

A woman in a white lab coat is showing a tablet to an elderly woman in a wheelchair. In the background, another person is walking with a walker. The scene is set in a bright, indoor environment, likely a care facility.

# **LEVERAGING DIGITAL PLATFORMS, COACHING AND CONTACT CENTERS TO IMPROVE HEALTH, OVERCOME LONELINESS AND ENCOURAGE EMPLOYMENT IN HCBS**

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# INTRODUCTIONS



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Vice President,  
National Accounts  
Mozzaz Corp

# Today's discussion

- ✓ **Introduction:** LTSS in the current environment — challenges and opportunities
- ✓ **Case Study #1:** Using digital platforms, call centers and coaching to improve health outcomes and address social isolation — health and wellness application (WellbeingZone)
- ✓ **Case Study #2:** Using mobile devices to support persons with intellectual / developmental disabilities in competitive work environments — workforce application (Mozzaz)



## GOAL:

Help states and stakeholders understand available innovations that use digital platforms and coaching to achieve strong health outcomes, reduce the impact of loneliness, increase employment opportunities, and reduce costs to the health system.

# State LTSS challenges and opportunities

- ✓ Growing population of seniors
- ✓ Growing costs
- ✓ Increasing chronic conditions
- ✓ Social isolation
- ✓ Decreasing direct care workforce
- ✓ Increasing emphasis on competitive employment – through Mozzaz
- ✓ Constrained funding sources



**80** % INCREASE  
in elderly population by 2030

**\$65,000+**  
**Annually**

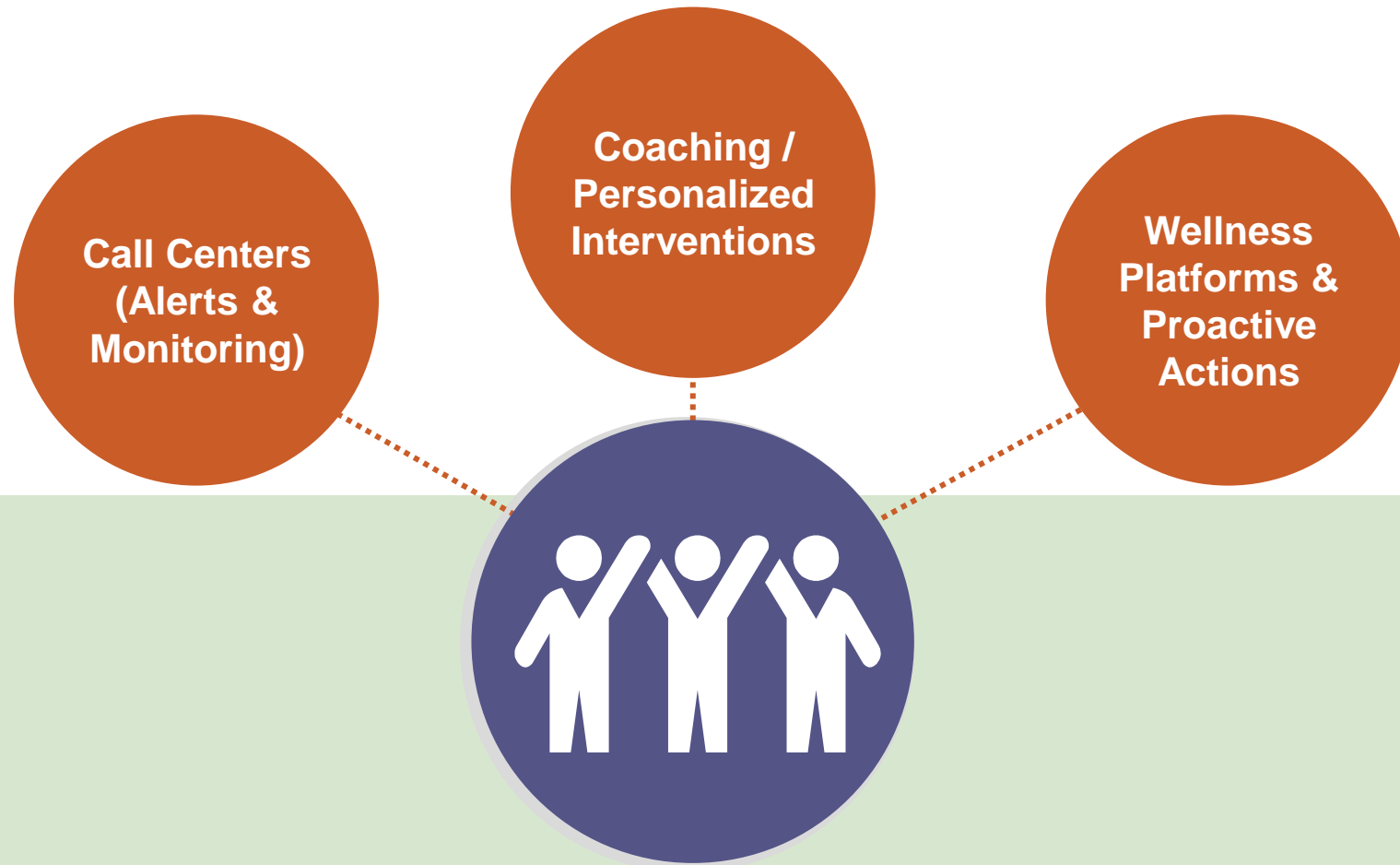
Compared to caring for seniors in their homes for longer - cost of Nursing Home Facilities

# Goals for technology-enhanced LTSS delivery

- ✓ Delay institutionalization and encourage aging in place
- ✓ Emphasize prevention and improve chronic disease management
- ✓ Address loneliness and increase community integration
- ✓ Support caregivers and better utilize scarce home care workers
- ✓ Support better access to competitive employment, while aiding individuals working longer with health challenges
- ✓ Reduce costs for states and increase Medicare/Medicaid sustainability



# People, process and technology — coming together to improve health & increase community engagement



# Achieving quality improvements & addressing social isolation

- ✓ Studies show that proactive health tools positively impact individual health:
  - Type 2 Diabetes blood sugar levels were reduced<sup>1</sup>
  - Reduced weight, increased productivity and balanced nutritional habits
- ✓ Socially isolated were more likely to have depression, difficulty performing one or more activities of daily living (ADLs) and to have five or more chronic illnesses.

In a study of health and wellness at work:

**44%**

Said well being strategy contributed to increased morale and engagement

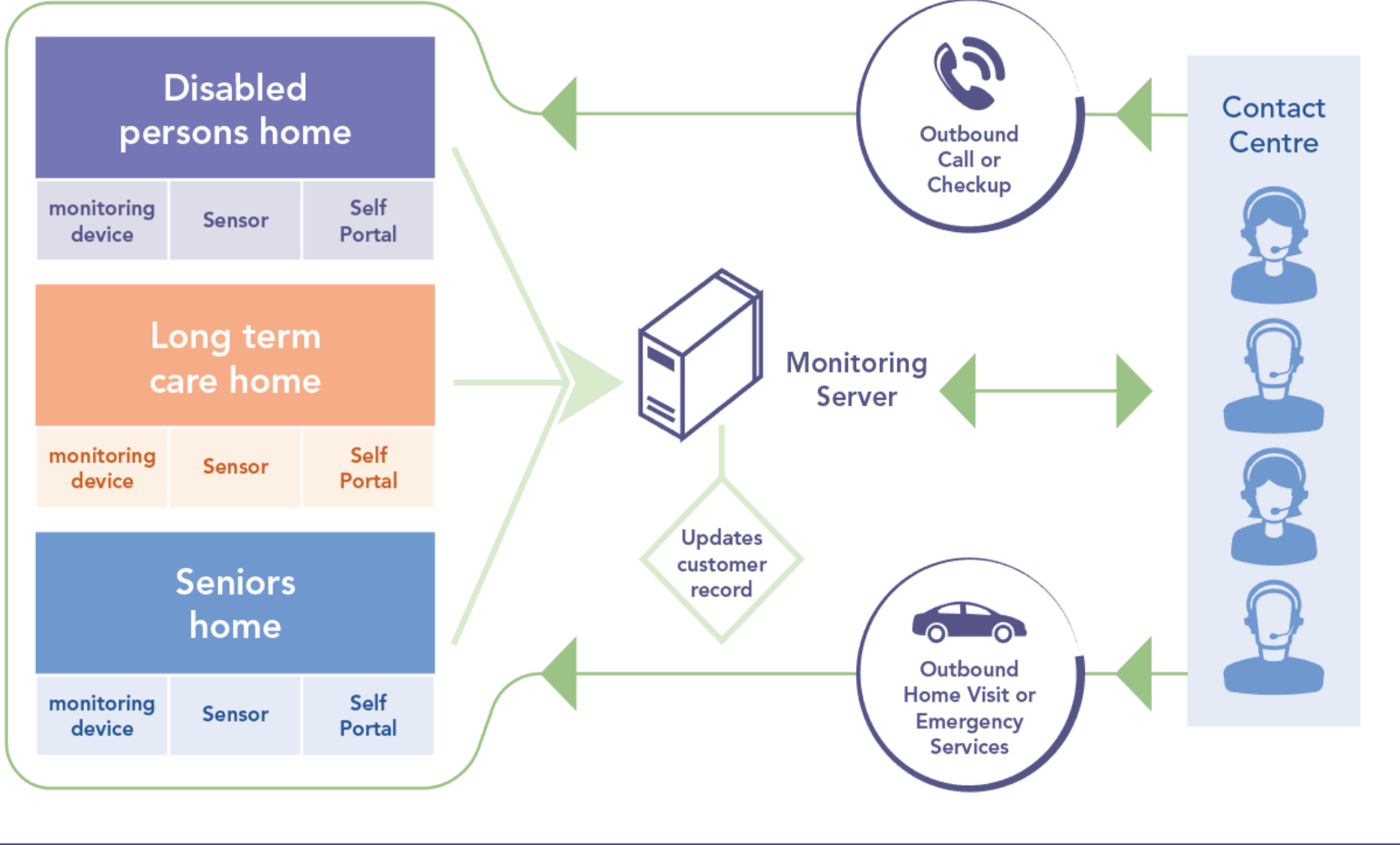
**31%**

Said it decreased absence from sickness<sup>2</sup>

Annual cost to Medicare program due to social isolation  
**\$6.7 Billion**

<sup>1</sup> Smartphone-Enabled Health Coach Intervention for People with Diabetes, JOURNAL OF MEDICAL INTERNET RESEARCH 2014;16(6):e149, Wayne & Ritvo.

# Telecare operations model in HCBS environments





# Using independent coaches as the “glue”

Problem-solvers who keep at-home participants connected

Role includes:

- ✓ Arranging for persons to perform limited errands / address unscheduled needs
- ✓ Making regular contact via video conference
- ✓ Follow-up with case managers
- ✓ Promoting health education via materials, workshops, webinars and chat groups
- ✓ Encouraging socialization through social media and online chat
- ✓ Coordinating with caregivers and long-distance family members
- ✓ Offering socialization and referrals to community groups and activities to address social isolation

**Independent coaches:**

- **Professionally trained and managed through formal curriculum**
- **Augmented by part-time paid senior citizens or community volunteers**
- **Leverage database of part-time workers who provide on demand temporary services**

# Community assistors and community-based organizations

- ✓ Providing on demand community assistors and the technology to dispatch them in real time.
- ✓ Involve community-based organizations to engage seniors in the community, improve performance and stay connected to the communities we serve.

**Providing convenient and timely local assistance can help keep people in their homes, while benefitting the entire community.**



# CASE STUDY #1: USING DIGITAL PLATFORMS TO ENABLE AGING IN PLACE

# Application for aging in place

- ✓ Configured to provide services for aging communities
- ✓ Serves as a one-stop portal for health support & management services
- ✓ Offers multiple capabilities including remote sensors, vital sign monitoring and video conferencing
- ✓ Secure video conferencing provides capabilities for health education, socialization, mental health coaching and telehealth



# Customized rich content offers opportunities to educate seniors on preventive care and wellbeing

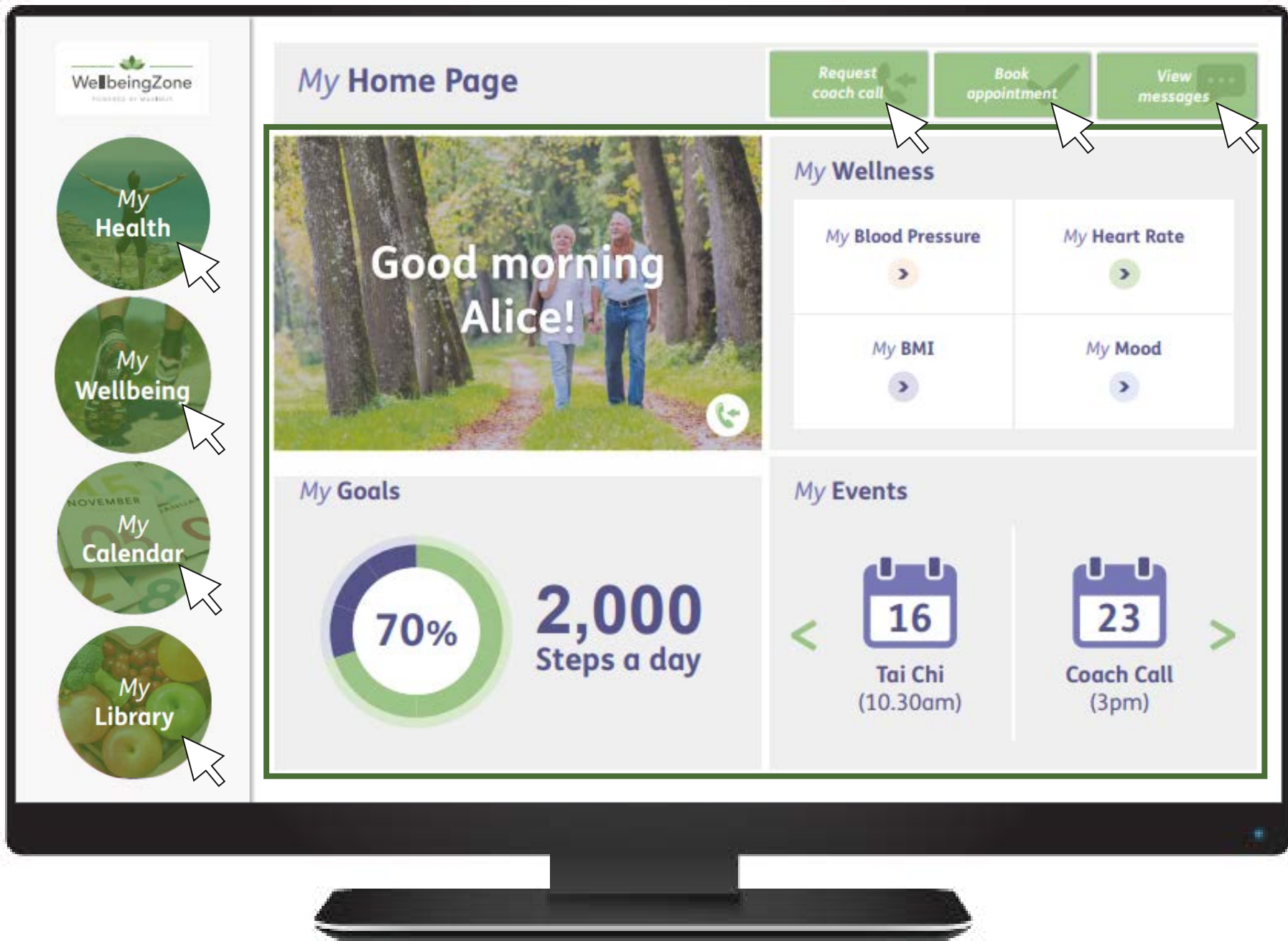
Healthy Life	Healthy Mind	Healthy Aging	Healthy Body
<ul style="list-style-type: none"> <li>• Fats &amp; cholesterol</li> <li>• Salt</li> <li>• Alcohol</li> <li>• Smoking</li> <li>• 5-a-day / fruit /fiber</li> <li>• Weight management</li> <li>• Water / hydration</li> <li>• Sugar &amp; snacks</li> <li>• Diseases (cancer, diabetes, anemia, heart, BP)</li> <li>• Eating out</li> <li>• General healthy eating</li> <li>• Caffeine</li> </ul>	<ul style="list-style-type: none"> <li>• Sleep / fatigue</li> <li>• Beauty (skin &amp; hair)</li> <li>• Brain health</li> <li>• Exercising &amp; stress</li> <li>• Workplace stress</li> <li>• Stress reduction techniques</li> <li>• Stress (food / drink / stimulants)</li> <li>• Managing stress (incl. finance, debt)</li> <li>• General wellbeing (incl. mindfulness, anxiety)</li> </ul>	<ul style="list-style-type: none"> <li>• How to sleep better</li> <li>• What is Alzheimer's disease? (TED-Ed)</li> <li>• Exercise is a great way to relax</li> <li>• How to achieve good mental health</li> <li>• Building Better Backs</li> <li>• Take care of your heart</li> <li>• The importance of exercise as you get older</li> </ul>	<ul style="list-style-type: none"> <li>• Swimming</li> <li>• Yoga / Pilates</li> <li>• Cycling</li> <li>• Walking</li> <li>• Running</li> <li>• Stretching &amp; warm-up</li> <li>• Hydration &amp; food</li> <li>• Health (back pain, diabetes, heart)</li> <li>• Exercises</li> <li>• Sleep</li> <li>• General fitness benefits / getting active</li> </ul>

# EXAMPLES OF CONFIGURED SOLUTIONS FOR CUSTOMERS



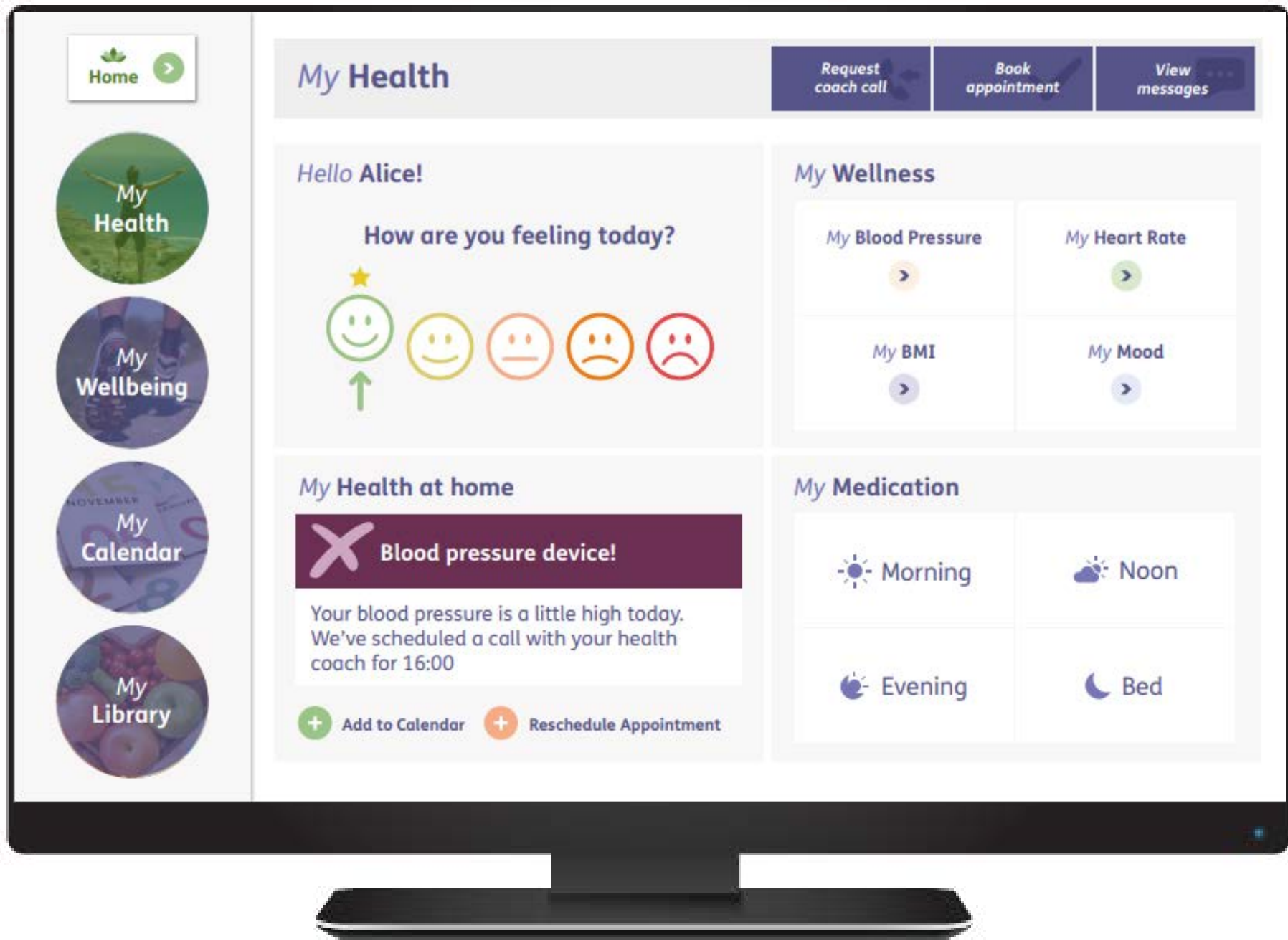




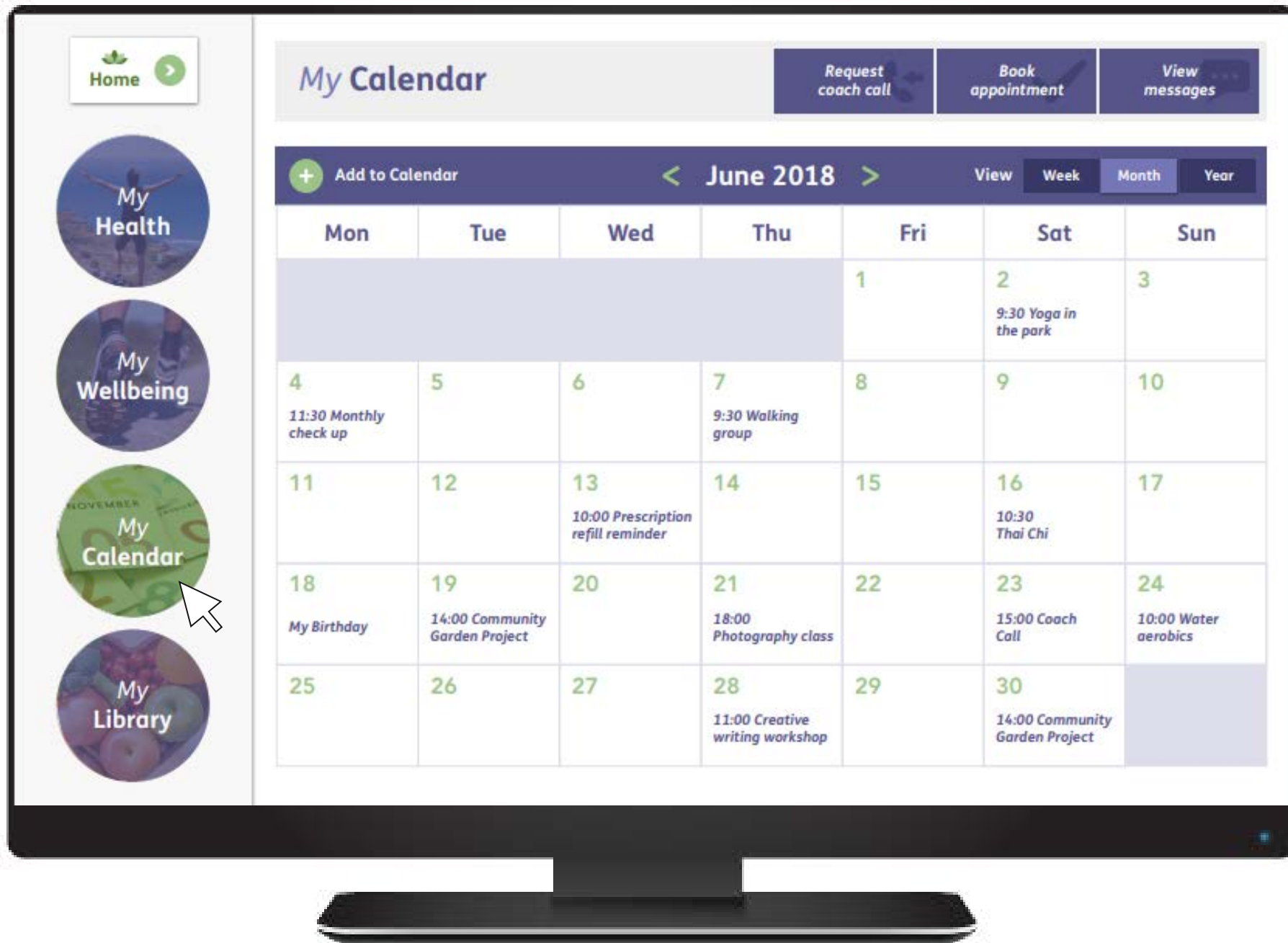






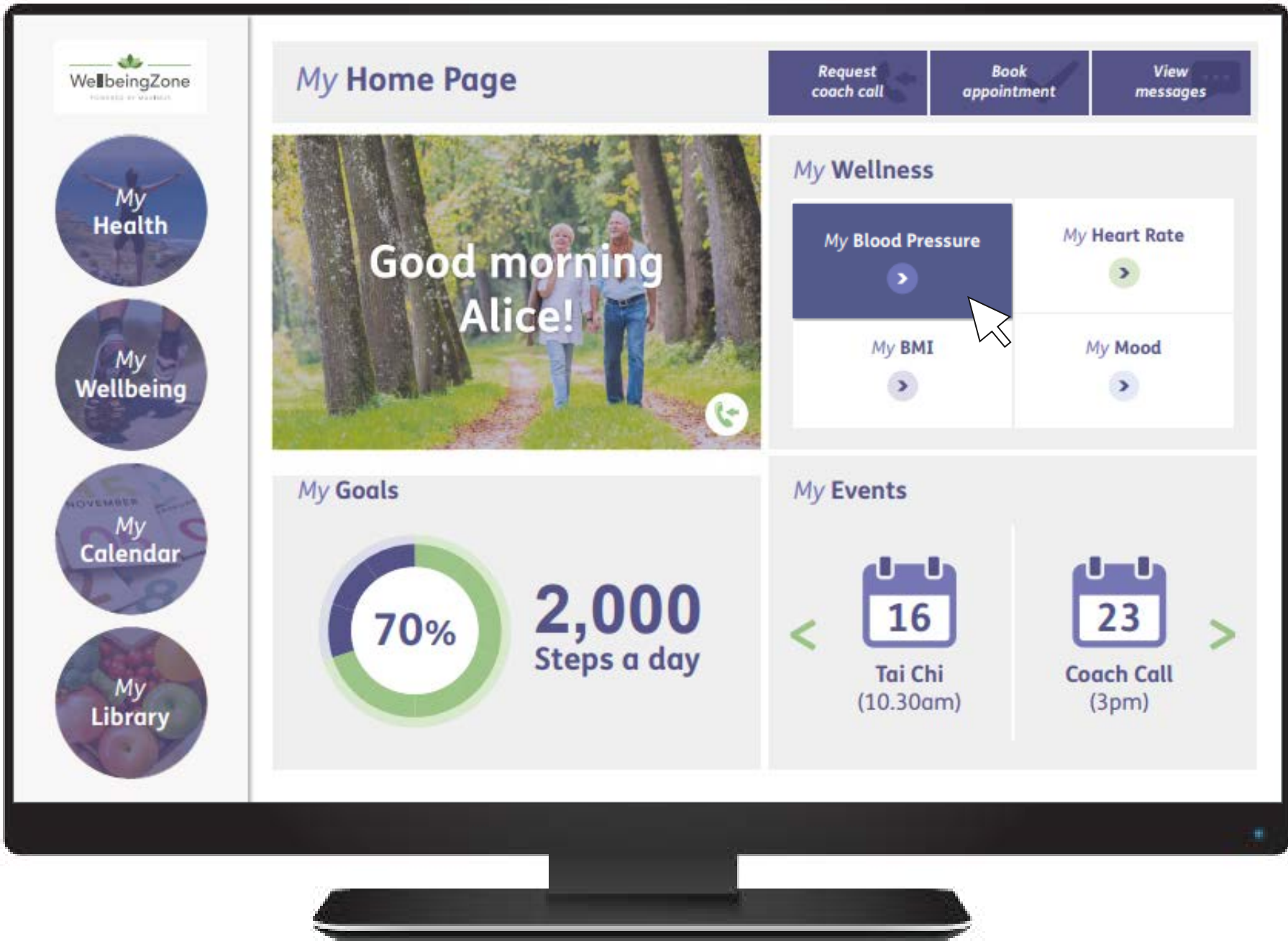














Home

My Health

My Wellbeing

My Calendar

My Library

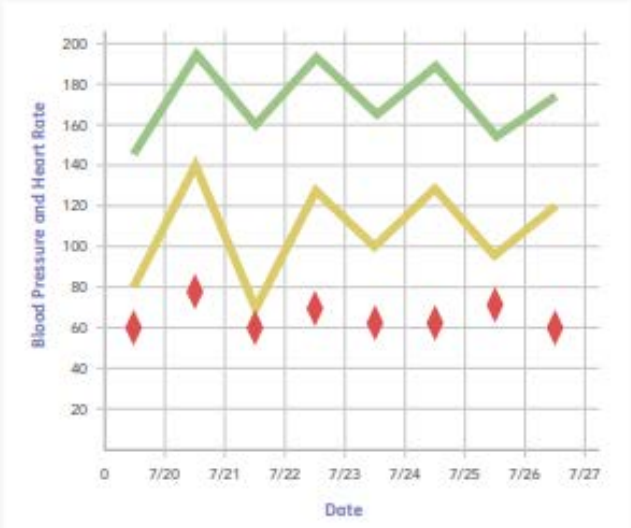
# My Blood Pressure

Request coach call

Book appointment

View messages

## My Results History



Day Week Month 6 Months Year

## My Results Today

21 August 2018

Systolic:

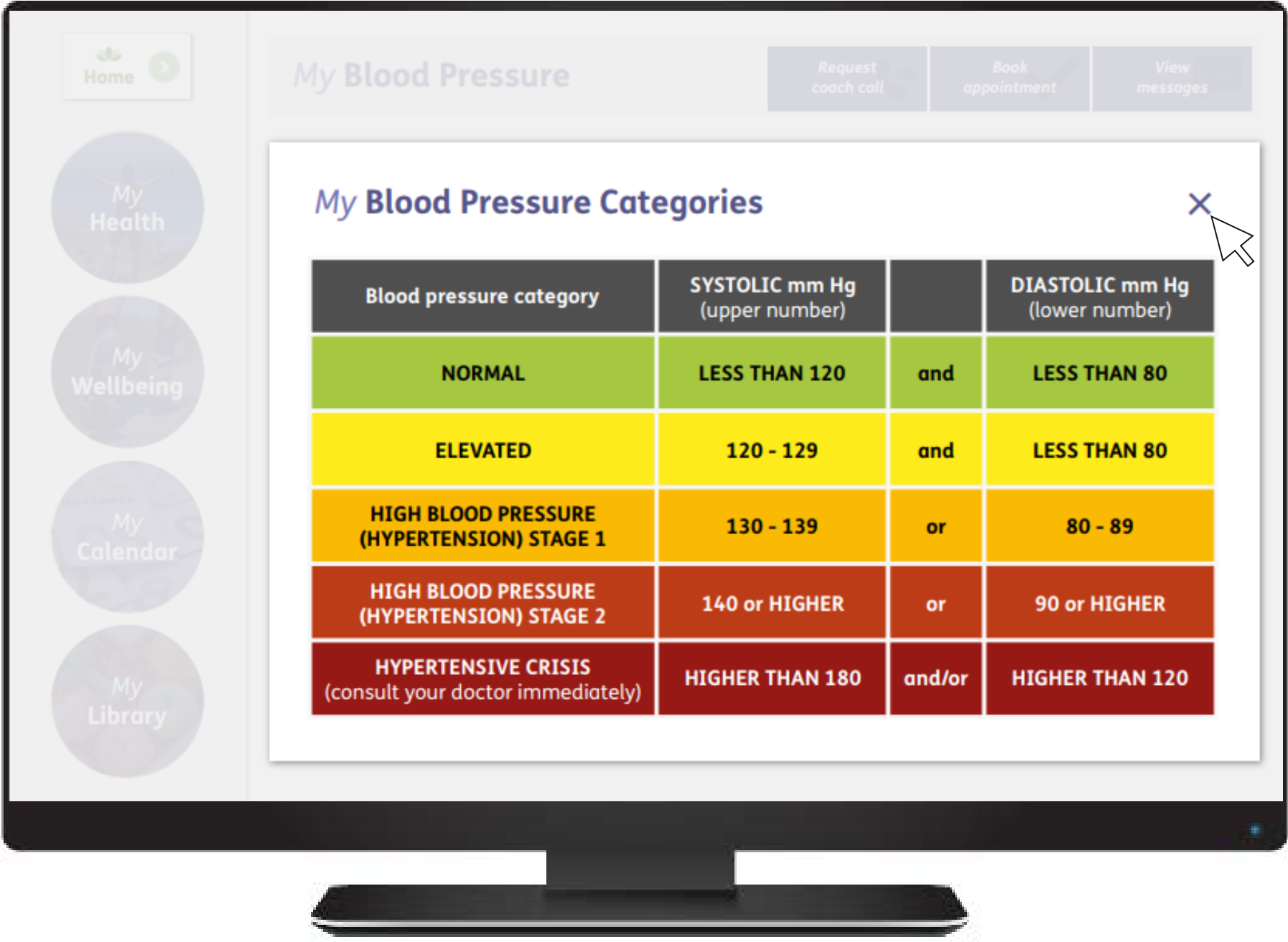
Diastolic:

Heart Rate:

enter results manually enter results from device

## My Blood Pressure Categories

Blood pressure category	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120 - 129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130 - 139	or	80 - 89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 or HIGHER	or	90 or HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120



# My Blood Pressure

Request coach call    Book appointment    View messages

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## My Blood Pressure Categories

Blood pressure category	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
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<b>ELEVATED</b>	<b>120 - 129</b>	<b>and</b>	<b>LESS THAN 80</b>
<b>HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1</b>	<b>130 - 139</b>	<b>or</b>	<b>80 - 89</b>
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<b>HYPERTENSIVE CRISIS (consult your doctor immediately)</b>	<b>HIGHER THAN 180</b>	<b>and/or</b>	<b>HIGHER THAN 120</b>





# My Blood Pressure

- Request coach call
- Book appointment
- View messages

Home

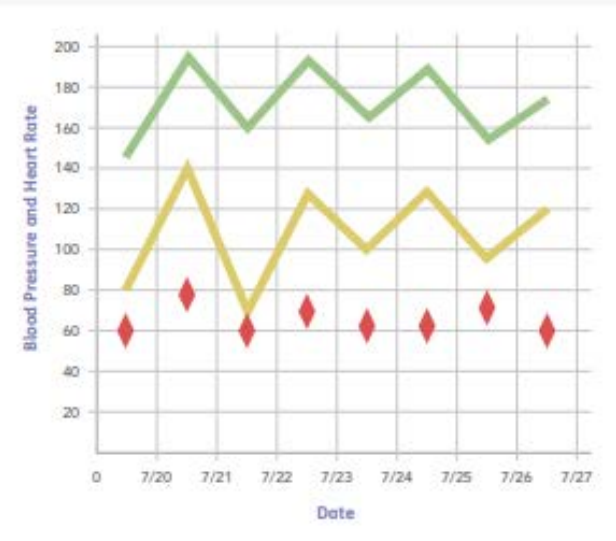
My Health

My Wellbeing

My Calendar

My Library

## My Results History



- Day
- Week**
- Month
- 6 Months
- Year

## My Results Today

21 August 2018

Systolic: — **150**

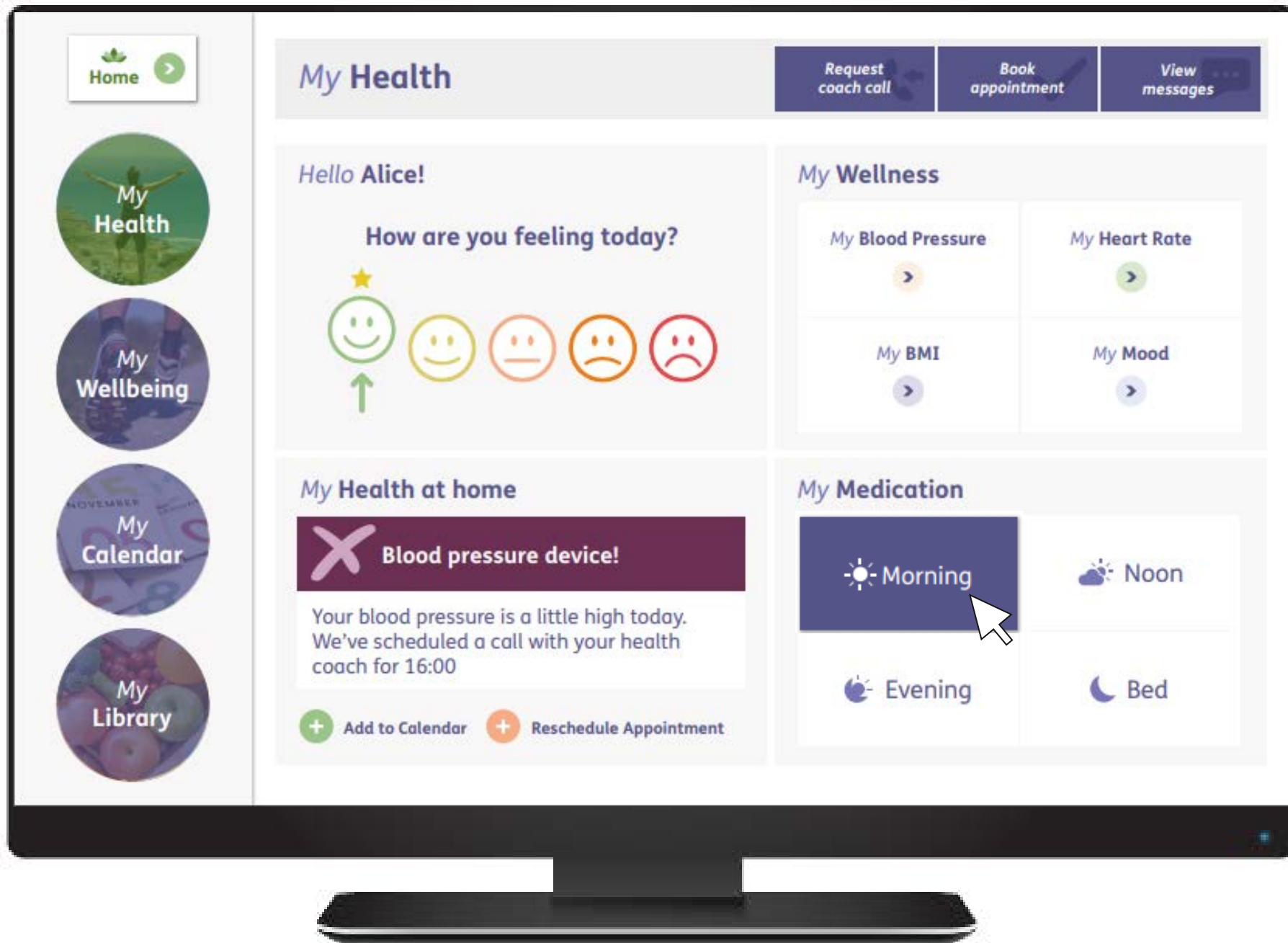
Diastolic: — **120**

Heart Rate: ◆◆◆◆ **60**

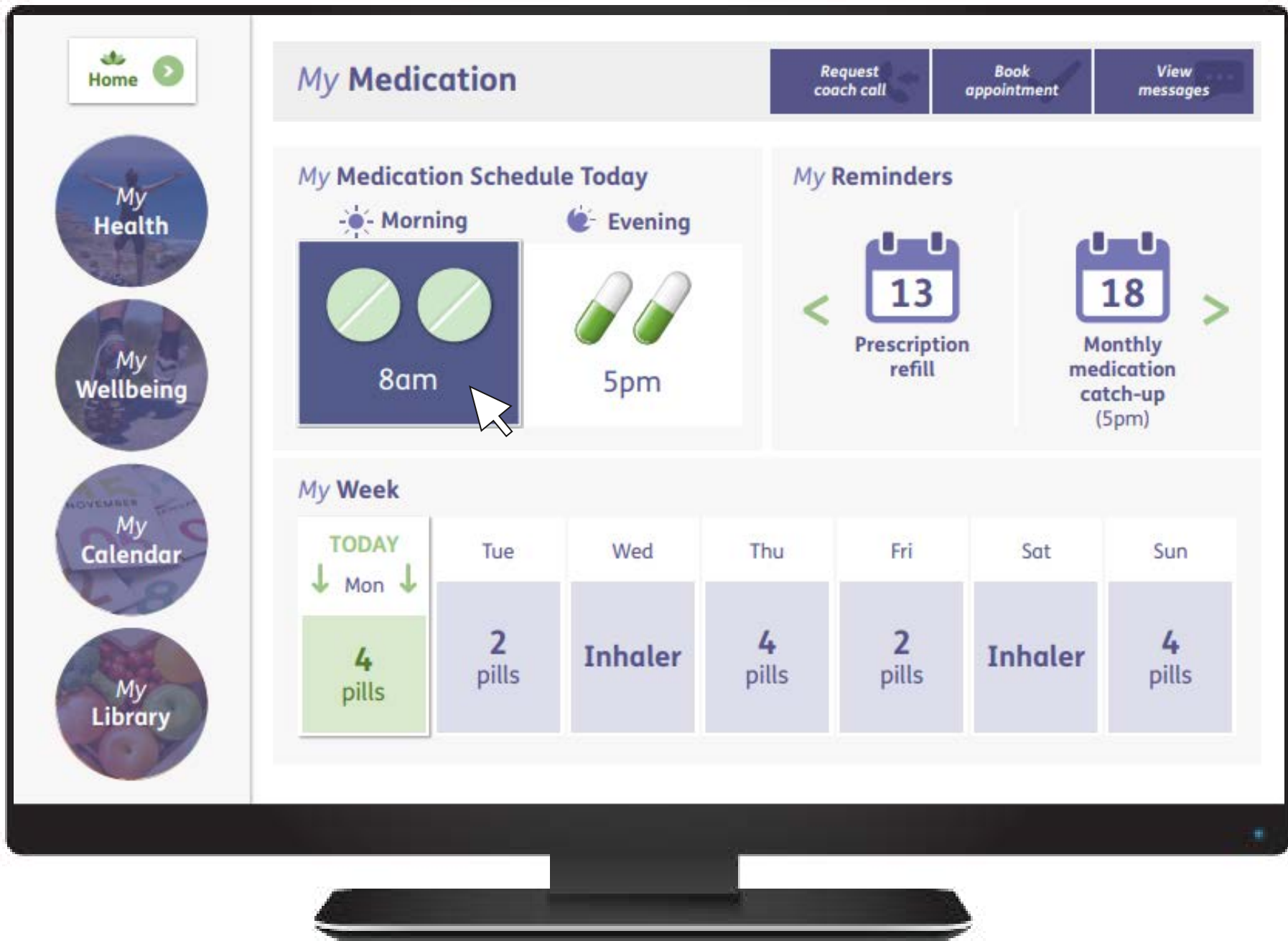
enter results manually | enter results from device

## My Blood Pressure Categories

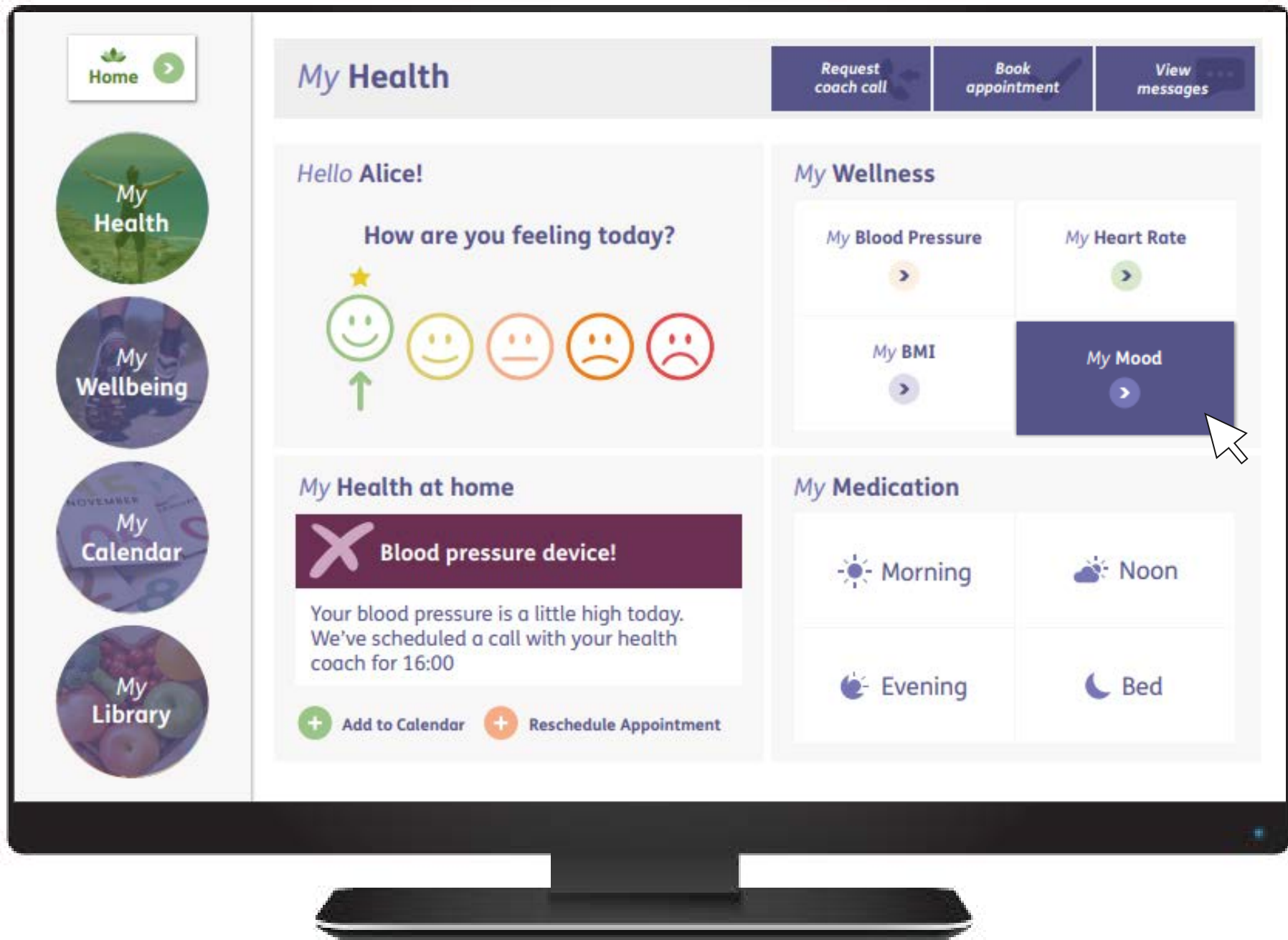
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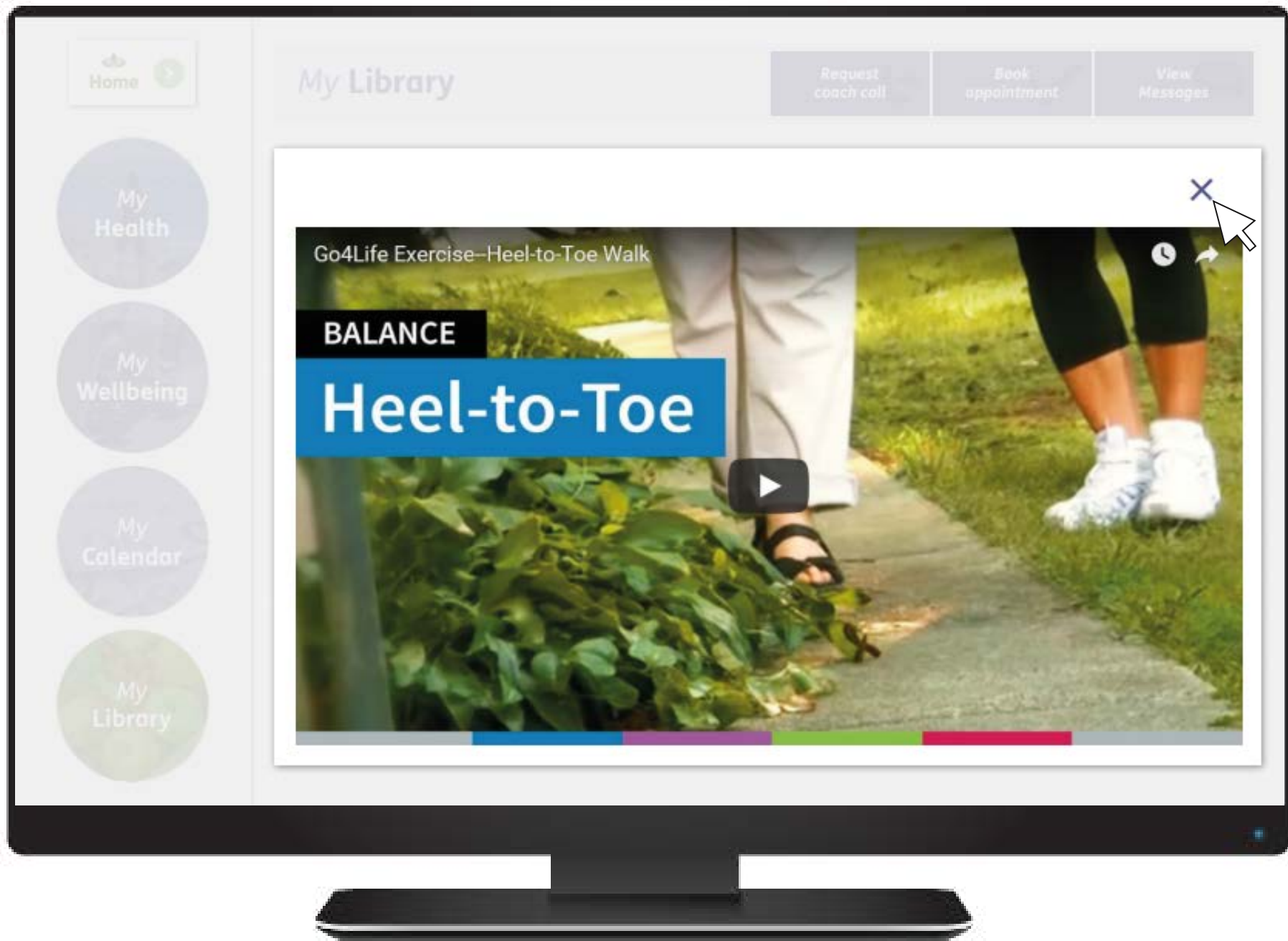






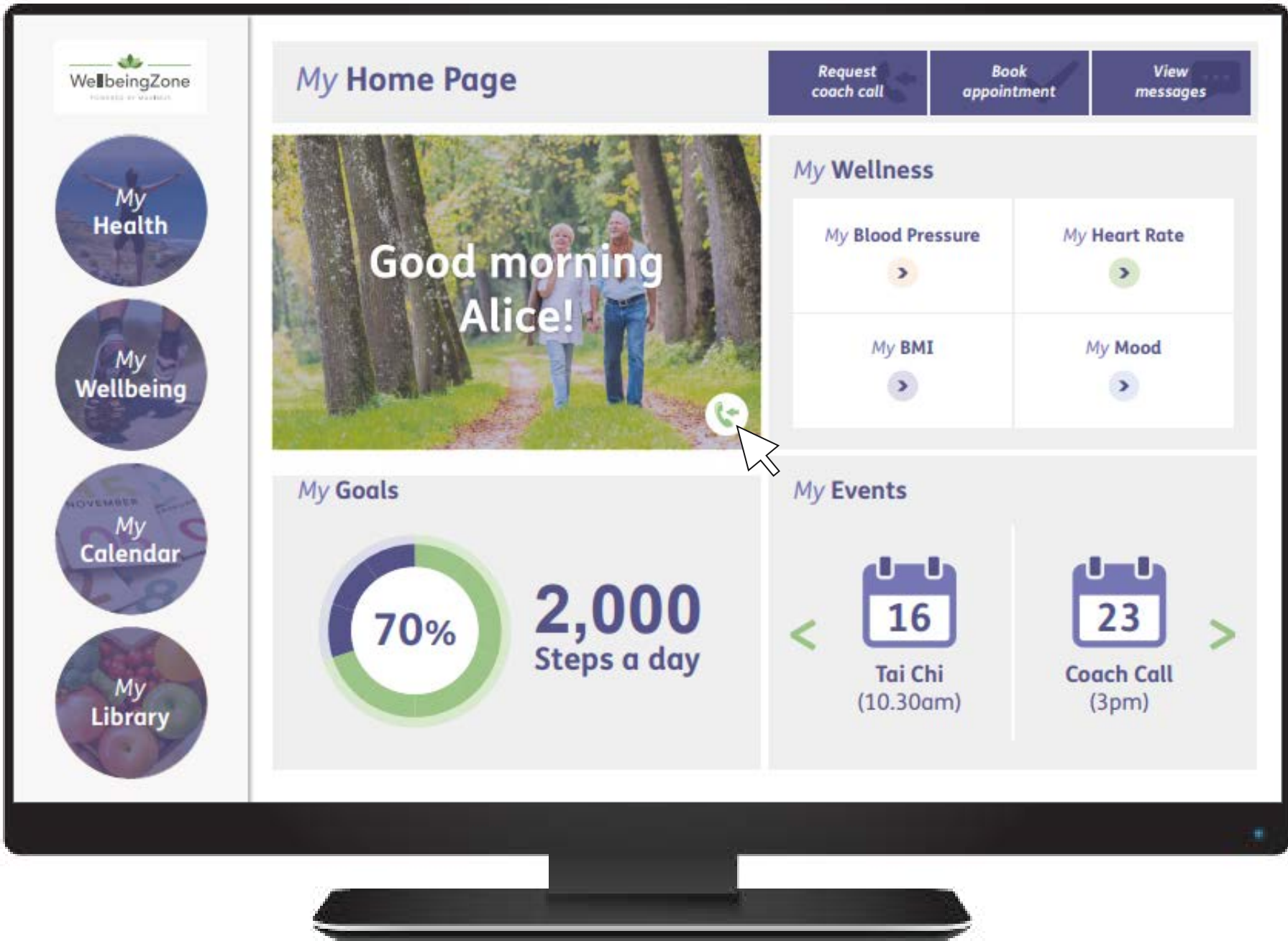


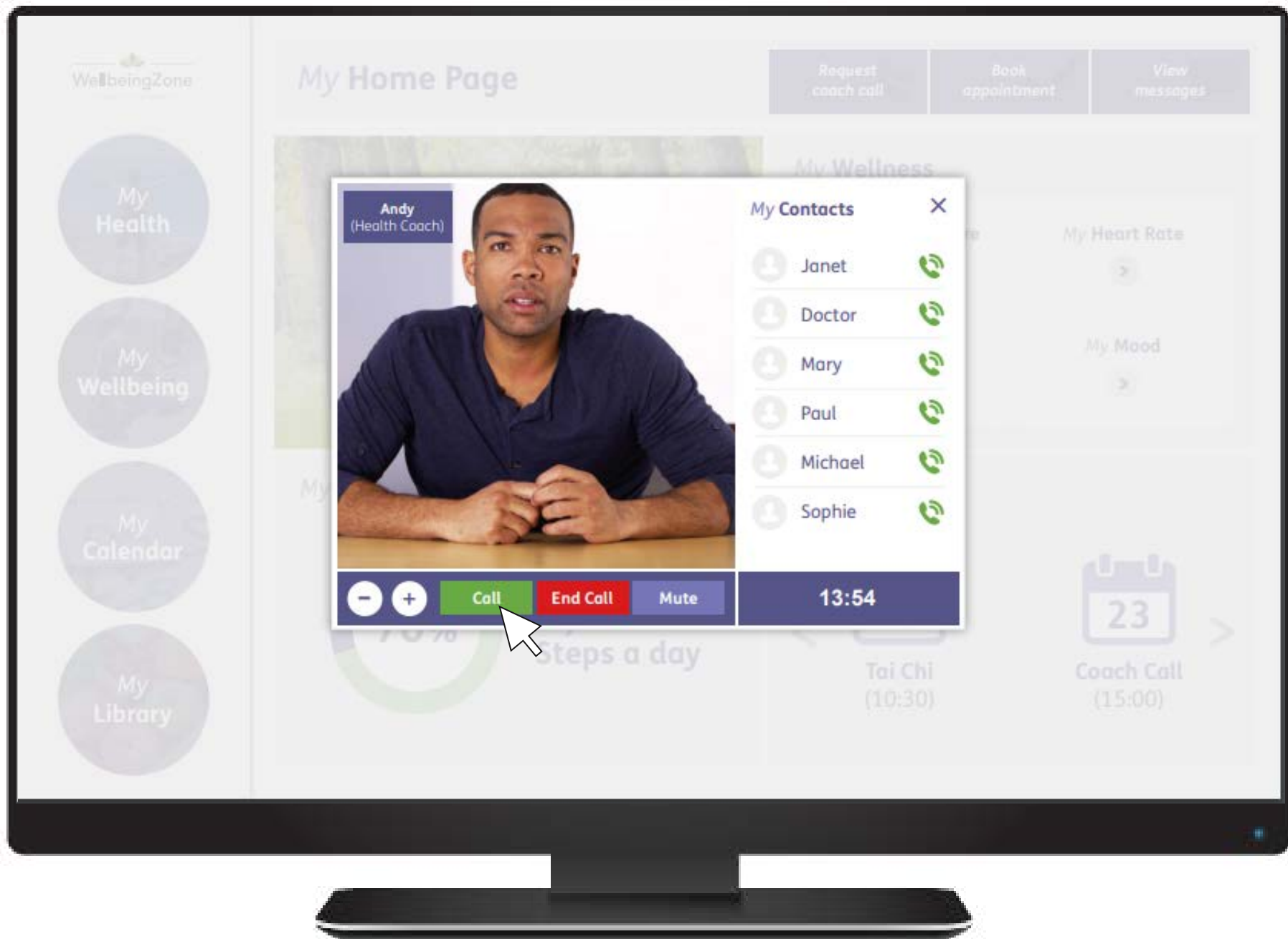












# Our learnings, shared.

In order to deliver enhanced outcomes we have learned...

- ✓ To focus on reducing complexity – **“Less is More”**
- ✓ That technology is only part of the solution – people and process are critical
- ✓ That outreach and engagement are critical to ensuring people participate and work towards their health goals
- ✓ To establish collaborative partnerships and obtain input from all key stakeholders to create a pilot that’s right for your communities
- ✓ To ensure your business model, processes and tools are optimized for the target audience and your unique environment

**Focusing on quality while reducing costs  
to the healthcare delivery system!**



**The  
right care,  
at the  
right time**



# Mozzaz is a patient engagement solution supporting a broad spectrum of complex care programs & services.



MENTAL HEALTH



DISABILITY & LONG-TERM CARE



SUBSTANCE USE DISORDER



OPIOID USE DISORDER (OUD)



CHRONIC DISEASE MANAGEMENT



PUBLIC HEALTH



CRISIS & SUICIDE SUPPORT



FOSTER CARE



FAMILY SERVICES



TRANSITIONAL CARE



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FOSTER CARE



FAMILY SERVICES



TRANSITIONAL CARE

**With a specialty in Digital LTSS Engagement**  
| ASSISTIVE TECHNOLOGY | HOME AUTOMATION | MONITORING | ACCESSIBILITY |

## Engagement & Outcome Data

MCO data collected from an LTSS managed care program for 100 users over a 12-month period. Care plans included LTSS Crisis Support, IDD Therapy & Independence, LTSS ECF programs.

MEASUREMENT	DEFINITION	DATA
Engagement / Retention	Level of app usage over time by users	<ul style="list-style-type: none"> <li>65-75%</li> <li>Excellent retention and engagement after 12 months</li> </ul>
Health Outcomes	Specific measures to assess improvement in health	<ul style="list-style-type: none"> <li>80% improvement in PHQ-9 Scores</li> <li>22% decrease in Hospitalizations</li> <li>150% decrease in unique crisis episodes</li> </ul>
Social Determinants of Health	Measures to assess level of social connectedness and participation in relation to health outcomes	<ul style="list-style-type: none"> <li>20% increase in community participation</li> <li>7% increase in job placement and retention</li> </ul>
Cost Efficiencies	Measurable impact of savings in direct care costs driven by remote care support, program efficiencies, self-care and a reduction in avoidable episodes / procedures	<ul style="list-style-type: none"> <li>8 hours of Care Worker time saved per week</li> <li>14% reduction across in-person service utilization</li> <li>15% decrease across in-person crisis response</li> </ul>

# LTSS – ECF Engagement Data

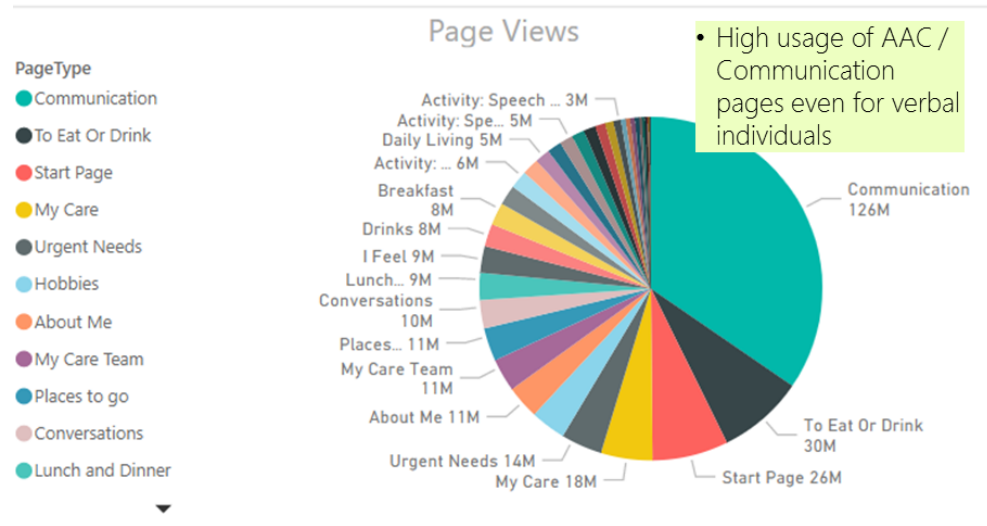
## LTSS – ECF Engagement Data

### Active Users

● Max of Active ● Max of Enrollment



- Excellent level of activations
- Good retention rates



- High usage of AAC / Communication pages even for verbal individuals

Average Form Submissions Per Member Per Month	16	Average Logins Per Member Per Month	97	Average App Time Per Member Per Session	42 mins
Average # of Care Team Members Per Account	4	Average Care Team Logins Per User Per Month	7	Average # of Care Team Messages Per Month	---

- Active regular usage by individuals

## THE MOZZAZ APPROACH

Effective, personalized mobile-based strategies and solutions are needed to address challenges around complex care and the super-utilizer population



### PERSONALIZE

- Personalize care plans
- Tailor interactions
- Actionable interventions



### MEASURE

- Collect data
- Measure outcomes
- Smart Alerts & Notifications



### CONNECT

- Connect on any device
- Connect care teams
- Connect individuals



### OPTIMIZE

- Refine care plans
- Improve outcomes
- Prevent episodic care



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**mozzaz**  
care everywhere



## THE DEMO SCENARIO



Jonny, has mild-IDD and is in his late-20s.  
Has a sister Samantha.

Through the State Employment Support Program he works 4 hours a day at the local grocery store



### PERSONALIZE

- Personalized support plans
- ADLs & actionable interventions
- Visual Schedule with Alerts



### CONNECT

- Connect care teams
- Connect services (Uber & Alexa)
- Connect individuals



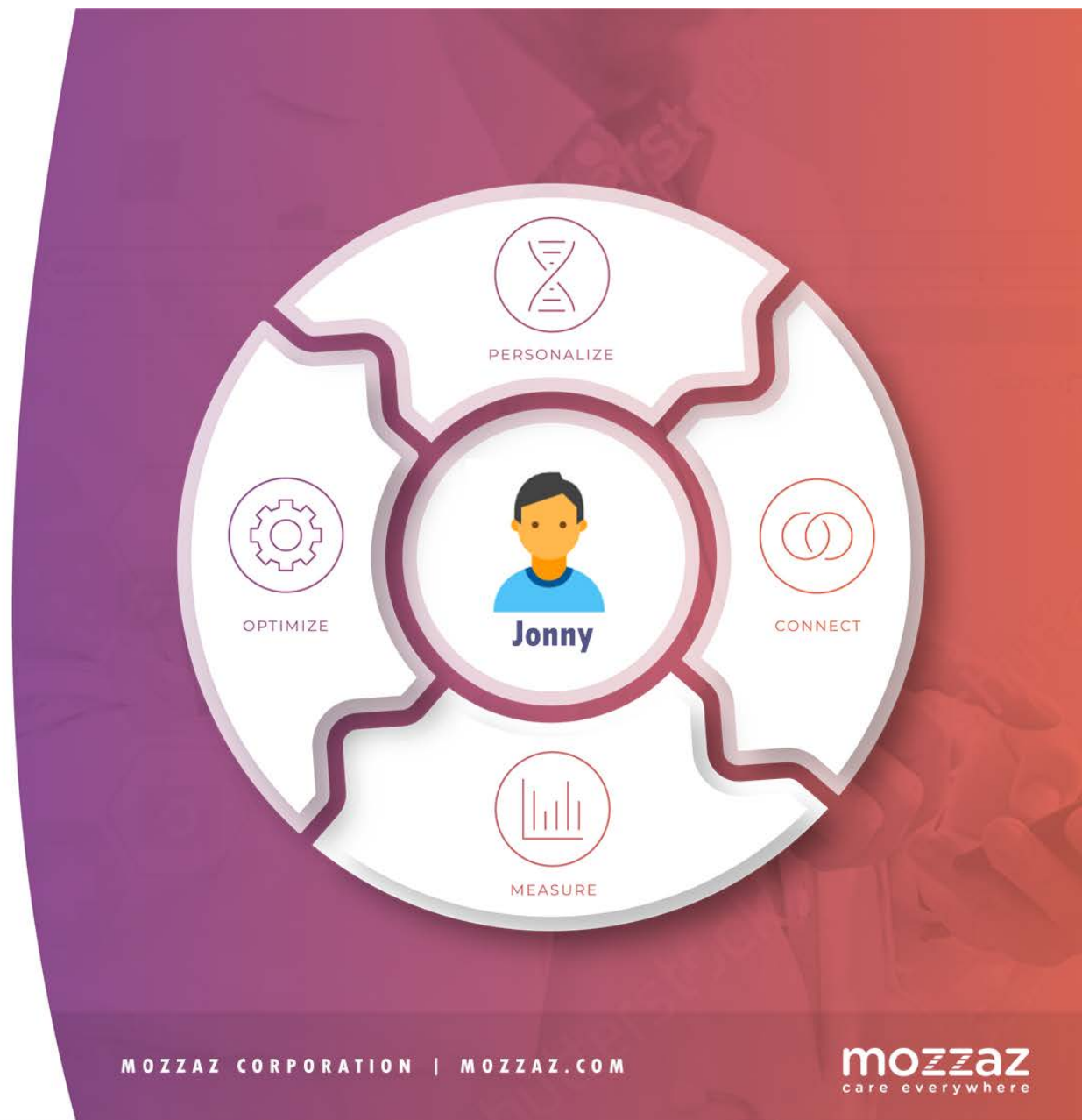
### MEASURE

- Collect data
- Measure outcomes
- Smart Alerts & Notifications



### OPTIMIZE

- Refine care plans
- Improve outcomes
- Support independence



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care everywhere



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## PERSONALIZED CONTENT

Start Page

Communication	Activities of Daily Living
Community Living Support	Job Support
Ask Alexa!	Contact My Care Team

## JOB SUPPORT WITH RESOURCES

Job Support

Check-in & Check Out	Bus Schedules	Daily Job Tasks
Cafeteria Menu	Wage and Hour Tracking	

## VISUAL SCHEDULES

Schedule for Tuesday, August 21st

Task 1 - Bagging Groceries

- 9:15 am Daily Meeting with Supervisor (Observation Pending)
- 9:30 am Task 1 - Bagging Groceries (Activity Pending)
- 10:45 am Break - Out (Observation Incomplete)
- 10:55 am

Tasks: 1. Task 1 - Bagging Groceries

## INTEGRATED ASSISTANTS - ALEXA

Alexa Page

Today's weather	Joke of the day	Baltimore Orioles
Play Bruno Mars	Turn off my plugs	6 AM alarm

## IN-APP FORMS FOR DATA CAPTURE

3 - Satisfactory  
4 - Above Average  
5 - Outstanding

Quality of work (accurate and thorough) 2

Use of time (efficient/effective use of time to complete tasks) 3

Takes initiative (ability to work independently) 4

Interpersonal skills (are they friendly to customers, staff) 1

Ability to work with others 3

## SECURE MESSAGING + TELEHEALTH

Start Back Schedule Logout

Video call Screen 1 of 2

Incoming Video Call

SAMANTHA

Accept End

## INTEGRATED SERVICES - UBER

UBER Drive from HOME to WORK

300 Phillips Street  
100 Main Street

Popular: Pool \$3.50, UberX \$5.95, UberXL \$13.08, Premium Select \$12.98, Black \$15.00, Black 1 \$25.00

## CARE TEAM DASHBOARDS & ALERTS

mozzaz care everywhere Supervisor Evaluation

Quality of Work, Use of Time, Takes Initiative, Interpersonal Skills, Ability to work with others and Attitude by Month

Quality of Work Use of Time Takes Initiative Interpersonal Skills Ability to work with others Attitude

# Mozzaz and MAXIMUS Conference Booths

## About MAXIMUS

- ✓ Since 1975, MAXIMUS has operated under its founding mission of *Helping Government Serve the People*<sup>®</sup>, enabling citizens around the globe to successfully engage with their governments at all levels and across a variety of health and human services programs. MAXIMUS delivers innovative business process management and technology solutions that contribute to improved outcomes for citizens and higher levels of productivity, accuracy, accountability and efficiency of government-sponsored programs.
- ✓ With more than 20,000 employees worldwide, MAXIMUS is a proud partner to government agencies in the United States, Australia, Canada, Saudi Arabia, Singapore and the United Kingdom. For more information, visit [maximus.com](https://www.maximus.com).
- ✓ **MAXIMUS Booth #103.**

## About Mozzaz

- ✓ Mozzaz delivers mobile solutions for “high-need, high-cost” complex care patients and the teams that support them. Personalized, interactive plans enable patients to engage in their care and stay connected to their teams for support. Enterprise healthcare-ready with secure, unified messaging services, Mozzaz offers real-time data collection and full system interoperability.
- ✓ A digital health solution that serves a wide spectrum of complex care populations:
  - Intellectual and developmental disabilities,
  - Mental health issues,
  - Family services,
  - Substance use disorder,
  - Crisis support, and
  - Long Term Services and Supports
- ✓ **Mozzaz Booth #110**