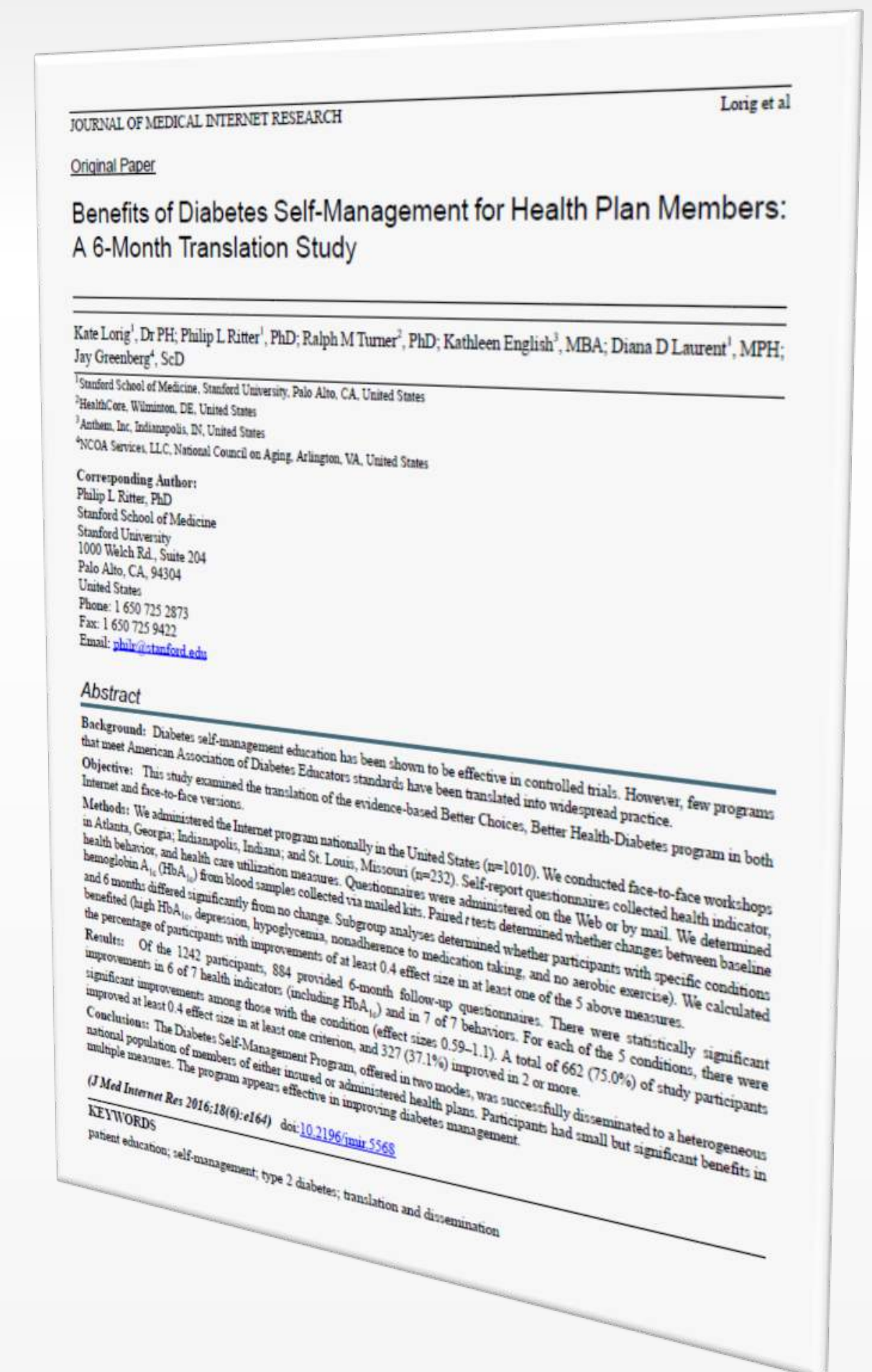
2013

Lorig, et al
Health Education &
Behavior

DIGITAL SELF-MANAGEMENT PROVEN EFFECTIVE IN DIABETES

One thousand person study conducted with Anthem
(second largest US Health Insurer)

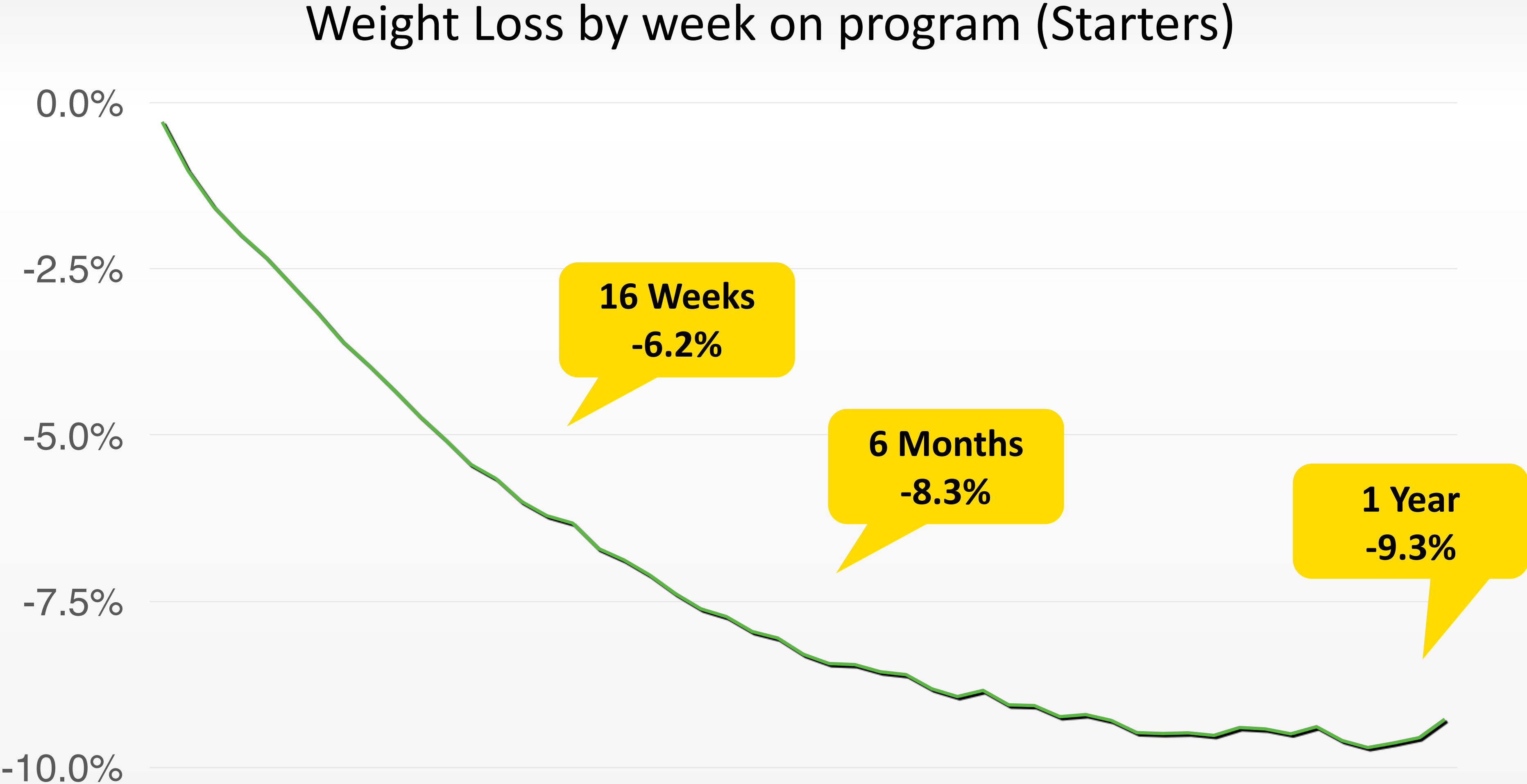
1. HbA1c decreased 0.93% for those >9%
2. Depression improved
3. Frequent hypoglycemic symptoms decreased
4. Medication-taking adherence improved
5. Exercise increased 43 minutes per week



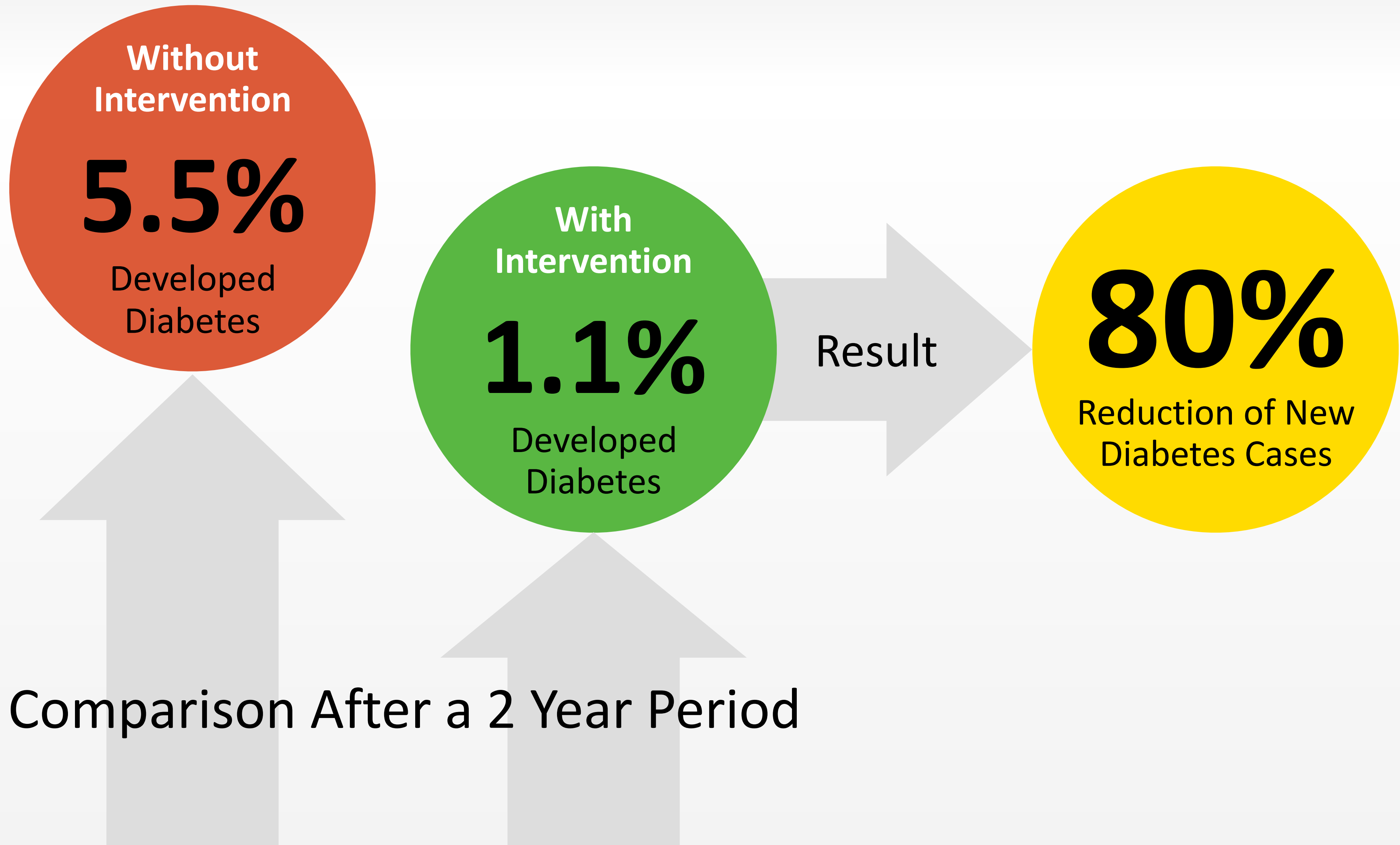
Benefits of Diabetes Self-Management for Health Plan Members: A 6-Month Translation Study

Kate Lorig, Dr PH; Philip L Ritter, PhD; Ralph M Turner, PhD; Kathleen English, MBA; Diana D Laurent¹, MPH; Jay Greenberg, ScD; J Med Internet Res 2016;18(6):e164) doi:10.2196/jmir.5568

DIGITAL DPP SIGNIFICANT & SUSTAINED WEIGHT LOSS



DIGITAL DPP PREVENTS TYPE 2 DIABETES



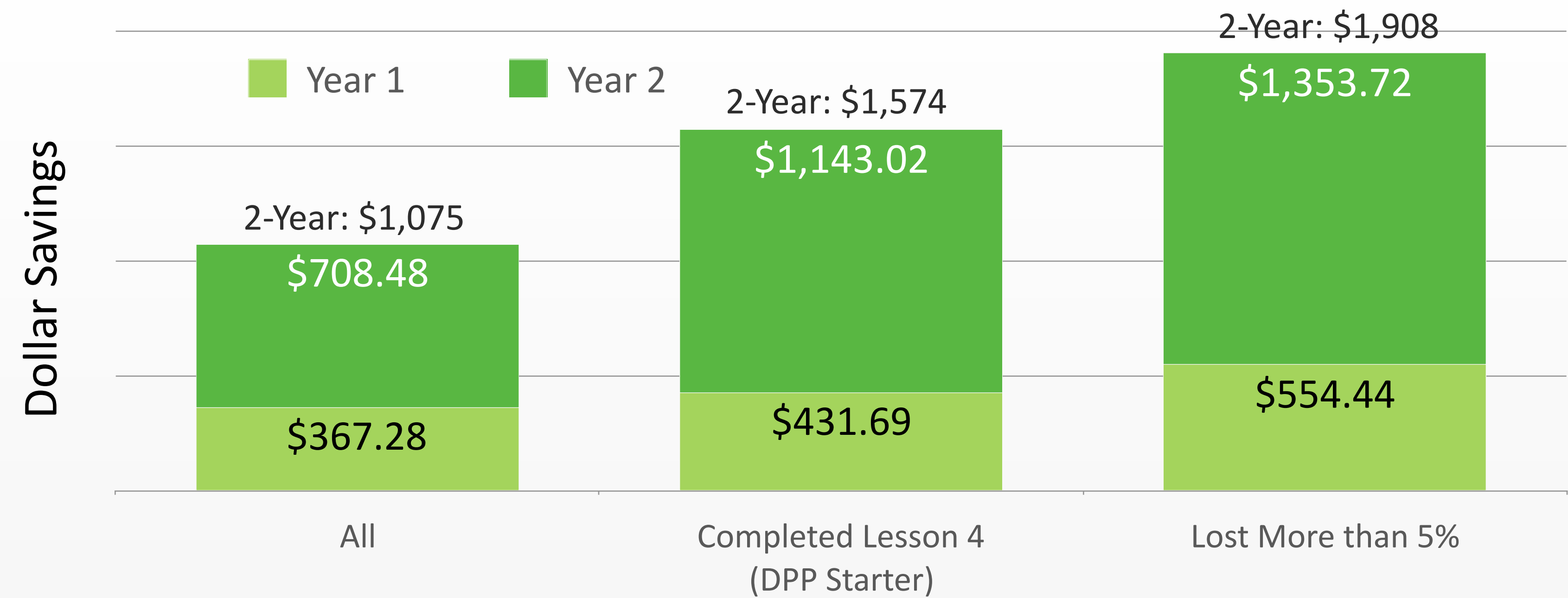
DIGITAL DPP PREVENTS CHRONIC CONDITIONS

	2-Year Prevalence Increase	
	Without Intervention	With Intervention
Cardiovascular Disease	3.9%	-1.3%
Hypertension	3.2%	-1.3%
Hyperlipidemia	2.1%	-1.1%
Sleep Apnea	5.7%	1.6%
Joint Related	4.5%	1.6%
Type 2 Diabetes	5.5%	1.1%

Study received Gold Standard from 

DIGITAL DPP REDUCES UTILIZATION

Savings over 2 years with Intervention



3:1
ROI for all
Enrollees

Study by Ross & Kaufman
Published results at Care Continuum Alliance in partnership with Government Employees Health Association



DISCUSSION

CONTACT US



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