

Better Outcomes with Patient Engagement

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Utila Product and Service

- Utila connects client with provider, outside of the office
- *“Your Care, Connected”*
- *“Your Treatment Plan Backpack”*



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What We Believe

- Digital and mobile technology facilitate better treatment outcomes in behavioral health and healthcare
- Clients reach their goals faster when engaged with the right interventions between visits



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Philosophy

- Healthcare:
 - Patient-centered
- Technological:
 - Build to integrate into other solutions
 - Build to work on any device



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Key Problems in Health Care

- Pain keeping clients treatment adherent



- Pain tracking outcomes for mandated Affordable Care Act (ACA)



- Pain providing care coordination



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Text Engagement Statistics

- **90%** of American adults own cell phones; **58%** use smartphones⁹
- Every mobile phone can receive text messages
- Consumers read **98%** of text messages sent to their mobile devices with a response time on average of **90 seconds**⁷
- **Medication Adherence:** An American Heart Association study showed that reminders and tips via text received an **88%** rate of correct prescription adherence compared to **72%** adherence with no texts at all
- **Education Delivery:** The Center of Connected Health found patients who received educational content reported an improvement of treatment **adherence of 72%** and roughly **68%** of the patients reported an improvement in self-care behaviors to help their conditions⁶



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Key Benefits to Provider Organization

- Utila's interactive app and text message delivery platform:
 - improves adherence to treatment
 - improves health literacy
 - improves outcomes
 - reduces the length of treatment
 - facilitates interdisciplinary collaboration
- Utila allows providers to share targeted educational content via a secure portal for clients to access between sessions



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What are we (Utila) doing differently?

- Designed using SMS text as the main way to reach clients. Does not require a client to download an app
- Interoperable: Utila offers an API to our customers
- Built to work on desktops, laptops, tablets, and smart and dumb cellphones
- Allow providers to generate customizable text message reminders and metrics individualized for clients
 - Utila is more than just one way text messaging, we measure adherence and outcomes



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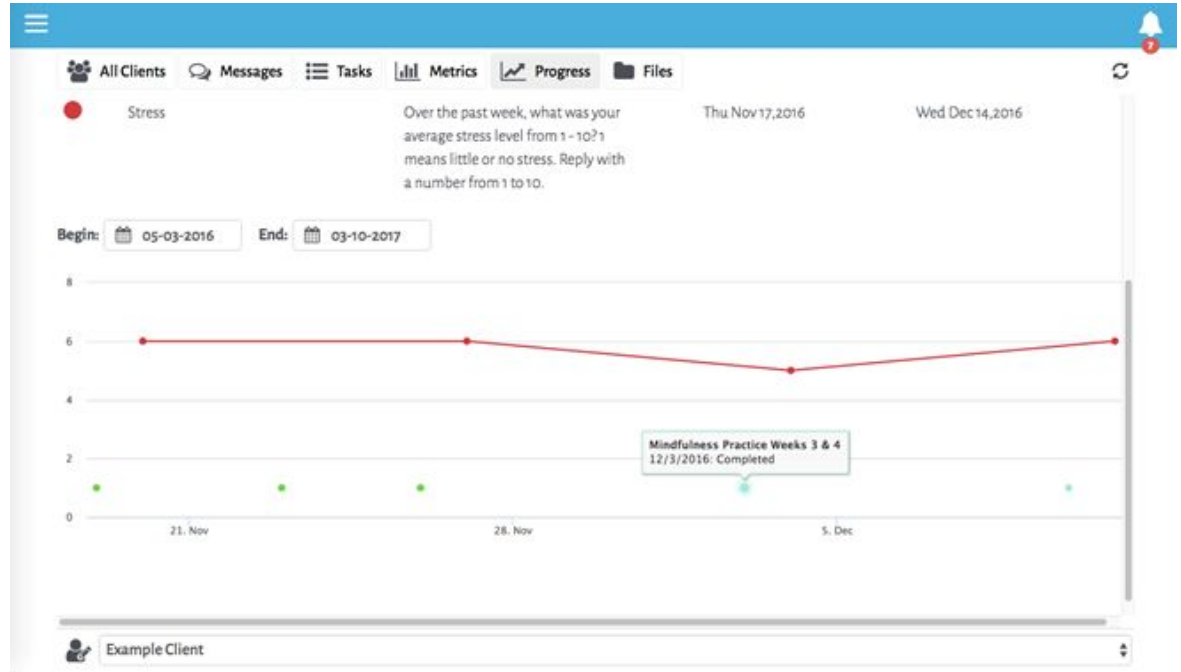


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Review Outcomes and Measure Progress



Provider's view:
Metric designed
to measure mood



Client Health Data

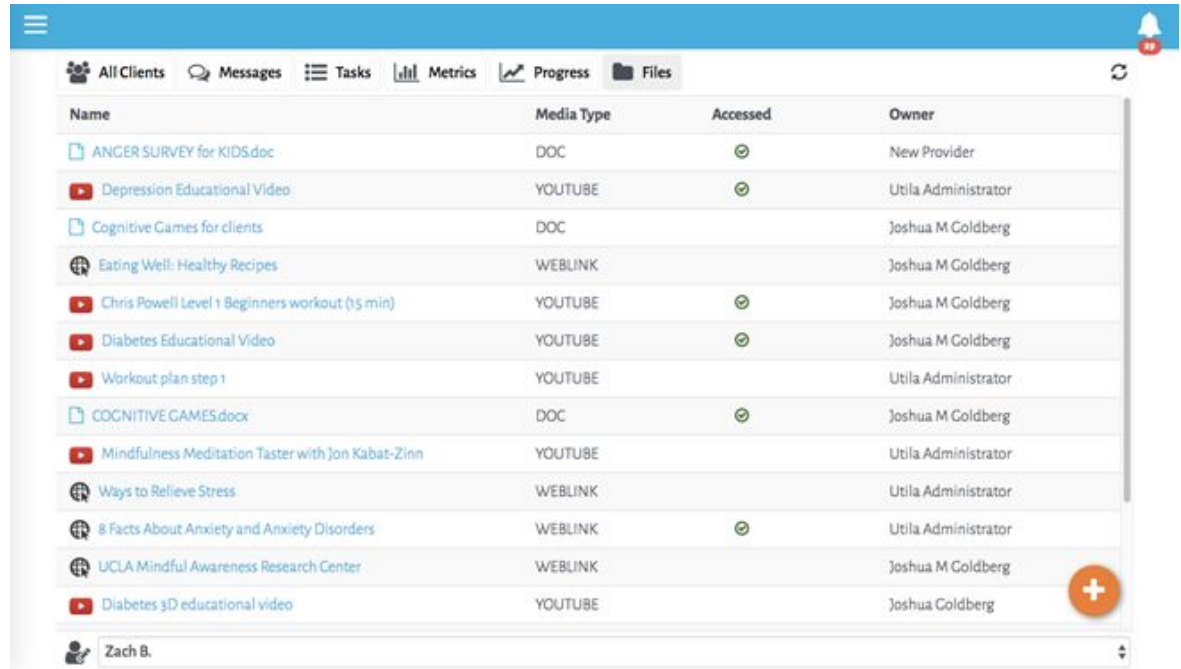
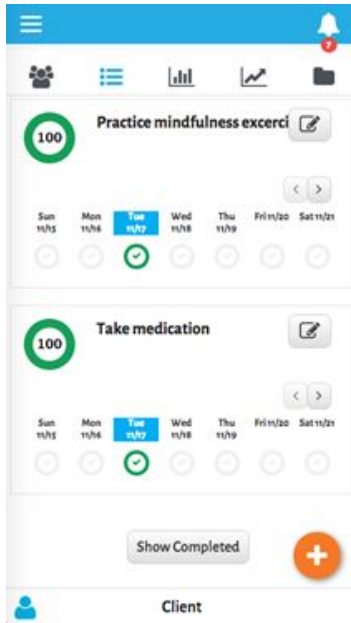
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Generate Interactive Reminders and Store Content



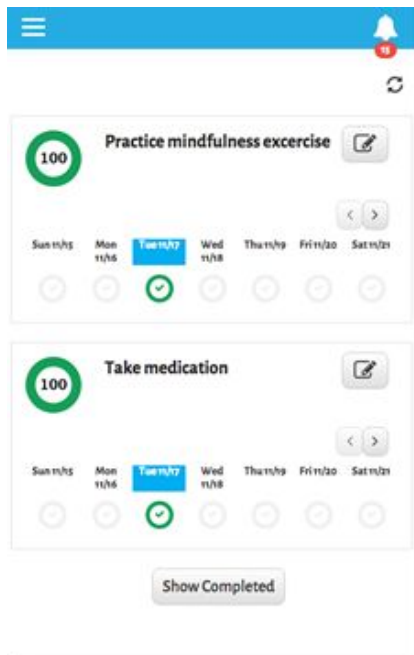
Provider's view: Educational resources in a client's files section



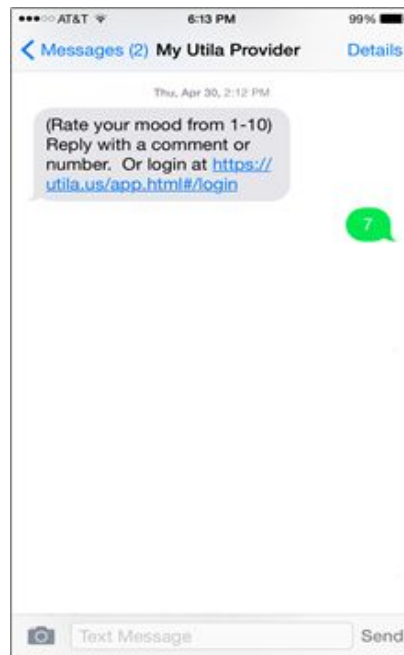
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Client Portal From Any Device



Client's view: reminders



Client's SMS text message inbox on smartphone



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Library & Capabilities

The screenshot displays a user interface for a library. At the top, there is a search bar and a notification bell icon. Below the search bar, a 'Programs' sidebar is visible, containing two sections: 'Programs' and 'Programs (Sp)'. The 'Programs' section lists various categories such as Anger, Anxiety, Depression, Medication Adherence (AM), Medication Adherence (PM), Mindfulness, Recovery, and Sleep. The 'Programs (Sp)' section lists categories in Spanish: Ansiedad, Depresión, Enojo, Plena atención, Recordatorios para medicamento (AM), and Recordatorios para medicamento (PM). The main content area shows three items:

- Body Scan Robyn Walser,wav**: A video icon, a provider rating of 5 stars (1 provider), and a client count of 1. Description: "Body scan mindfulness meditation by Robyn Walser, PhD. During this 20 minute meditation, you will notice the sensations that you are experiencing in different parts of your body. Excellent tool for stress and anxiety management."
- Hamilton Anxiety Index.pdf**: A PDF icon, a provider rating of 5 stars (1 provider), and a client count of 0. Description: "The HAM-A was one of the first rating scales developed to measure the severity of anxiety symptoms, and is still widely used today in both clinical and research settings."
- Mindfulness Workshop with Jon Kabat-Zinn**: A video icon, a provider rating of 5 stars (3 providers), and a client count of 0.

Provider's view: Providers can select content from the library to share with a client



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Access online: <http://www.chcf.org/from-the-president/innov-showcase-behavioral#ixzz3Stdx0EE0>

²Cornstock, J. (2014, April 1). Mayo Clinic study finds app reduces cardiac readmissions by 40 percent. *MobiHealthNews*. Retrieved from <http://mobihealthnews.com/31580/mayo-clinic-study-finds-app-reduces-cardiac-readmissions-by-40-percent/>

³Chronic Disease Self-Management Program: <http://patienteducation.stanford.edu/programs/cdsmp.html>

⁴DeVol, R and Bedroussian, R. An Unhealthy America: The Economic Burden of Chronic Disease. *Charting a New Course to Save Lives and Increase Productivity and Economic Growth* (Oct 2007). Milliken Institute. Santa Monica, CA. Accessed online at: <http://www.milkeninstitute.org/publications/publications> The report looks at the seven most common chronic conditions, including mental disorders and analyzes avoidable costs associated with these conditions.



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⁸Thomson, D. Health Day. “Text Message from your heart doc: ‘Take your meds.’” *U.S. News & World Report*. Nov 17 2013. <http://health.usnews.com/health-news/news/articles/2013/11/17/text-message-from-your-heart-doc-take-your-medicine>.



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¹⁰Vernon, J. A., Trujillo, A, Rosenbaum, S, (2007). Low health literacy: Implications for national health policy. (Retrieved Aug/15/2015)

¹¹Zimmerman, Scott. “*Patient Preference for Text Drives Engagement for Vanderbilt.*” Televox. July 28 2014. <http://www.televox.com/blog/engagement-in-action/patient-preference-for-text-drives-engagement-for-vanderbilt/>.



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