

PATIENT ENGAGEMENT

BETTER USE OF TECHNOLOGY TO ENGAGE PATIENTS C
CONTRIBUTES TO IMPROVED HEALTH OUTCOMES

The spencer smart hub from Spencer Health Solutions is designed to increase patient engagement. Working with Catalyst Healthcare, a Canadian health care technology company, Spencer shows how the use of a technology platform can contribute significantly to better engagement.

The result? Patient engagement rose from 78.8 percent in the January-May period of 2020 to 92.9 percent in the same period of 2021.



ENGAGEMENT: WHAT SPENCER SHOWS

At Spencer Health Solutions, patient engagement is not just an important factor – it's the very core of our work. The spencer platform sits in the patient's home, engaging patients through a touch screen and telehealth connection to the care team.

The Spencer team consistently works to improve engagement with patients using the spencer smart hub, whether enrolled in a clinical trial or using spencer as part of a pharmacy or care management program.

This focus on engagement is demonstrated in Spencer's work with Catalyst Healthcare. Using the spencer smart hub, patient engagement has exceeded 90 percent this year – well above industry averages. The results after just one year show the focus on engagement is working:

- Over 90 percent engagement in patient survey questions through spencer
- 95 percent medication adherence
- More than 800 instances of pharmacists identifying new issues and assisting patients

HIGHLIGHTS

- Spencer Health Solutions has seen engagement climb to over 90% with one health system's use
- Engaging patients in their health is a key goal in health care
- Using the right technology platform leads to improved patient engagement



PATIENT ENGAGEMENT

WHY ENGAGEMENT MATTERS

Patient engagement is defined as patients' ability and willingness to manage their health, combined with interventions that "promote positive patient behavior, such as obtaining preventive care or exercising regularly."¹ Going beyond the definition, engagement is often seen as a type of "holy grail" of better health outcomes: Get people to engage in healthy behaviors, and they'll be less likely to develop a costly, potentially life-threatening chronic illness. Health care providers, pharmaceutical and device makers, and public health officials all are working to increase engagement and drive better health outcomes.

THE RIGHT APPROACH

Increasingly, health care organizations are turning to technology to help them improve engagement. A 2020 Deloitte report noted that technology was crucial to creating a more holistic patient engagement approach.²

By itself, choosing a technology to help improve patient engagement isn't likely to achieve the desired results. As the Deloitte report suggests, patient engagement now involves establishment of a support system that includes communications, marketing and patient education.³

Case in point: Catalyst Healthcare wanted a way to improve patient care for its pharmacy and facility clients. It chose spencer for more engaged, personalized care as part of a support system surrounding patients.

Through spencer, patients get an easy-to-use platform that encourages interaction through short questions and surveys with touch-screen responses. Catalyst, in turn, receives meaningful data designed to support patient health – including predictive analytics alerting pharmacists to check on patients to see if they need additional support from the care team.

THE RIGHT PLATFORM

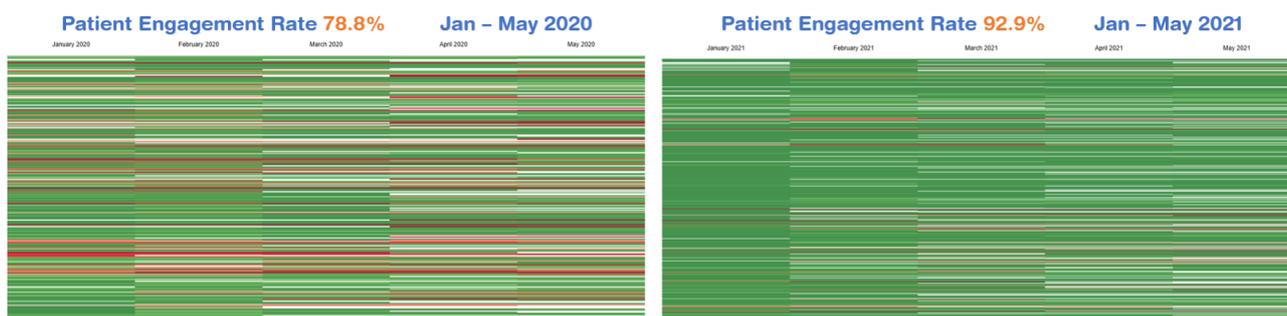
Enabling better patient engagement requires that any technology be designed to encourage patients to use it. Health care is famously complex, and even the best device, software or app is no good if patients can't figure out how to use it.

The spencer platform is designed to give patients assurance that they can connect to doctors, nurses, pharmacists and the rest of their care team. Its role is to build engagement by building on the relationships patients have with their care team.

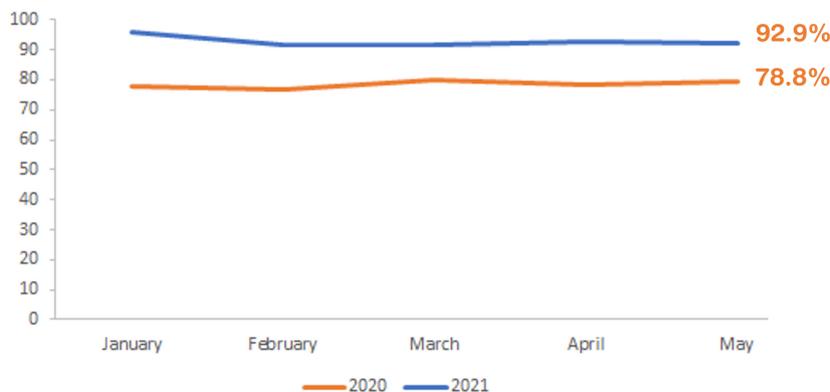


SPENCER ENGAGEMENT RATE

The heatmap below represents the individual monthly average engagement rates for a typical population of spencer users. Users whose average engagement is above 60% are green and below 60% various shades of red. One can see the overall increase in population engagement by seeing the increase in green in the 2021 heatmap versus 2020.



The line graph represents the running monthly engagement averages for all spencer users during the same five months during 2020 and 2021. Engagement increased from 78.8% in 2020 to 92.9% in 2021. This twelve point increase is the result of software and using health related questions important to users to help drive this increase.



CONCLUSION

Better engaging patients in their health is an opportunity that likely leads to better health outcomes. Doing it successfully requires a holistic, patient-centered approach that includes technology designed with patient needs and preferences in mind. For health care providers, care management teams and clinical trial sponsors, the best approaches are those that make thoughtful use of platforms shown to have high engagement with patients.

References:

- 1 "Patient Engagement," Health Affairs Health Policy Brief, Feb. 14, 2013. DOI: 10.1377/hpb20130214.898775. Accessed June 2021.
- 2,3 "Patient engagement 2.0: How life sciences companies can take patient engagement to the next level." Deloitte Review, Issue 27, July 2020. Access June 2021.