A Two-Venue Approach to Self-Management
Agenda

- Canary Health overview
  Neal Kaufman
- Better Choice Better Health—digital CDSMP
  Katy Plant
- Models for implementation
  Neal Kaufman
- Views from the field
  - Health Trust
    Paul Hepfer
  - Combining In Person with Digital
    Katy
- Questions
  All
Vision and Mission

“Self-management relates to the tasks that an individual must undertake to live well with one or more chronic conditions. These tasks include gaining confidence to deal with medical management, role management, and emotional management.”

1st Annual Crossing the Quality Chasm Summit

“Working with Canary Health, we can help individuals improve their self-management skills, develop healthier behaviors and improve their health.”

Canary Health Client

Empower Self-Management

Prevent Chronic Disease Progression

Bend the Cost Curve
Canary Health Approach

- Partner with non-digital providers to offer choice
- Nationwide network of peer facilitators and professional coaches
- Experts on recruitment & engagement using narrative science
- Proactively align with advocacy organizations
Evidence-based proven digital health self-management interventions
Canary Health Insights

Directing health in one’s life story is critical to health improvement.

Most with chronic conditions don’t direct their health.

Stories of others who changed their narrative arc resonate and are powerful.

Successful self-management leads to owning the direction of one’s health and one’s life.
Three Decades of Research from Stanford University

Better Choices, Better Health was developed by Stanford Patient Education Research Center.

Used by more than 14,000 individuals over more than ten years; proven effective to help individuals who are Living with Chronic Conditions.
Interactive Six Week Workshop

Evidence-based protocol drives an engaging multi-dimensional user experience.

WEEKLY TOPICS

Guided Lessons

Action Planning

Moderated Discussions (Weeks 2-6)

Repeats for 6 weeks
Workshop addresses key behaviors not addressed in traditional programs

### Workshop Topics

#### Foundational
- Self-Management Principles
- Goal Setting / Action Planning
- Relaxation
- Pain Management
- Problem Solving

#### Supporting
- Difficult Emotions
- Physical Activity
- Weight Management
- Fatigue Management
- Sleeping Well
- Communication
- Medications
- Evaluating Treatment Plans
- Depression
- Working with Healthcare Team
Our country’s healthcare crisis is not only in our health, but in how we pay for our healthcare. As a union we decided to do something about it. Together with our healthcare provider, we offered our union members workshops developed at Stanford University.

BCBH Graduate

The workshop has made me focus more daily on my diabetes, made me more aware of eating the right foods and that exercising, even if only a little at the time, helps to regulate my numbers. My glucose numbers have steadily improved over the weeks of the workshop.

• Improves diabetes control (lower A1C by 1.27%)
• Improves depression similar to meds
• Significantly reduces pain

Union Employer Group Partnering with Health Plan to offer BCBH to Union Members

• Increases days of normal activities (9 days)
• Reduces physician visits (1 visit)
• Reduces ER visits (0.25 visits)
• Reduces nights in hospital (0.65 nights)
1,229 person study conducted with Anthem. Two peer-reviewed articles

1. Decreased A1C 0.93% at 6 months and 1.27% at 12 months (For those A1C≥9% at study start)
2. Improved Depression Symptoms
3. Decreased Frequent Hypoglycemic Symptoms
4. Improved Medication Adherence
5. Increased Exercise 43 minutes Per Week
Better Choices, Better Health

Product Demo
Why online works

- Faithful to CDSMP model and implementation
- Available 24/7/365
- Level of discussion / engagement online
- Attractive to individuals who don’t like to join in-person groups
- Access can be independent of seasons
- Comfortable for diversity of people because anonymous
- Easier to implement by host organization
- Hassle free administration
- Utilization and engagement data for analysis
Implementation models and considerations

• Independent organizations as providers of services
• Non-profit organization supporting CBOs in variety of ways
• Statewide coordinating/contracting organization
• State Department of Health
  • Convener of stakeholders
  • Funders of programs
  • Liaison to State workforce as participants
• Outreach to health plans & providers as payers
• Manager of entire system
Functions needed to facilitate implementation at scale

- Contracting with payers, employers, healthcare providers
- Choosing and contracting with vendors of services
- Providing outreach and enrollment services to participants
- Monitoring fidelity to evidence-based protocols
- Providing quality assurance activities, etc.
View from the Field

Paul Hepfer
Vice President of Programs
Health Trust
Offering BCBH as part of ACL funded opportunity Canary Health Role

• Canary Health provides access to BCBH website and all services needed to run online workshops
• Workshop administration
• Facilitators and mentors
• Harm protocol implementation
• Fulfillment of books
• Data collection and analysis
• Support for outreach and activation (20 hours included in price; additional hours @$125/hr)
• Access to alumni community at no extra charge
• Advocacy for policy change for future reimbursement
Offering BCBH as part of ACL funded opportunity
Partner Role

• Decide which BCBH(s) to offer (all approved by ACL)
  • BCBH (generic for mix of conditions – preferred approach)
  • BCBH - Diabetes
  • BCBH - Arthritis
• Recruits participants to program(s) with support from Canary Health
• Participate in grantee webinars and other mutual support activities
• Report results to ACL, Canary Health and to other grantees
• Work to assure sustainability in partnership with Canary Health and other grantees
Offering BCBH as part of ACL funded opportunity Logistics

• Include Canary Health as subcontractor in ACL proposal
• Contract with Canary Health for BCBH
• Minimum per program of 300 participants over 2 years
• Price set per participant based on committed volume
  • 300-500 = $275/participant
  • >500-999 = $250/participant
  • >1000 = $225/participant
• No set up fee
• Total cost per participant to ACL set by partner with no limit
Opportunities

Department of Health and Human Services
Administration for Community Living
Administration on Aging
HHS-2016-ACL-AOA-CS-0128

Empowering Older Adults and Adults with Disabilities through Chronic Disease Self-Management Education Programs Financed Solely by 2017 Prevention and Public Health Funds (PPHF-2017)

Application Due Date: 05/12/2017

https://www.grants.gov/web/grants/view-opportunity.html?oppId=290899

Cost Share Opportunity to offer Better Choices Better Health to people with Arthritis. Funded by CDC and Arthritis Foundation
Project Close Date: 09/30/2017

Email: kplant@canaryhealth.com
Opportunity Summary

• Offer Better Choice Better Health (Stanford’s online CDSME) in response to ACL’s funding opportunity

• Offer services only online or provide both online and in-person programs

• Partner with Canary Health and NCOA

• Create source of revenue to cover expenses and create sustainable model
Thank you

Neal Kaufman, MD, MPH
Founder and Chief Medical Officer
nkaufman@canaryhealth.com

Katy Plant, MPH
Self-Management Services Director
kplant@canaryhealth.com