Telemedicine Pilot

- Partnered with Curavi Health and Capital Coordinated Medicine (CCM)
- Conducted in the Washington, DC metro area in 2019
- 33 patients were seen virtually by a remote CCM physician using the assistance of an in-home “tele presenter” - a trained certified nursing assistant provided by Senior Helpers
- Compared to the operational costs of an in-home visit by a primary care physician, the study found a 44% cost savings
- In addition, 21% of the patients would have otherwise been referred to an emergency room if the tele-presenter was not available – another significant savings
- White Paper and Press are available
Home Care was deemed essential services by almost all of the governors during the “Shelter in Place” orders.

Communication with families and staff was so important to enable everyone to know what the process of home care was during such a virtual time.

Personal Protective Equipment (PPE) is now a must have both during the Pandemic and going forward. We provided a significant supply of PPE to all of our offices early on during the Pandemic.

Those Home Care companies such as Senior Helpers that utilized PPE and Infectious disease protocols were able to sustain and even grow their business during the pandemic.

Future of Home Care is very positive coming out of the pandemic.
Trends impacting Home Care

- More focus on moving healthcare into the Home:
  - SNIF at Home
  - Assisted Living at Home
  - Hospital at Home
  - House Call Physicians
- Prior to COVID-19, 60% of Hospital discharged patients were to a “Home Based” setting
- During and in the future, 85% of Hospital discharged patients are and will be to a “Home Based” setting
- Home Care companies that are best prepared in the following will have the best opportunities:
  - Infectious Disease Control
  - Ability to treat COVID-19 Patients (very high cost to CMS and MA)
  - Utilize PPE in both the homes and facilities
  - Connect with other Partners in the continuum of healthcare in the home
How can Congress help?

• Home Care / Personal Care provides the best option for optimal quality of life while reducing future costs
• Average stay in long term care facilities is 26 months, for those paid by Medicare and Medicaid, this is more than $250,000 in cost just for the rent. Also, with COVID-19 less people will want to go to a long term facility
• While more Medicare Advantage (MA) plans now have a supplemental benefit for Personal Care, it is only 10% of the plans. Many of them limit the amount of hours of the benefit.
• Need Personal Care to be a standard benefit with MA plans. We have proven that we save money by preventing hospitalizations and ER visits. The time is now to make this change going forward
• Home Care / Personal Care must be considered an integral part of the Healthcare Continuum at Home by CMS and MA
SilverSneakers
Free to Move
Who We Are

Our Mission
Empowering and engaging adults to live their best healthy lives through nutrition, fitness and social connection.

Our Vision
The leader in transforming healthy living for adults.

Live Healthy. Live Long.™
Our Family of Healthy Lifestyle Brands

- **SilverSneakers by Tivity Health**
  - Empowering active aging

- **wisely well. NUTRITION SOLUTIONS**
  - Introducing foods that fuel healthy living

- **Prime**
  - Enabling fitness with flexibility

- **South Beach Diet**
  - Low-carb approach to weight loss

- **WholeHealth Living by Tivity Health**
  - Holistic wellness solutions

- **Nutrisystem**
  - Losing weight made simple
Engaging Members During Pandemic

While most of the world was shutting down, Tivity Health met members where they were and filled a gap when they needed it most.
Expanding Impact

March - May

- **69.5%** Emails sent
- **313.8%** Likes/Month
- **286.8%** Followers
- **420.0%** Visits/Month

- **3.2%** Registrants
  - SilverSneakers.com

- **77.8%** Users
  - On-Demand

- **26.2%** Registrants
  - SilverSneakers Go App
Member Feedback

“Attending classes now every week. Wonderful to be with friends from before and meet new people.”

“The classes are great and gets me back on track. We love the classes and appreciate them very much while we are at home because of the virus.”

“The social interaction of seeing fellow class members is a great emotional boost in addition to the balance, strength and endurance we are maintaining.”

“It helped to keep me moving and control Diabetes, fight depression and stay in touch with my friends.”
Looking Ahead

Through the pandemic, Tivity Health sought to understand how quickly SilverSneakers participants intend to return to the gym once deemed safe to do so, as well as their intent to use digital tools to stay active once gyms are open again.

Return to the Gym

Of the 92% who plan to return to the gym once deemed it is safe, 84% claim they will do so within one month.

Continued Use of Digital Tools

39% of respondents report using our digital solutions. 58% of these plan to still use even after returning to the gym.

15,000 members surveyed via email | 775 responses received | ±3.5% margin of error
Free to Move with SilverSneakers
Serving clients with urgent member meal needs:

- Over 20,000 bundles shipped to Medicare members between March – June (>300,000 meals)
- Meals provided to members who are food insecure, identified by both inbound calls and proactive contact to vulnerable members

Partnership with networks of aging organizations

The CARES Act authorized supplemental funding for Older Americans Act (OAA) including nutrition programs.

Leveraging its national manufacturing and distribution network, Tivity Health has partnered with the National Association of Area Agencies on Aging (n4a) and the National Association of Nutrition and Aging Services Programs (NANASP) to provide preferred pricing to senior nutrition programs for shelf-stable and frozen meals.
Thank You
Patient Engagement During a Pandemic

Ellen Harrison, RN
SVP, Market Strategy & Operations - Population Health
HMS
Who we are.

What we do.

HMS delivers healthcare technology, analytics and engagement solutions to help reduce costs, improve health outcomes and enhance consumer experiences.

Our mission.

“We make healthcare work better for everyone.”

We are a mission-driven company — we live our

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HMS’ Population Health Management

Bringing together robust risk analytics, behavioral science-based health engagement, and customizable care management to lower costs, improve outcomes and enhance the consumer experience

- **Elli**
  - A risk intelligence solution that delivers population analytics and individual member profiles to enable proactive care management resulting in lower costs and better consumer health.
  - We help clients understand the health of their entire population and provide customize approaches to individual member care that will reduce costs and keep people healthy.
  - Our advanced analytics and modeling techniques identify specific population cohorts and help prevent avoidable costs for by providing prescriptive insights to care management teams.
  - Through AI and machine learning, clients have real-time access to data to understand current and rising member risks and identify cost reduction and cost avoidance opportunities.

- **Eliza**
  - A set of health engagement solutions that drives consumer activation to reduce healthcare costs, improve outcomes and enhance consumer experience.
  - We customize messages, channels, timing and other elements so that consumers receive information that is relevant to them to a more positive experience.
  - Behavioral science, technology, demographics and third-party data are deployed to reach, inform, remind and persuade consumers to take action on their health.
  - The ability to influence behavior and motivate action is the key to transformative long-term management of cost and quality outcomes – we analyze a variety of data and apply behavioral models that help uncover root causes of human behavior.

- **Essette**
  - A modular care management platform offering utilization management, case management and population health solutions that help reduce care delivery costs and support evidence-based best practices.
  - We customize our care management platform to your plan and your members for easy adoption.
  - Implementation is efficient yet comprehensive. Your care managers will have a superior user experience.
  - Our care management platform is driven by a comprehensive data set and real-time, AI-driven analytics to help you focus care on the members most in need.
HMS’ Eliza Consumer Health Engagement

Purpose built for healthcare.

Unique member engagement solutions are designed by health engagement experts using behavioral science methods to maximize member activation and outcomes.

- Eliza’s health engagement programs are pre-built, customizable, and continuously updated with insights gained from conducting more than 3.9 billion outreach attempts and further refined with insight from more than 23 billion data points gathered over two decades.
HMS’ Eliza can help...

- Broaden consumer reach for urgent and ongoing health communications
- Support consumer onboarding in Medicare, Medicaid, marketplace and employer-sponsored health plans
- Provide emotional support check-ins on members during this difficult time

We have a well positioned suite of capabilities and communication best practices allowing for streamlined, multi-channel engagement targeted populations.

Our Emergency Response/Rapid Messaging solutions employ IVR and SMS messages which can be updated with evolving communication needs and can be utilized in various emergency scenarios such as COVID-19.

Our Contact Tracing solution delivers ongoing notification and assessment programs for individuals who have been in close contact with positive COVID-19 cases.
HMS’ Eliza COVID-19 Outreach Program Overview

Most outreach programs are installed in 2-5 days, completed in 1-2 weeks

Targeted more than 10 million consumers

Reached 70% with direct connection or messaging

Direct interaction with 35-40% of members

Outreach programs carried out from March to May 2020 experienced significantly higher reach rates when compared to 2019 benchmarks.
## Benefits & Impacts During the COVID-19 Pandemic

- **Consumers welcome and want outreaches**: 87% of consumers reached consented to take the phone call and stayed on the line for the message.
- **Overwhelmingly positive responses**: 85% of consumers reached say they found the outreach helpful.
- **Of those without prior consent**: 60% of consumers consented to receiving email messages and continued outreach.
- **Engaging consumers with plan resources**: 60% of consumers who were identified as needing support consented to transfer to customer service for appointment scheduling or care management for care coordination.

- **30% of consumers** consented to receiving SMS text messages and continued outreach.
Ensuring Consumers Have Essential Information

› Communicate the importance of staying healthy
› Manage and mitigate risk for vulnerable populations
› Inform individuals about how and when to access care
› Provide information on changes to healthcare operations
› Address mental and physical health effects of social isolation
› Drive awareness, understanding and utilization of telehealth
› Encourage mail-order prescription delivery to visits to pharmacies
› Increase health literacy across populations with culturally-adapted content
Meeting the Critical Need to Continue Outreach

Key Eliza programs to support continued health and safety of populations

- Welcome & Onboarding
- Chronic Condition Management
- Medication Adherence
- Well-Baby & Well-Child
- Gap Closure
- Health Outcomes & Customer Experience Surveys
- Flu Education
- Immunization Reminders
- Prenatal & Postpartum
- Retention
Consumer Health Engagement Essentials

Timely
- Plans and Providers need to be nimble and decisive in crisis communications

Personalized & Relevant
- Ensure messaging addresses specific areas and problems
- Leverage behavioral-science models to ensure consumer impact

Multichannel & Multi-Touch programs
- Use channels that are preferred and effective
  - A combination of Phone and SMS/Text outreach is important to the Medicaid population
  - Email outreach is more often preferred by Medicare recipients

Avoid Unnecessary Abrasion
- Recognize the need to provide reminders for key information
- Limit general updates during crisis periods that consume beneficiaries share of mind

Follow Up
- More often than not, problems exacerbate when crises start to die down
**Overview**

- **Enacted in 1991 with a primary focus of requiring consent for pre-recorded and autodialed telemarketing calls**
- **FCC-issued regulations and multiple administrative orders implementing the TCPA**
- **Created a 2015 healthcare exception:**
  - Certain healthcare calls to mobile phones do not require consent
  - Only calls by or on behalf of a *healthcare provider (or covered entity or BAA)* that are *exigent* and made for a *health care treatment purpose* fall within the safe harbor
  - Callers must adhere to strict technical requirements, and the call must be *free to the recipient*
- **The TCPA includes a private right of action with statutory damages**
**Telephone Consumer Protection Act (TCPA)**

On March 20th, the FCC declared COVID-19 an “emergency” exempting some calls and text messages from the TCPA

- Applies to healthcare entities and government officials only
- Applies to COVID-19 related messages only

**FCC COVID Emergency Order**

- **Enabled outreach to more than 10 million Americans**
  - COVID-19 education and resource sharing
  - Notification of benefit enhancements and extensions, including telehealth benefits, and behavioral/mental health resource referrals
  - Prescription refill authorization extensions, mail order instructions, etc.

- **85% of Medicaid and Medicare enrollees asked found Eliza’s outreach calls and messages to be valuable**

- **90% of consumers continue listening or engaging with the outreach**

- **Less than 2% of people opt out of communications**
Recommendations

Make permanent and meaningful TCPA healthcare exceptions

- Disaster driven declarations are not sufficient
- Requires advanced knowledge
- Limits preventative and preparedness benefits
- Does not accommodate smaller, more localized emergencies

Ensure education and outreach to government-sponsored programs

- Parity among fee-for-service and managed populations
- Financial and best practice support