



ADAPTATION HEALTH

RESPONDING TO
COVID-19 AND
BEYOND:
DEMO DAY FOR
MEDICAID INNOVATION

SOCIAL ISOLATION

6.24.20 AT 12 PM ET

POWERED BY | IN PARTNERSHIP WITH



Welcome

[Responding to COVID-19 and Beyond: Demo Day for Medicaid Innovation](#) is a 3-part virtual demo day series for innovative health companies serving Medicaid populations during COVID-19, with applicability for use after the crisis. The project is hosted by Adaptation Health and powered by Acumen America, in partnership with the Center for Health Care Strategies. The demo days are broken into three distinct areas of focus including 1) improving access to health services leveraging virtual care, 2) providing direct access to SDOH services, and 3) addressing social isolation.

The COVID-19 health crisis has had a disproportionate impact on vulnerable patient populations, as evidenced by higher infection and morbidity rates among low-income Black, Hispanic, and other minority communities relative to their counterparts. The disparity of COVID-19's impact underlines the existing challenges experienced by Medicaid patient populations in unequal access to healthcare and SDOH services.

This series of demo days will curate and present ventures that address the acute challenges created by COVID-19 and provide a blueprint for improving access, efficacy, and equity in Medicaid.

Learn more about [Social Isolation](#).

Connect

Do you want to connect with a company from the event? Complete this [short form](#) to be linked directly with them.

Agenda

12pm - 1:30pm ET, June 24, 2020 | [Invite others to RSVP through Zoom](#)

All times listed are in Eastern Time

12:00 PM	12:30 PM	Welcome and Expert Panel
12:30 PM	12:45 PM	InquisitHealth
12:45 PM	1:00 PM	MindRight Health
1:00 PM	1:15 PM	Pyx Health
1:15 PM	1:30 PM	Wider Circle

Expert Panel

The webinar will start with a panel featuring the following industry leaders, moderated by Stella Tran of Acumen America.



Bruce Chernof

CEO at [The SCAN Foundation](#)



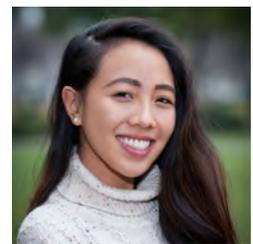
Rani Snyder

VP of Program at [The John A. Hartford Foundation](#)



Renee Markus Hodin

Deputy Director, Center for Consumer Engagement in Health Innovation at [Community Catalyst](#)



Stella Tran

Senior Associate at [Acumen America](#)

Statement of Need

Background and Need

Social isolation is a growing challenge with dire implications on health outcomes and is well-documented amongst senior citizens. One in four Americans between the ages of 50 and 80 report that they feel socially isolated and one in three people between ages 65-84 and 50% of people over 85 live alone. Addressing social isolation is critical as the number of Americans ages 65 and older is projected to more than double by 2060, with seniors' share of the total population expected to rise from 15% to nearly 24%. A 2009 study on cardiac disease found that "living alone was identified as the single most important risk factor for early readmission to a hospital." Estimates by AARP suggest that social isolation adds \$6.7 billion annually to Medicare's medical costs. Social isolation increases the odds of death by 26% and the odds of having a stroke by 32%.

COVID-19 will likely have an acute impact for both older adults with existing chronic social isolation, as well as younger populations that are newly experiencing isolation during shelter-in-place. Social distancing is critical for reducing the disease spread, but could negatively impact already high rates of isolation.

The full impact of social isolation as a result of the pandemic prevention strategy is yet to be known (although early assessments have shown dramatic short-term increases), specifically among low-income populations that have poor access to care and experience a higher degree of social and economic vulnerability.

Solutions

We are interested in solutions that can address social isolation experienced by vulnerable, low-income patients as a result of this pandemic, and which can be used beyond the current crisis. COVID-19 is a significant agitator of existing chronic social isolation among key populations – notably those 50 and over. We are particularly focused on solutions that consider those individuals with historical social isolation risks, and that have differentiated delivery and technology to overcome challenges in digital access, literacy, and income. Companies should consider a plan and/or state buyer and thus have a well thought out approach towards tracking quality and value. Further, companies should have a solution that can address chronic social isolation in a culturally appropriate way that is aligned with COVID-19 social distancing guidelines while looking at likely future circumstances in public health practice.



inquisithealth

Technology-enabled, remote workforce of community health workers with lived experience

For lasting improvements in clinical outcomes, we must activate behavior change, and address the social determinants of health, together.

The most successful efforts to achieve this dual aim are when individuals are mentored 1:1 by community health workers with lived experience. We call them “mentors.” These are individuals from the same community/culture who are living successfully with the same chronic condition as the patients they are working with. Numerous randomized clinical trials have demonstrated the clinical efficacy of mentors in helping patients with conditions such as diabetes, asthma, hypertension, and mental health.

InquisitHealth helps health systems and health plans benefit from this evidence-based approach. And we make it easy. We end-to-end manage the recruitment, training, payment, oversight, and ongoing support for this workforce. Our clients – health systems and health plans – identify high-risk, high-cost patients.

We then reach out and engage each patient. We look to understand their specific challenges and build a custom coaching pathway for each patient.

A carefully chosen mentor is matched with each patient based on key factors such as language, culture, and clinical condition. Through 1:1 goal-oriented conversations, mentors help activate healthy behavior change while addressing the underlying social determinants of health (e.g., food insecurity, health literacy, loneliness).

We are the human layer supporting patients in between doctor’s visits. We help patients connect with clinicians and SDoH experts. We guide and activate patients to engage with helpful programs offered by their health plans, hospitals, CBOs, and local agencies.

We guide each patient towards better health, thus improving clinical outcomes, increasing quality scores and reducing costs.

For more information, please e-mail Dr. Patel at ashwin@inquisithealth.com.

Follow and connect with InquisitHealth on [LinkedIn](#) or [Twitter](#).

Featuring Ashwin Patel, CEO and Co-Founder of InquisitHealth



Ashwin Patel, MD PhD serves as CEO + Co-Founder of InquisitHealth. InquisitHealth helps health systems and health plans address the social+behavioral determinants of health to improve patient outcomes. Dr. Patel leads a multidisciplinary team that is focused on activating a remote workforce of community health workers with lived experience (i.e., peer mentors) to help those patients struggling with chronic diseases like diabetes, asthma, hypertension, obesity and sickle cell disease.

He has served as Primary Investigator on multiple NIH-funded research awards to develop and evaluate evidence-based, technology-enabled mentoring solutions that are now used commercially to improve population health for leading organizations like the NYC Health + Hospitals (one of the largest public hospital systems in the country) and Medicaid health plans like HealthFirst and MetroPlus.



inquisithealth

Tech-enabled remote workforce of community health workers (rCHW) with lived experience (i.e., peer mentors) to extend the reach + capability of health plans and health systems for:

Chronic disease mentoring
(e.g., diabetes, asthma, hypertension)



Social determinants support
(e.g., loneliness, health literacy)

Mentors are trained to engage, coach, and support:

MENTOR



Engage: Understand by speaking the same language + empathize through shared lived experiences

Coach: Address health literacy + fill knowledge gaps + help activate positive actions

Support: Provide emotional support + link to community orgs, local/ state resources

Multiple clinical trials have proven the efficacy of community health workers in engaging patients, improving health, and addressing social needs -- all cost-effectively.

But... there are 2 key barriers to realizing this value:

1. Recruitment + training of CHWs



We recruit, train, manage and deploy a remote CHW workforce for you.

2. Oversight and management of CHWs

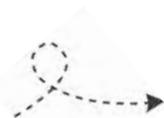


We manage rCHWs, including ongoing training and support, to assure intervention fidelity and impact.

Refer Patients



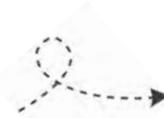
You identify patients needing additional support



Scalable Intervention



We educate + coach patients 1:1, longitudinally



Expert Consults



We manage referrals to a custom network of Experts (your staff, CBOs, etc.)



*Full visibility into all interactions
Referral pathways, training, talking points are all customizable
Integration with existing databases and tools*





We are making mental health support radically accessible and inclusive of underserved communities

MindRight Health is an early stage, mental health startup led by and designed for underserved communities. Our mission to advance health equity by making mental health care radically accessible and inclusive. We provide culturally-responsive and trauma-informed, mental health coaching over text message to youth and young adults. Our members receive a personal team of coaches who support them 7 days/week, 365 days/year. For communities that do not engage in traditional therapeutic services due to high stigma and/or lack of access, we serve as an ongoing source of preventative, non-clinical support. We provide our partners real-time aggregated wellness data on youth mental health needs based on our daily text conversations.

We recognize that COVID-19 has only exacerbated the health disparities experienced by communities of color and low-income families. MindRight has seen an increase in feelings of anxiety, fear, and distress among our members in response to the pandemic. We know that young people have been faced with increased access barriers to their in-person support systems and traditional clinical interventions, due to social distancing measures. We have been well-positioned to fill this critical service gap as a readily accessible, culturally responsive support that all young people can lean on.

Learn more and explore opportunities for MindRight to serve your members by contacting ashley@mindright.io.

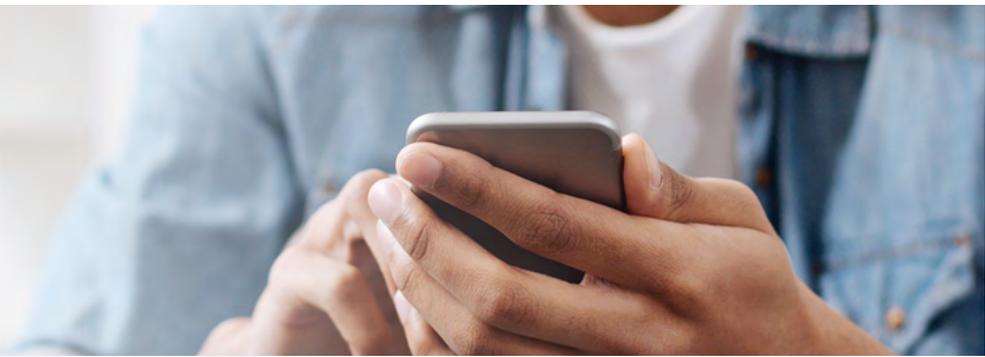
Featuring Ashley Edwards, Founder, and CEO of MindRight Health



Ashley Edwards is Founder and CEO of MindRight Health. She is a Forbes 30 under 30 Social Entrepreneur and her thought leadership in mental health innovation led Forbes to name her one of the top "Healers" set to influence the next century. Before MindRight, she served as Director of Operations of a high school in Newark, NJ. Ashley holds a Master of Business Administration & Master of Education from Stanford University, where she was a recipient of the Miller Social Change Leadership Award. She graduated from Yale University with a Bachelor's in Economics. Ashley is a proud resident of Newark, where MindRight is currently headquartered. Outside of work, Ashley serves as Impact Co-Chair of the Global Forbes 30 Under 30 community and loves to travel.

Follow Ashley on [Instagram](#).





Radically accessible + inclusive mental health support for diverse communities

365 DAYS/YEAR MENTAL HEALTH COACHING OVER TEXT MESSAGE

What is MindRight?

MindRight Health is a tech startup that provides trauma-informed + culturally-responsive mental health coaching over text message to youth and young adults. We meet youth where they are by providing non-clinical, preventative coaching, 7 days a week. MindRight provides emotional support youth can count on, before, during, and after crisis.

Through our daily texting service, we empower healthcare partners with real-time data on youth wellness to enhance care coordination and prevent mental health crises.

THE SITUATION

Clear gaps in preventative + culturally-responsive mental health services for communities of color

Lack of ongoing mobile stabilization services for youth before/after crisis.

The current solutions are not enough to support youth who have faced complex trauma

WHY WE EXIST

To change stigma around mental health within low-income communities and communities of color.

To create a continuum of support for youth before, during, and after crisis.

To predict & prevent mental health crises by addressing the root cause: *trauma*

WHO WE SERVE

99% are African American or Latinx

Medicaid populations in urban cities including Newark and DC.

Target age group: 13-25 years old

How MindRight Works

Our coaches meet our members where they are - on their phones.

We use text messaging to create a safe space for all youth to get daily support and heal from trauma to ultimately improve long-term behavioral health outcomes.

We empower institutions to respond more rapidly to the youth that need it the most.

- 7 day/week live member support from trained coaches
- Enhanced care coordination through real-time member care alerts
- Access to real-time preventative data analytics dashboard on youth wellness, with ability to filter by race/ethnicity + gender



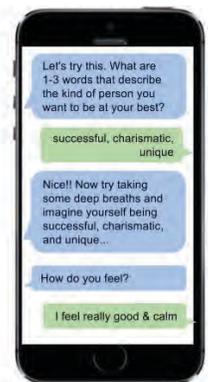
EMPATHIZE

With unconditional positive regard and affirmations



NORMALIZE

Through personalized psychoeducation on stress and coping



STABILIZE

Using evidence-based cognitive behavioral practices and mindfulness



Pyx Health -Tackling loneliness for everyone who needs it when it matters most

Pyx Health is a first-to-market technology that offers a scalable loneliness and social isolation solution for healthcare organizations – at no cost to the user. A proven technology solution that addresses this rising health epidemic in the U.S., Pyx Health combines Artificial Intelligence and compassionate human interventions to serve patients who have historically been forgotten by technology - Medicaid and Medicare members. We provide 24/7 companionship and support for members via a mobile platform and compassionate call center that helps treat loneliness through a non-clinical, whole person care approach.

Our mission is to tackle loneliness for everyone who needs it when it matters most. With annual patient treatment costs for loneliness greater than chronic conditions such as arthritis; and lonely patients being at a higher risk of heart disease, obesity, depression and cognitive decline; loneliness is among the most costly and dangerous of social determinants of health (SDOHs), particularly for vulnerable populations. Pyx Health is not only helping people feel better, it's lowering Medicaid and Medicare inpatient costs for healthcare providers. An independent research study found users of our mobile technology solution were proven to have a 36-53% reduction in a hospitalization event within 3 months after a Pyx Health encounter.

Do you know who your lonely members are? And what do you do when you find them? Pyx Health can help you with the answers. **Please reach out, email Rachael@pyxhealth.com, for a conversation about what your members are going through, and how we can support them.**

Follow and connect with Pyx Health on [LinkedIn](#), [YouTube](#), [Facebook](#), and [Twitter](#).

Featuring Cindy Jordan and Christina Rice



Cindy Jordan, CEO and Founder, Pyx Health

There aren't many entrepreneurs whose careers include police officer, presidential campaign fundraiser, marketing strategist and founder of two healthcare IT startups. Cindy's current venture came to light in 2017 when, motivated by a family member's struggle with a mental health crisis, she became aware of gaps in healthcare and the pervasive loneliness and social isolation epidemic. Vowing to wage a war on loneliness, Cindy was moved to create an impactful solution marrying technology and compassionate human interventions: Pyx Health.



Christina Rice, MBA Chief Operations Officer, Pyx Health

Christina is a rare bird, possessing a unique range of healthcare experience from hospitals to health plans to healthcare technology. For over a decade she's excelled in positions related to community outreach and marketing communications, operations, healthcare strategy, project management, and technology and data: an ideal foundation for her current, and most satisfying, role heading up Pyx Health operations.



Hi friend...



Do you know who your lonely members are?

And what do you do when you find them?

Pyx Health is the answer.

Pyx Health is an innovative smartphone solution that by reducing loneliness and social isolation, has been proven to **significantly reduce inpatient utilization.**

HOW PYX WORKS

INTENTIONAL DELIVERY

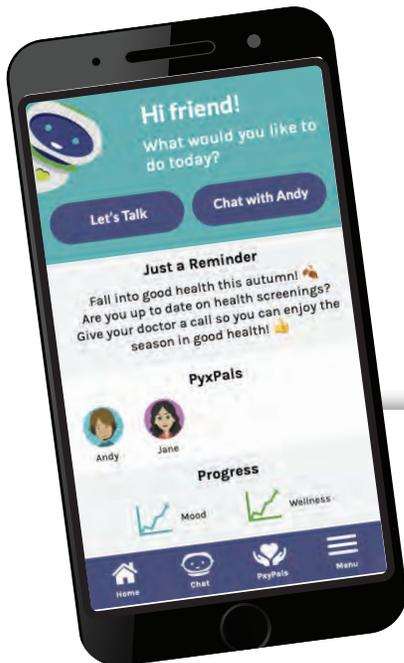
We focus on your members **when loneliness has the propensity to affect their cost and clinical outcomes** — primarily after a transition of care. This proven strategy ensures that 67% of your members will onboard to the platform when we talk to them.

BUILDING TRUST

Compassion and friendliness is in our DNA. Meet Pyxir, our chatbot. Yes, Pyxir is cute, but behind his compassion and humor is a sophisticated back-end algorithm that gives him his charming personality. Information collected from daily interactions builds a 1:1 profile of your members. This profile determines each member's future interactions with Pyxir. **Our results show that 89% of members come to the app when they need help.**

AI + HUMAN INTERVENTION

Pyx combines artificial intelligence and a professionally trained team to intervene at precise moments in your members' journey. When they identify in the app as lonely or in need of a social determinant of health (SDOH) resource, our Compassionate Call Center is alerted and phones the member to check in. **We have a 90% success rate connecting members to an appropriate community-based resource.**



36%
to 53%

reduction in inpatient spend based on health plan case study

77%

of members who download the Pyx Health app will use it for at least 30 days

92%

of Loneliness and SDOH screenings are completed each month

The nation is talking about loneliness—are you?

"...over one-third of adults in the US are chronically lonely – meaning more than 2.6 million of them may suffer from ongoing loneliness."

AARP

"U.S. health insurers are starting to address social isolation and loneliness because they realize it has an impact on people's health."

COMMONWEALTH FUND

"...found that 80 patients accounted for 5,139 ED visits in one year, at an estimated cost of \$14 million... loneliness as the number one factor for these ED visits..."

BECKER'S HOSPITAL REVIEW

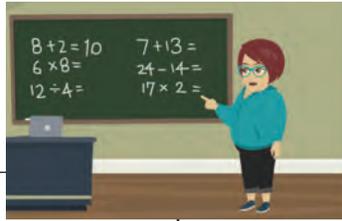
MEET A PYX MEMBER »

Your Medicaid Procurement Differentiator. Is your Medicaid plan currently planning for an RFP? Pyx Health has a proven track record helping plans succeed in statewide Medicaid RFP's. We serve Medicaid/Medicare/DUALS, LTSS populations.



CASE STUDY: How Pyx Health helped a Medicaid Plan reduce inpatient cost by 36% to 53%

MEET JANET
Substitute teacher,
Medicaid recipient



She has health complications and is admitted to the hospital.



WITHOUT PYX

Janet is released



She has difficulty getting around, and becomes isolated and lonely



Janet has a hard time paying for groceries



Money is tight so she stops taking her medications



Janet re-admits on day 21



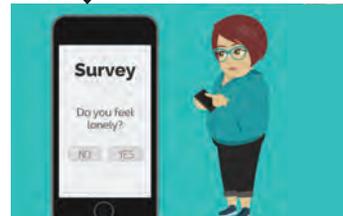
WITH PYX



Health plan sends census to Pyx; Pyx knows Janet is being released today



Janet onboards with Pyx and develops a relationship with Pyxir



She takes UCLA Loneliness Survey and scores lonely



Pyxir intervenes with a resource and the Pyx Call Center phones her to check in; Andy identifies the food issue and gets Janet help



Janet avoids hospitalization



Founded in 2015, [Wider Circle](#) provides evidence-based solutions countering the negative outcomes related to loneliness, social isolation, and complex manifestations of the Social Determinants of Health factors. In its core service, the Connect for Life program, Wider Circle forms and manages trusted neighborhood groups of Medicare Advantage & Medicaid Plans members to motivate participants to take better care and address the barriers preventing them from doing so.

Trained facilitators build trusted groups of neighbors in a culturally competent manner by engaging members hand on hand via weekly small-group meetings for six weeks. Facilitators galvanize able members as volunteer ambassadors to help manage each group. Our ambassadors reinforce presence that residents know and trust — our language, our culture, people like us. The result is a network of neighbors that engenders trust in the system and helps navigate its complexities to improve member experience and clinical outcomes.

Learn more at: www.widercircle.com.

Connect and follow Wider Circle on [Facebook](#), [LinkedIn](#), or their [blog](#).



Featuring Moshe Pinto, Founder of Wider Circle

A healthcare entrepreneur who became passionate with whole person care and loneliness and isolation because of his Mom. Former CEO and Co-Founder of Spiracur and CEO of Outset Medical, served in Israeli Defense Forces and current Co-Founder and CEO of Wider Circle.

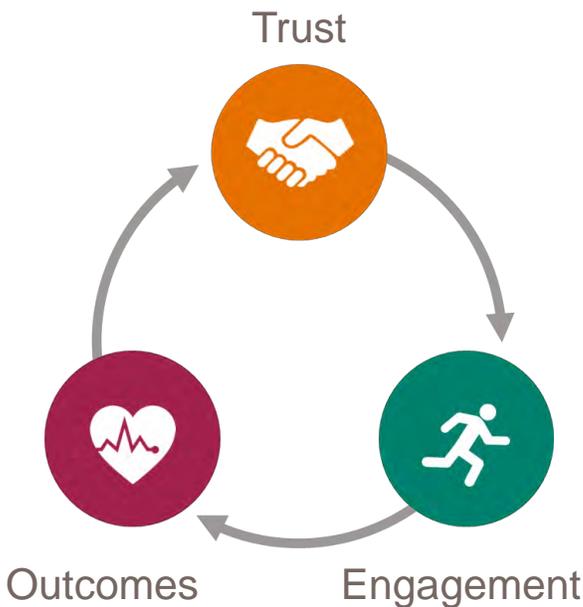




We Connect
Neighbors for
Better Health

THE PROBLEM

Medicaid populations pose unique health management challenges



THE SOLUTION

Create trusted neighborhood care communities to address loneliness and care for the patient as a whole

Wider Circle neighborhood circles create a community-based ecosystem generating trust, engagement, and positive health outcomes.



Value Story for Health Plans

Wider Circle builds a trusted network of plan members that drives better health outcomes



Hospital Admits



Hospital Bed Days



Emergency Dept. Use



Preventive Care Use

Trusted neighborhood care communities that care for the patient as a whole



Trained field teams embedded in targeted neighborhoods



Loyal and activated members

IMPROVED
Health outcomes



Closed
gaps in care

Member-driven peer-to-peer assistance

with transportation, emotional support, and positive health behaviors



Responding to COVID-19 and beyond

Loneliness, social isolation and health conditions are closely linked. Now more than ever, Wider Circle can help. We have proven results in over 135 communities across the country and welcome the opportunity to demo our business model.

Moshe Pinto, CEO

Moshe@WiderCircle.com

<https://www.widercircle.com>

*Life is better when
our circle is bigger.*

Project Partners



[Adaptation Health](#) is a buyer-side Medicaid incubator developing and building thought leadership and value on behalf of State Medicaid programs and Managed Care Organizations. Through Medicaid Innovation Challenges, Adaptation Health connects state Medicaid agencies, Managed Care Organizations, and innovative vendors to solve deep-rooted problems in public health and Medicaid service delivery. The organization matches market needs and Medicaid priorities against market and product fit to cultivate an awareness of the value that new innovations can bring in solving persistent and deep-rooted challenges.

[Acumen](#) is changing the way the world tackles poverty by investing in companies, leaders and ideas. We invest patient capital in businesses whose products and services are enabling low-income communities to transform their lives in 14 countries around the world. Acumen America, the firm's U.S. portfolio, invests in early-stage companies across three sectors addressing some of the biggest challenges that face low-income Americans: health, workforce development and financial inclusion.

The [Center for Health Care Strategies \(CHCS\)](#) is a nonprofit policy center dedicated to advancing innovations in health care delivery for low-income Americans. CHCS works with state and federal agencies, health plans, providers, and community-based organizations to design programs that better serve high-need and high-cost populations.

