

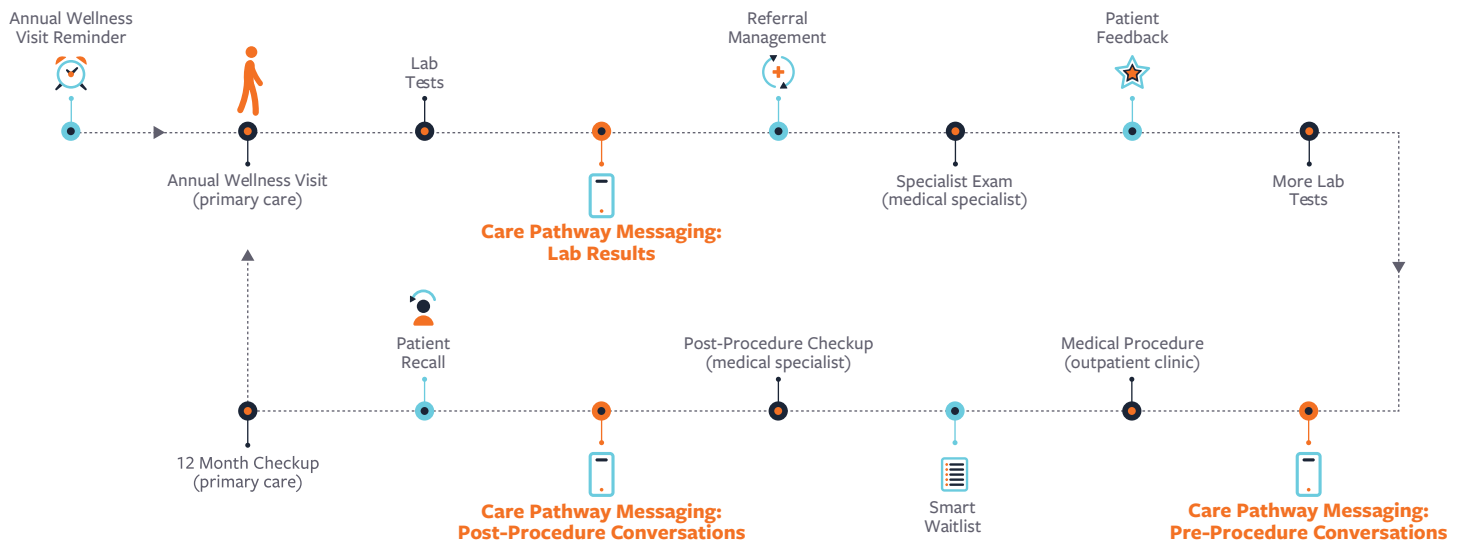
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Beyond the Four Walls:

Orchestrating the Patient Journey
with Care Pathway Messaging



Care Pathway Messaging guides and tracks the patient journey.



Care Pathway Messaging (CPM) =

Luma Health's bot-enabled messaging and two-way communication platform that powers improved and timely care across a patient's complete healthcare journey.

Fragmented systems, deluges of data, and countless new technologies are all making the patient journey more complicated than ever. As providers work improve their patients' health, it is increasingly important that they begin to look outside of the traditional visit to orchestrate patient care. Luma Health's Care Pathway Messaging leverages the power of customizable, targeted automation along with text messaging to empower providers to achieve multiple goals from improving medication adherence to encouraging healthy behaviors.

Ongoing communication is becoming an increasingly important component of care within the complex patient journey.

Eighty percent of a person's health is determined by factors outside of the medical practice.¹ It is critical that providers and patients find a way to connect outside of the four walls of a visit to improve the patient journey and produce better health outcomes across the board. But there's been a breakdown between provider-patient relationship. Over one in four Americans do not have a primary care provider offering them a regular source of care, and this is only becoming a greater issue among younger generations.² This increasing disconnect between providers and patients is impacting the system as a whole—the United States continues to spend more money on health care while achieving poorer health outcomes.³

Providers have reason to be concerned about enhancing lines of communication with their patients beyond the walls of the practice. Ongoing provider-patient communication is key to success in shared savings, pay for performance, and other value-based payment

38% of general medical malpractice claims involve a communication failure.⁴

arrangements. Communication also significantly impacts quality of care—in fact, miscommunication is one of the leading causes of medical errors in the United States.^{4,5} First and foremost, these communication failures can lead to tragic and avoidable injuries and, in some cases, death. It also equates to billions of dollars in malpractice lawsuits. Even a simple failure to communicate with patients properly around necessary follow-up care can substantially increase a providers risk of malpractice lawsuit.⁶

The good news is that both providers and patients are looking for better ways to communicate beyond the traditional medical visit.

Patients are overwhelmingly looking for more positive experiences in health care⁷, and for 80% of physicians, their relationships with patients is the most satisfying part of their job.⁸ Fortunately, technology can offer promising solutions to enhance provider-patient communications, leading to stronger relationships and better care.

Text-based communication can support enhanced communication between providers and patients.

Text messaging is the most effective way to increase meaningful communication beyond the traditional medical visit. It boasts a nearly universal contact rate (meaning, how often did the patient actually look at the text) at around 97-99% in health care.⁹ And people of all ages and backgrounds are texting—even the over 55 population sends nearly 250 texts a month.¹⁰ Texting is often the most reliable way to reach patients, especially low-income patients, those with less formal education, and communities of color—in many cases, they are more likely to depend on their smartphone over a computer or internet for connectivity.¹¹ Automating messages while keeping them customized, personal, and accurate can both reduce administrative burden for providers and improve care for the patient. Allowing for a two-way flow of information can make an exchange via text a true conversation—studies have found that this two-way communication via text can significantly improve care.¹³

Text messaging is...

Widely used

It's the most frequently used smartphone feature in the US.¹¹

Effective

Text messages boast a ninety eight percent read rate.

Fast

Ninety percent of texts are read within 3 minutes.¹²

Care Pathway Messaging can be used in a wide range of scenarios to help improve health outcomes for your patients.

Perhaps due to its ubiquity, text-based communications have a proven record of success at improving health outcomes. By offering a simple and effective platform for healthcare organizations, Care Pathway Messaging offers a promising tool to help patients meet their unique care goals.

Improve chronic disease management and medication adherence. Text messages have been highly effective at increasing adherence to chronic disease care plans and medication. Text reminders have dramatically increased adherence to important medications for asthma and other conditions.^{14,15} They have also proven to be powerful sources of data for providers—one study found that 66% of patients responded to a text prompt to send their glucose readings to their providers, compared to just 12% of patients who were asked to do so during a visit.¹⁶

Promote public health and preventive care interventions. Studies have shown that simple reminders via text can be highly effective at increasing rates of preventive screenings, vaccines, and healthy behaviors such as physical activity and toothbrushing.¹⁷⁻¹⁹ Additionally, several text-based public health campaigns have demonstrated major advances in health outcomes. Participants in the txt2stop tobacco cessation program were more likely to stop smoking,²⁰ and the text4baby campaign demonstrated increased access to care for pregnant women and babies as well as improved outcomes on measures ranging from alcohol consumption to glycemic control.²¹