

*How Prevea Health Is Innovating Access to
Health Care*



Presenters

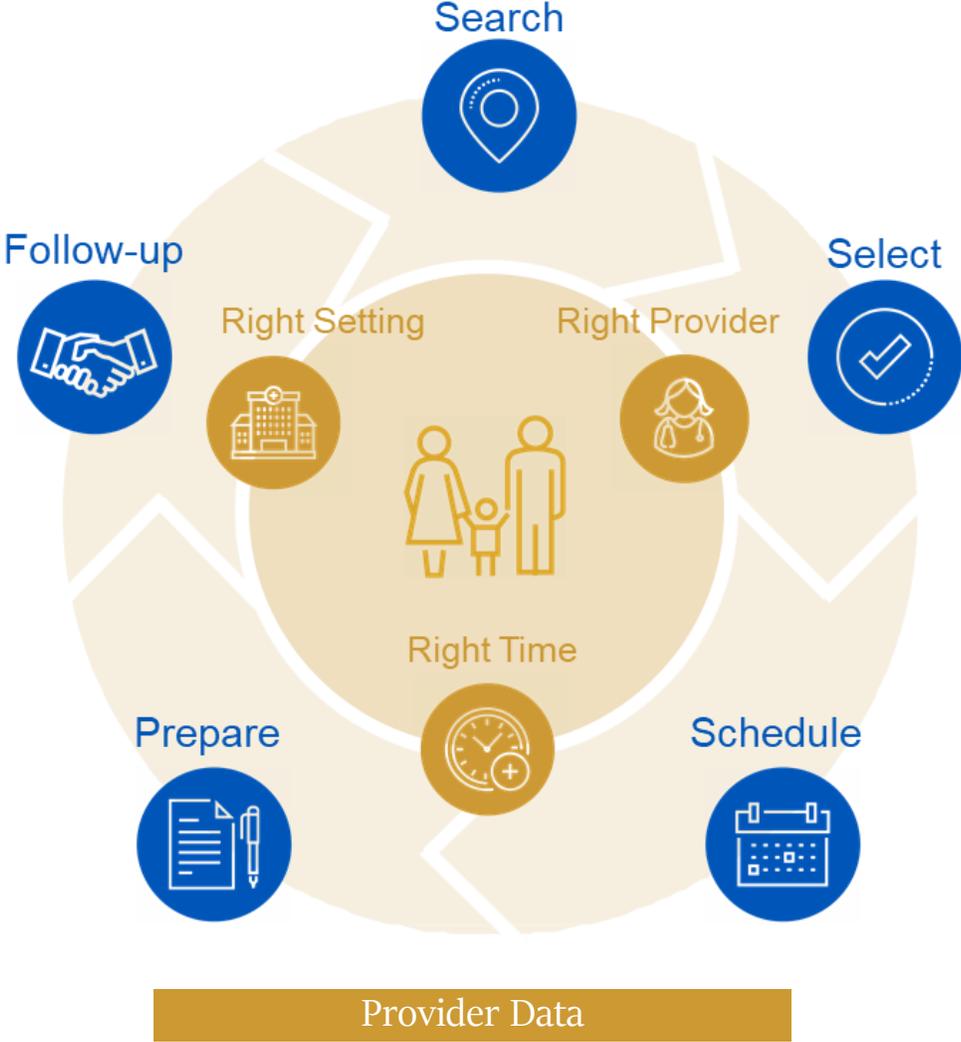


Dr. Ashok Rai
Prevea Health
President and
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DocASAP
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Frictionless Access



Seeking a Provider

- 55%** Doctor recommendation
- 51%** Provider website
- 51%** Family or friend
- 47%** Health plan app/website



Source: DocASAP
Consumer Survey



Convenience

84%

Want to schedule
outside normal
business hours

Source: DocASAP
Consumer Survey

Timeliness

54%
Prefer to see a
provider within
7 days

Source: DocASAP
Consumer Survey

Telehealth

1 Billion

Virtual Care Visits
in 2020



Source: Forrester
Research

Delayed Care

54%

Due to difficulty
in scheduling an
appointment

Source: DocASAP
Consumer Survey

Prevea Health

- Wisconsin-based, integrated multi-specialty group
- Over 400 physicians and advanced practice providers
- 80+ locations and 60+ specialties
- Passionate about patient-centric care
- Focused on developing population health strategies that tap into big data and payor networks to address today's gaps in care



Emergence of the Empowered Patient

- Expecting 24/7 conveniences
- Opportunity to engage patients
 - Seeking care on their terms
 - Finding and scheduling physician that meets their needs



The Challenge: Patient Access Gaps

- Scheduling appointments only done by phone
- Gaps in healthcare services along ethnic, geographic, and socioeconomic lines
- Driven patient satisfaction down while costs continue to rise



The Challenge: Patient Access Gaps

- Lack of access to the right providers
- Over-reliance on physicians in traditional ambulatory settings
- Lack of exposure to value-based care models that promote population health



Strategic Initiative: Driven by Management

- Increase patient volume and experience
- Close gaps in care, reduce costs
- Roll out to specialties that make sense
- Short term – prioritize rolling out primary care, OB/GYN, pediatric



Engaging Providers: Gaining Buy In

- Opening up schedule for patients to make appointments a concern
- Communicate initiative to providers
- Retain control over schedules
- No disruptions: no difference compared to scheduling by phone



The Need:

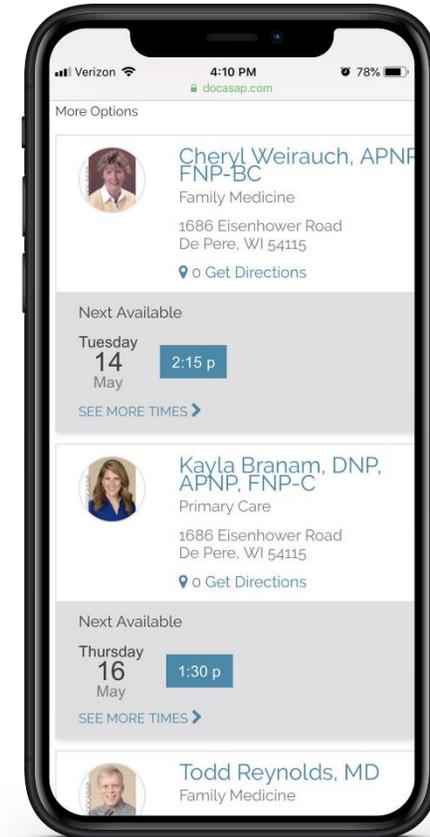
Accurate Scheduling via Payor Touchpoints

- Matching patients with best providers based on clinical needs, location, care setting and insurance plan among other factors
- Leveraging payors: expands access while emphasizing care quality and closing care gaps
- EMR not meeting these needs or delivering a good patient experience



Example: Illness

1. Patient with an illness searches online for an appointment with a physician on prevea.com
2. Patient is presented with Advanced Practice Provider (APP) options, as an alternative for faster access
3. Patient receives timely care and has their illness treated



*Leveraging Technology to Improve Patient
Access*



Accurate Online Scheduling Closes Gaps & Drives Quality

Right Setting



Right Provider



Right Time



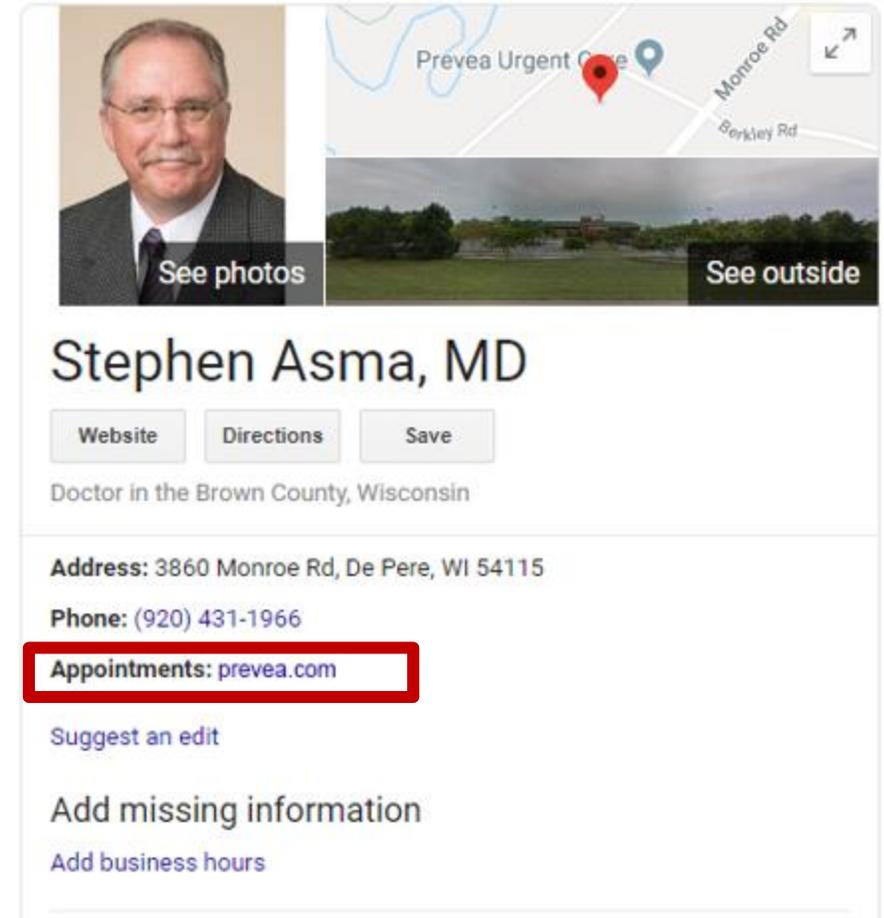
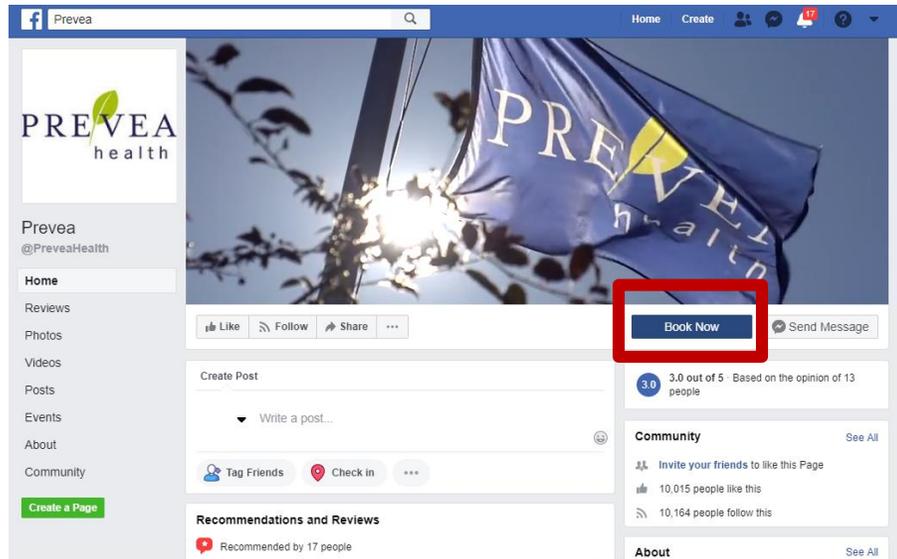
Providers Retain Control of Their Schedule

- Replication of complex front office workflows gives providers control over their schedules



Omnichannel Access

- Enhance the patient experience
- Connects consumers to providers where patients already are



47% Seeking Care Search Through a Health Plan Member App or Portal

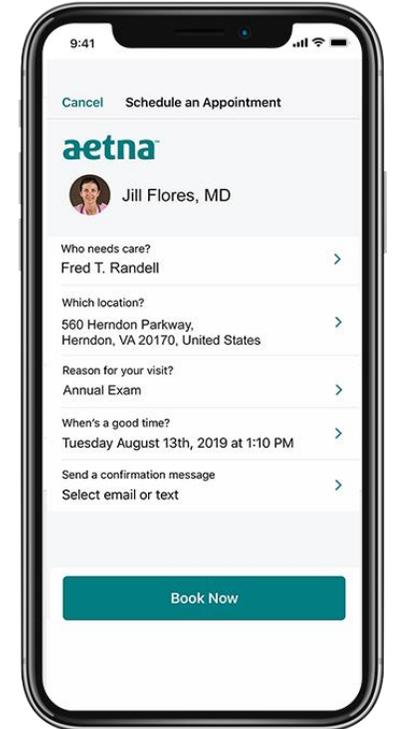
Increasingly important access point

- Drive patient volume
- Promote cost savings
- Improve health outcomes
- Better consumer experience

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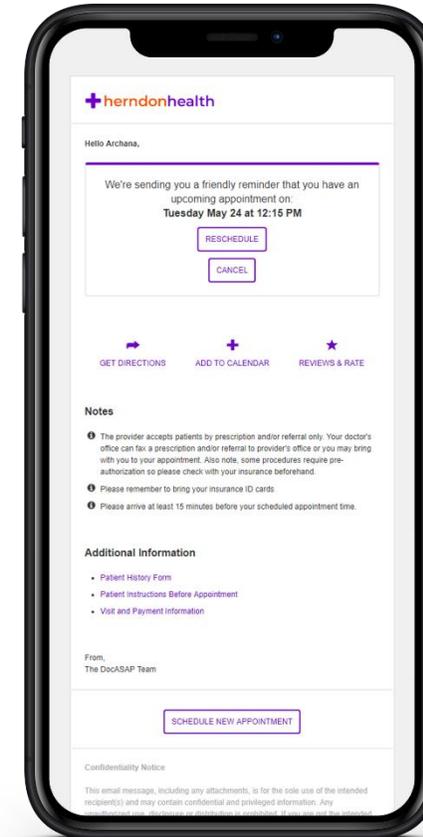
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Engage Patients with Appointment Notifications

- Actionable: includes options to cancel and reschedule
- Reminders **reduce no-show rates on average by 40%**
- Notifications include directions to the office, pre-appointment information, and post-care patient experience surveys



Prevea Health Goes Live

- Launched across payor touchpoints December 2017 and across consumer touchpoints June 2018
- Expanded access to:
 - www.prevea.com
 - Google
 - Payor touchpoints
 - Social media

The screenshot shows a mobile application interface for booking an appointment at HSHS St. Mary's Hospital, located at 1726 Shawano Ave., Green Bay, WI, 54303. The interface includes a calendar view for the week of October 25 to 30. The 'Next Available' appointment is on Thursday, November 01, at 2:00 p.m. Below the calendar, there is a section for 'See other providers nearby who are available sooner', featuring a profile for Elana Nuthals, APNP, FNP-C, a Gastroenterologist. Her 'Next Available' appointment is on Wednesday, October 31, at 7:30 a.m. The interface also includes sections for 'Reason', 'Problems', 'More Info', and 'Est. Patient'.

Closing Care Gaps

48%

appointments booked were
preventive visits

46%

appointments booked were
same-week visits

Generating New Business

57%

of appointments booked
were **new patients**

Lessons Learned and Tips

- Engage providers early to gain buy in
- Ensure staff have a good understanding of the process patients follow to be able to answer questions and direct patients to this access point
- Change takes time—use the time necessary to ensure the right processes are in place.



Moving Forward

- Add additional service lines for patient-facing scheduling
- Enable “schedule on behalf” for internal scheduling
- Transition all appointment reminders



How Prevea Health is Responding to COVID-19

- Mobilizing teams
- Telehealth
- Assessing patients
- Community communications



Q&A



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Thank You

