



# CareOrbit Review



# CareOrbit™

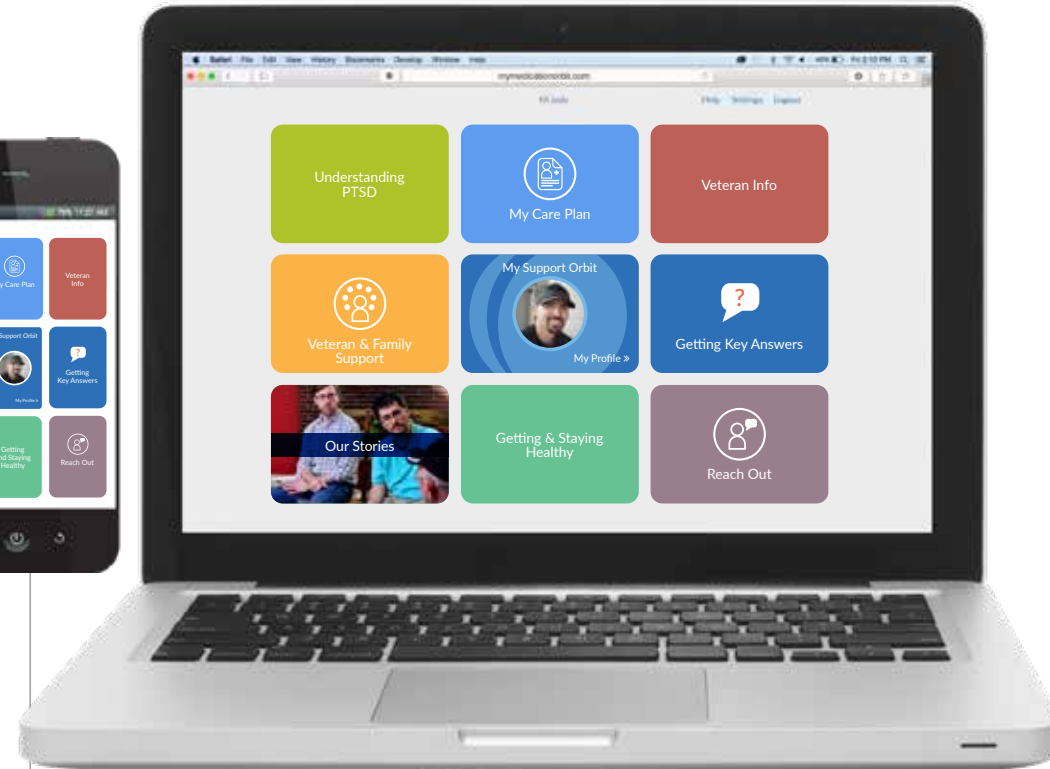
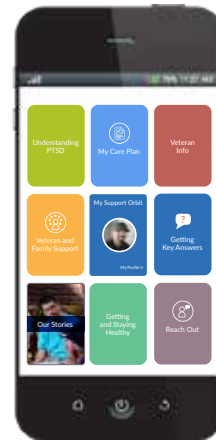
An innovative, clear and powerful tool for better patient engagement and education.

The CareOrbit platform which creates a real-world learning and engagement experience crafted according to your precise engagement goals and key system requirements.

Orbits deliver both powerful push and pull capabilities that can be tracked at the individual and group level. They expand the caring presence and pervasiveness of your care managers, provider care teams and learning libraries.

Orbits are delivered fully-built as a cloud-based, HIPAA-compliant SaaS with all customer servicing and troubleshooting included.

Each “orbit” can then be provided to users of all kinds: veterans, family members and professionals.



*A digital environment accessible on any screen (desktop, mobile, tablet)*

**We are your never-before-available canvas to create powerful experiences and solutions for any targeted scenario.**

A low-risk “easy to stand up, easy to prove” initiative that does not add confusion, complexity or burden in staffing, budgeting or technical requirements.



**A true companion to the journey map and care coordinators that acts as a friendly, real-world-ready expert guide.**

**Drives true health literacy to whatever populations you choose to serve.**

# Orbits support the “VA Way.”

By creating an “orbit” to add incremental, **effective** presence and power to your information and guidance, veterans and those close to them will feel **listened to, valued, respected** and understood. They will feel the **ease** with which they could reach key understandings and help that they need.

**The VA Way**

**VALUES**

- I INTEGRITY
- C COMMITMENT
- A ADVOCACY
- R RESPECT
- E EXCELLENCE

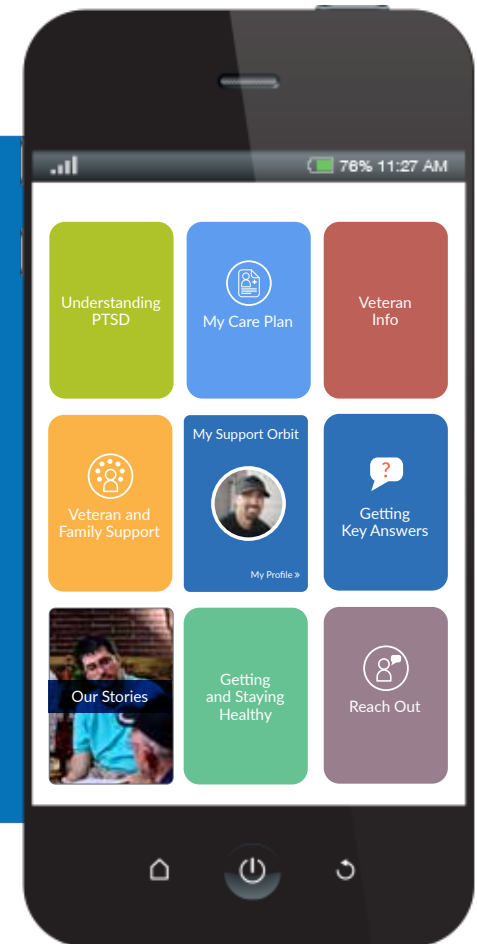
**BEHAVIORS**

- W WELCOME
- E EXPLAIN
- C CONNECT
- A ACTIVELY LISTEN
- R RESPECT
- E EXPRESS GRATITUDE

**EFFECTIVENESS**  
Understand and Respond to Needs  
"I got the services I needed."

**EASE**  
Guide the Journey  
"It was easy to get the services I needed."

**EMOTION**  
Connect and Care  
"I felt like a valued customer."



➔ Orbits provide a never-before-available means to easily create an information and explanation experience **that can make the difference between anxiety, confusion, negative outcomes** and a **fuller embrace of the excellence, expertise and compassionate care** that providers have at the ready for veterans and their families.

# Orbit Basic Functions

## Who can get an orbit?

Orbits are so flexibly built, so broadly useful and so functional, you can think of them in terms of using orbits to support:



Veterans



Family Members



Professionals

## Orbits are easy to issue and can send messages in a variety of ways.

Orbits can be issued in whatever way best fits your specific process flow:



## Understanding orbit content:

Orbits don't replace your existing content, they find ways to increase the value of it by pushing it to more people, more often, in more circumstances than existing online libraries, hand-outs, etc.



## Orbits track activity to help uncover insights

All actions by all users are trackable with custom reports issued to any permissioned user based on the precise topics (usage, interest areas, individual actions.) that each permissioned user prefers.



# Orbits create more engaging experiences that are based on your existing expert content.

**Orbit content is based on whatever content you see as key in driving the user outcome goals.**



**Orbits do not seek to replace portals, libraries, native info apps, etc.**

In fact, they can help drive increased usage of all by constantly suggestion and linking to those resources/locations.

**In addition, each orbit comes with constant push to drive usage and understanding.**

Orbits come with an “engagement messaging” function built in. Orbits can send emails, texts (when a mobile # is provided) and “in-orbit” pop-ups (which look like a text message but are coming from within the system, requiring no known phone number).

As part of the orbit scoping process, we identify the various useful messages you would seek to be able to push to help users on their journey. An orbit will automatically follow those rules for each individual, pushing key messages that can drive adherence, satisfaction and understanding.

**For example:**

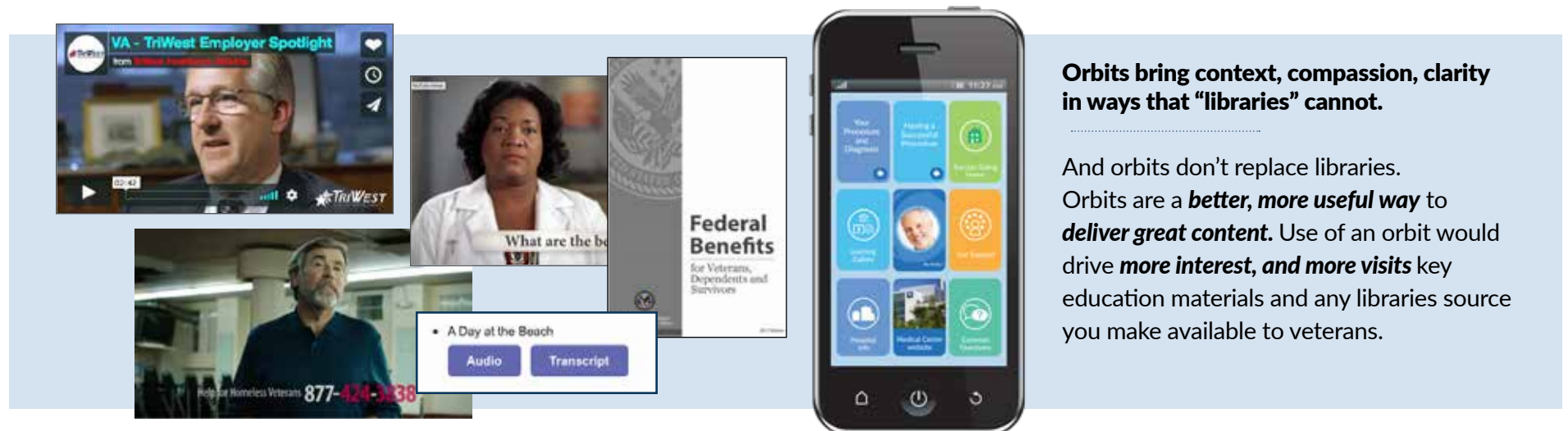
- Inaction leads to encouragements for use
- Visits to some areas within the orbit leads to suggestions of additional information
- Visits to areas indicating patient issues (e.g. PTSD, emotional health topics, crisis support info) trigger reminders of helpful services and support resources
- High-volume usage (indicating a very engaged user) can lead to messages that tout key programs that can help patients get more involved in their health.



# Orbits are clear value multipliers for existing content and programs.

By adding an orbit to gain incremental ways to engage with target populations, you increase the presence, penetration and persistence of your featured content.

Think of the world of **great content** available to populations that is not currently fully utilized. Orbits give all the content the potential **be seen more, by more people, more often** and in ways that are always **fresh and relevant**.



**Orbits bring context, compassion, clarity in ways that “libraries” cannot.**

And orbits don’t replace libraries. Orbits are a **better, more useful way** to **deliver great content**. Use of an orbit would drive **more interest, and more visits** key education materials and any libraries source you make available to veterans.

## Orbits are a powerful incremental tool to help patients help themselves.

Orbits create a simple, clear learning environment that serves people from all points of view and challenges... not just, for instance, the typically low percentage of a served population who feel able and willing to search the available information galleries available.

Orbits engage with patients and family members in ways that drive better understanding, accountability and clinical results.



Case study: results based on controlled study on use of orbits to support Siteman Cancer Center patients and their families.

### Readmission Rates



**41%↓**

CareOrbit led to a **41% reduction in readmissions** vs. control group.

### Patient/Family Preparedness and Accountability

**53%**

Fewer Calls Pre-Op



**39%**

Fewer Calls Post-Op

CareOrbit use led to **53% fewer calls to the physician office pre-op** and **39% fewer calls post-op**, indicating patients/families were more prepared.

### Ability of Patients/Families to Navigate the Care Journey

**87%↑**  
of Patients



**77%↑**  
of Families

**87% of patients** and **77% of family members** showed improvement in navigating the surgical process (working with their care team, logistical requirements including appointments, required actions and follow-ups).

### Patient/Family Satisfaction Scores

**+22%**  
Patients



**+38%**  
Families

Use of CareOrbit **improved patient HCAHPS and SF-36 satisfaction scores by 22%** and **family satisfaction scores by 38%**.

### Patient/Family Understanding of Treatment Plan and Side Effects

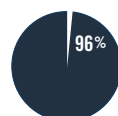
**+65%**  
Patients



**+42%**  
Families

CareOrbit led to a **65% improvement in measurements of patient** and **42% improvement in family understanding of the disease, treatment specifics and pre- and post-treatment plans**.

### Utilization of Resources and Support Services



**96%**

**96% of patients and families** reported linking to additional support and educational resources (internal and external to Siteman) from their orbits.

### Adoption and Usage Rates:

**90%**

90% of all users issued an orbit activated their orbit. This was done in less than **4 days on average** from time of invitation.



### Individual page views:

**107**

Each patient and family member user generated an average of **107 individual page views** within their initial period of usage.

# How provider care teams describe orbits in action.



**"It helps evolve the quality of our conversations, leading to understanding happening earlier for everyone who could be part of the patient's improvement."**

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*"We use it to open up the dialogue making them more aware of key topics more quickly."*

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*"Families see it as us having everything just ready for them so they can plan for good and bad and see what resources are there to help them."*

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*"I wish my own Dad had an orbit when he went through his procedure."*

*"It's seen as incredibly easy to understand and use. They (patients and families) just run with it."*

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*"They get things explained to them, not just pushed on them. They are nervous and confused and it helps them see what they face in ways they are comfortable around."*

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**"It creates rapid excitement from the patient and the family. The family caregivers absolutely love it... they can't wait to share it with others in the family who could help."**

**— Actual quotes from care team members as they describe the effects orbits in use right now with patients and families**



# Examples of possible orbits in action

An orbit can be used to drive results in a wide range of situations that could advantage health care providers, patients and families.



## Flexibility and Versioning

Orbit flexibility means being able to create the ideal orbit down to the individual level. Each user receives exactly what they need without the confusion of being faced with a giant library of information they then must make sense of.

- Orbits would typically be issued with one or more ways to create “versions” of that orbit to allow for that deeper personalization that helps drive longer-term relevance and engagement.

- By-diagnoses served
- By-state
- By-provider/location
- By type of users (veterans, family members, professionals)
- By challenges faced by user
- By language (orbits can be issued in a gallery of languages that can simply be selected upon issuance)
- Any other custom factor you may wish to version from



- Versions are all handled automatically via the system; to administrative users, it is as simple as selecting the preferred type from a pull-down menu.
- All messaging to that user is then precisely customized according to their circumstance and requirements.



## EXAMPLE ORBIT: DIABETES SUPPORT

Designed to assist health coaches with active patients who would benefit from the information.

Issued as an email invitation or directly issued by health coach during dialogue with a member. Health coach could also issue orbits directly to any key family members the member sees as part of his/her circle of support toward their ongoing health.

**Note:** the orbit going to the family members can be identical to, or different, than the veteran's orbit. For example, a family member orbit could have heavier focus on (or additional content on) how to help someone facing diabetes, how to deal with emotional stress of being a home caregiver so they can stay more effective over time, key family support resources, hotlines, groups, etc.



*Example orbit structure*

### ***A diabetes support orbit will:***

- Address life barriers
- Improve self-management skills
- Promote adherence to treatments and plans to minimize progressions that lead to complications.
- Help them know what they need to know to maintain and improve their health.

# Orbits serve your risks without adding to them. Bottom line, orbits expand your way to win.

## Benefits of Orbits

Orbits give you the turn-key means to continuously improve experiences with patients in support of growth goals.

- ➔ Strengthens lasting relationships between healthcare and veterans/families.
- ➔ Provides an omni-channel, always-current, on-demand connection to patients and families outside the provider office extending Care Team influence on a constant basis.
  - **Drives adherence, satisfaction and health literacy, for populations of your choosing**
  - **Drives actions/mitigations on the part of patients (e.g. encouragement to office visits, mitigations of ER visits).**
- ➔ Acts as a value multiplier of content and outreach expertise, empowering care coordinators beyond current capabilities.
  - ☑ **Orbits expand the presence and pervasiveness of your care managers, provider care teams and learning libraries**
  - ☑ **Provides always-current, always-relevant content, now with even more reach to users, and while helping low printing costs**
  - **Drives increased usage of your featured content, portals, native apps, info libraries, partner resources.**
- ➔ Gives you a simple means to create original, lasting solutions in the spirit of the 'VA Path to Excellence.'
  - ☑ **Generates actionable engagement insights as you track user tendencies and interest areas.**

## Getting to trackable results is easy, fast and efficient.



Orbits do not add confusion, complexity or burden in staffing, budgeting or technical requirements.



Orbits can be rapidly built with effectiveness traced from Day One according to your chosen KPIs.



User servicing and troubleshooting handled by the orbit system according to pre-arranged parameters of your choosing.



Orbits are a tool that, once integrated into your company set of planning and possibilities, greatly expands your options in ways that can **drive value and strengthen relationships again and again, in a way that is as flexible and diverse as your needs.**