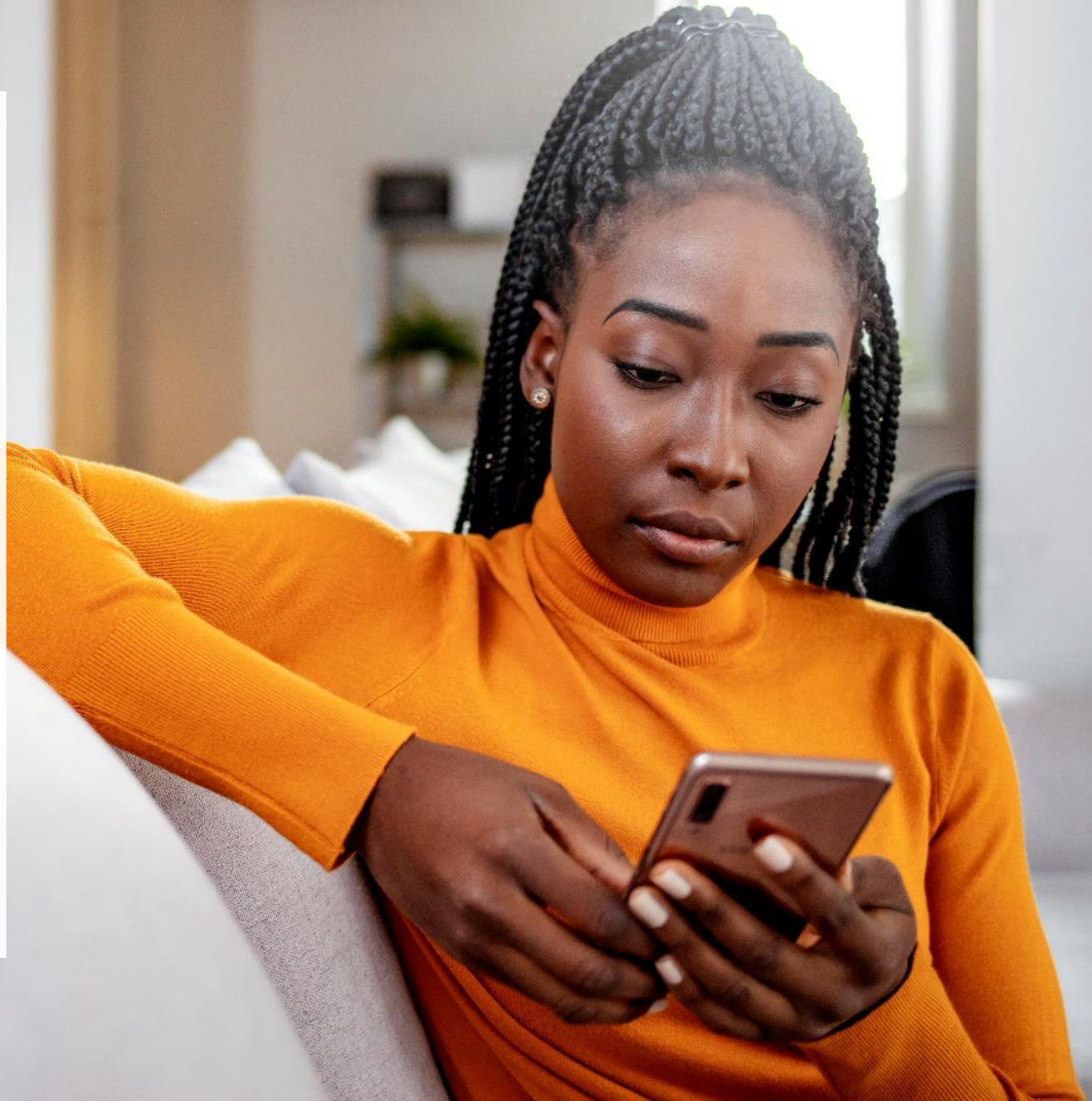


# Analytics and Clinical Empathy: Engaging Patients at CVSH

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Dan Knecht, MD, MBA  
September 7, 2022



# Specialized support and proactive interventions help navigate treatment complexity

Understanding and management can be very challenging

**50%**

of patients leave their doctor's office without a full understanding what they've been told

Conditions, medications and care for members are nuanced and complicated\*

**2 in 5**

patients take a specialty medication and may take multiple medications

**3 in 5**

patients have at least one comorbidity

Health episodes and setbacks are common\*

**1 in 5**

patients visit the ER each year

**1 in 10**

patients are readmitted to the hospital within 30 days

\*Patients are defined as having rare and complex conditions who are eligible but non-engaged in nurse care management ER (Emergency room). Source: NCBI.

# Delivering personalized patient care requires...



Connectivity to further improve patient & provider **experience**



High-touch **care models** with individual treatment goals



Innovative **digital and technological** solutions



Interventions with **reportable insights & outcomes**

# Using advanced analytics

to identify the right intervention for each individual patient need

## Comprehensive patient view

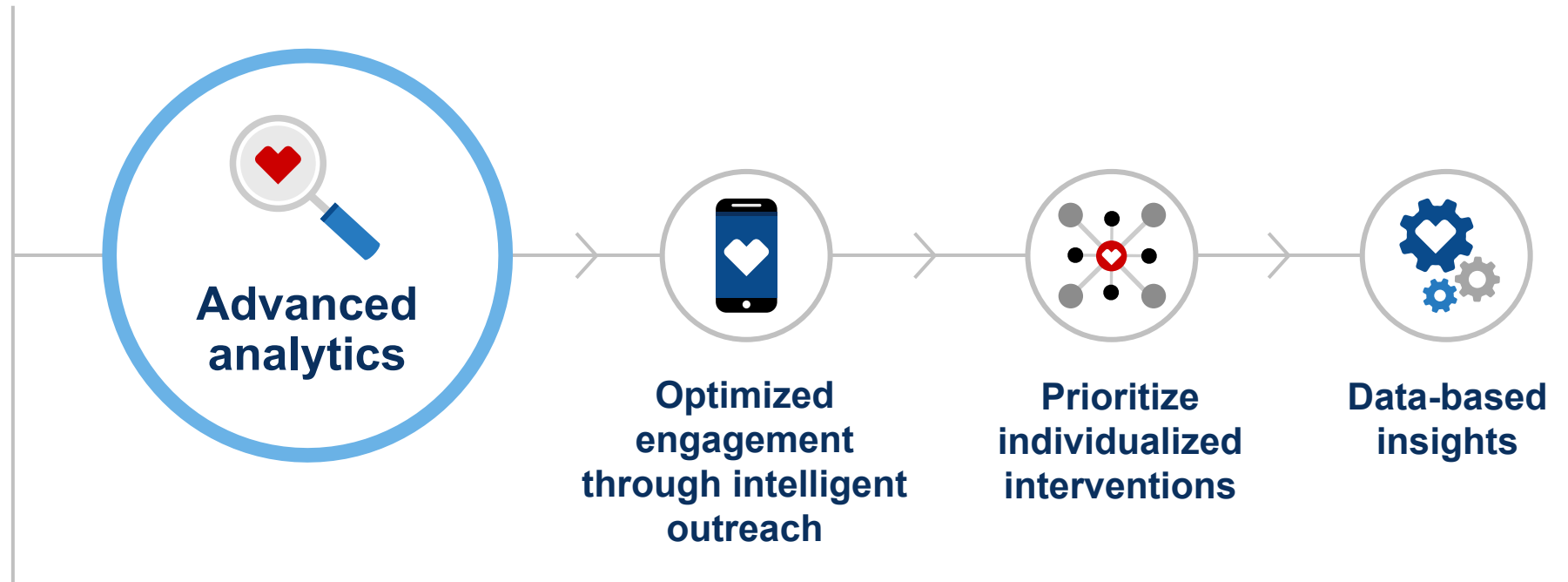
Prescription claims

Medical claims

Lab results

Connected health devices

Social determinants of health



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# By being connected in care, we can better control specialty costs and improve patient outcomes



## Real-time access to clinical insights

Over 75% CVS Specialty patient records  
visible via EHR connectivity\*



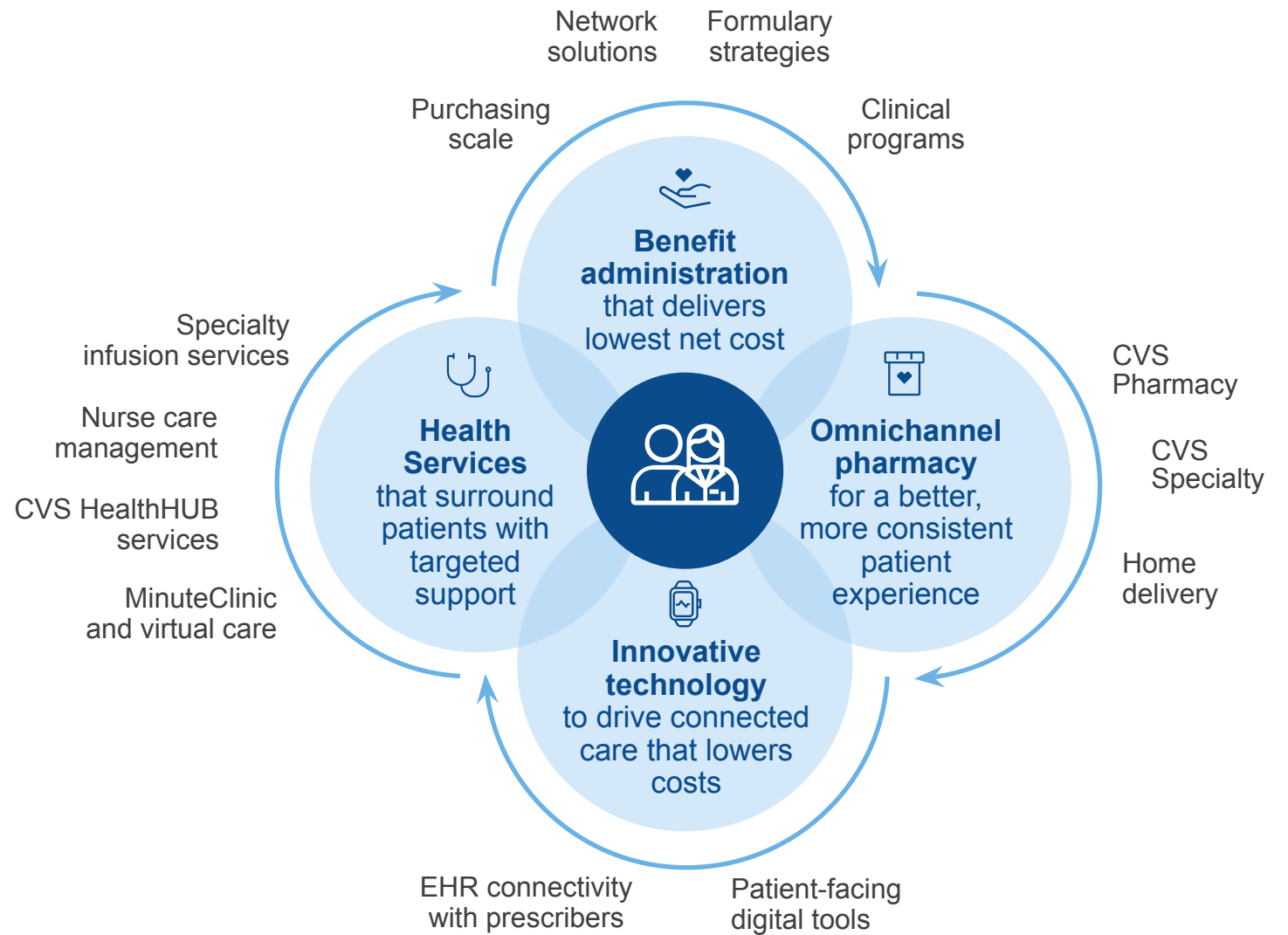
## Personalized support and targeted interventions

>90% of patients opt in  
to receive digital messaging

EHR (Electronic health record). \*Analysis of EHR records includes the 10 highest volume specialty therapies: Autoimmune, MS, IPF, Growth Hormone, PAH, IG, CF, HAE, Hemophilia, Oncology.

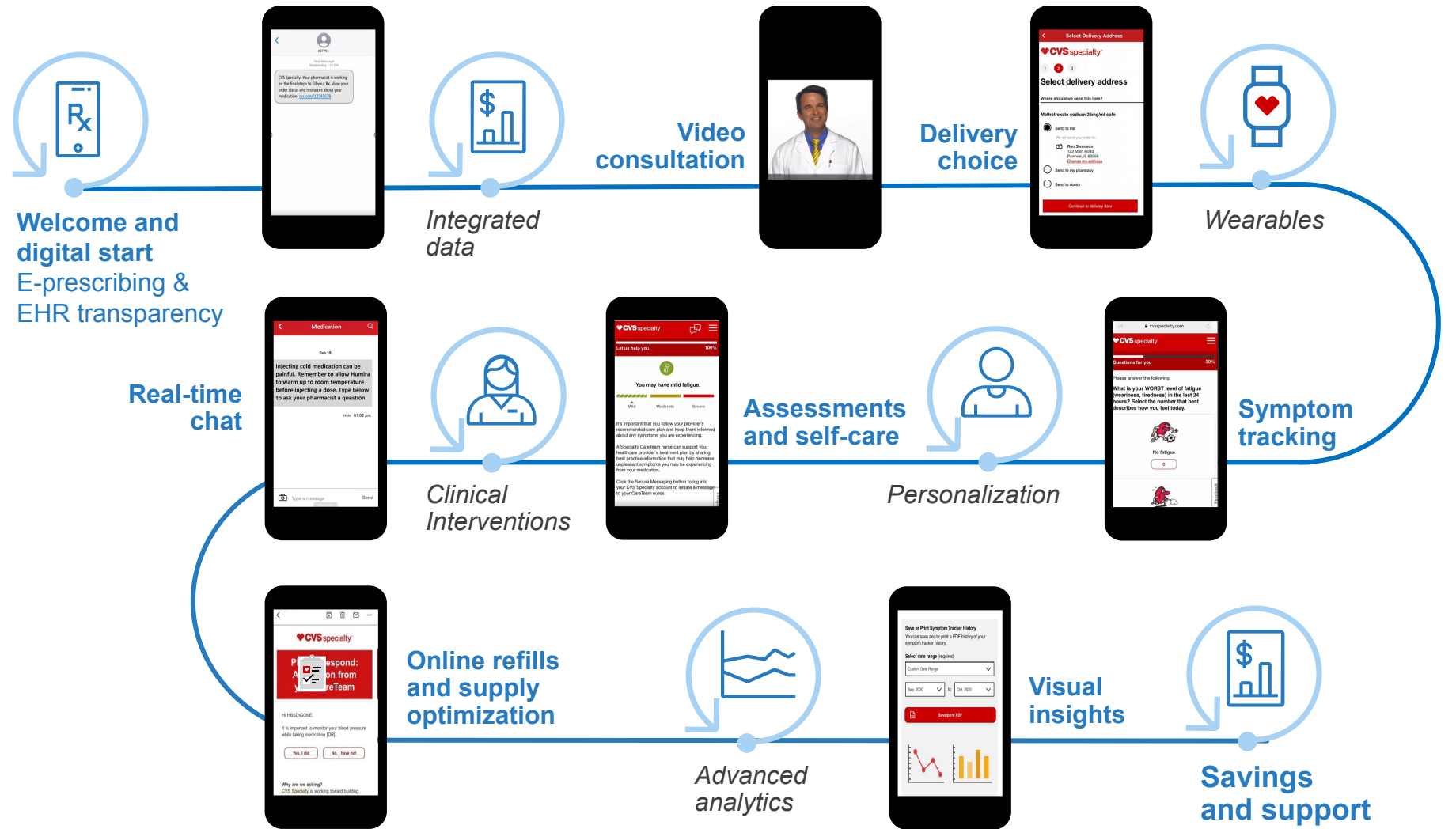
# Integrated touchpoints are key

to delivering connected care that drives unmatched value for patients



# Reaching patients in ways they prefer

Connected solutions help make it easier for patients to manage their health



**Patients are using technology to take an increasingly active role in their healthcare journey**

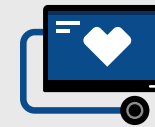
## Patients are engaging with digital tools more than ever



**81%**  
of Americans  
own smartphones



On average, Americans  
check their phones  
**262**  
**times per day**  
(once every  
5.5 minutes)



About  
**1 in 3**  
Americans has used a  
digital health product  
or tracked their health on  
a phone or tablet app



**81%**  
of adults support  
increased access to  
health information for  
patients and providers



# Relationship & Relevance Build Trust and Engagement



Thank You

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