ONLINE CHRONIC DISEASE SELF-MANAGEMENT PROGRAM
BETTER CHOICES BETTER HEALTH™
INTRODUCTION FOR ACL OPPORTUNITY

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Neal Kaufman, Chief Medical Officer
nkaufman@canaryhealth.com

Katy Plant, Self-Management Services Director
kplant@canaryhealth.com
Empower people to self-manage to have the health they need for the life they want.

Arrest chronic disease progression and bend the cost curve

“There are so many elements I really enjoy.. the meditations and visualizations definitely keeps me more aware of my sleep, my moods and my focus, of myself in general!”

Stress Care - Diana

“I would highly recommend the VLM program… the program will benefit you, family and friends for a lifetime.”

VLM – Steven

“Working with other workshop members is great in that you realize that other people have problems too, and as a collective we can help each other.”

BCBH – Marta
Reputation among clinical leaders

- Working with leading organizations embracing new strategies with digital health self-management.
World-class evidence based engaging health self-management platform
Lifestyle Management

Consumers set and achieve goals to eat healthy, get moving, and lose weight.

**Virtual Lifestyle Management™**
- Launched 2006. Partnership with University of Pittsburgh
- Faithful adaptation of Diabetes Prevention Program (DPP).
- Recognized by the CDC.
- Winner of 2014 Digital Health Award.

**Year-Long Experience**
- Digital lifestyle change and weight loss
- 16-Week Self-Paced lessons. The 8 monthly lessons
- Dynamic behavioral goal-setting, planning, and tracking
- Action planning and progress monitoring
- Mobile app and device tracking.
- Personal coaching, secure messaging
- Group dynamic through moderated monthly chats
- Alumni portal
Stanford’s Chronic Disease Self-Management Program (CDSMP)
An Evidence-Based Patient Activation Program
Condition Self-Management

Consumers gain self-confidence to control symptoms better manage health, and lead fuller lives.

Better Choices, Better Health™

- Recognized by HHS: *The Gold Standard in Behavior Change*
- Developed by Stanford University; more than 3 decades of research and refinement

Six-Week Workshop

- Condition Self-Management
- Peer Groups of 25-30
- Peer Facilitators
- No “Real-Time” Participation Required (2-3 hours/week)
- Weekly Lessons
- Group Discussion Boards
- Personal Action Planning
- Alumni Community
WORKSHOP OVERVIEW: KEY BEHAVIORS

- Managing symptoms
- Dealing with difficult emotions (frustration, anger)
- Improving communication (family, friends, doctors)
- Relaxation techniques
- Tips for eating well
- Medication "how to's"
- Effective problem-solving
- Setting weekly goals
## Workshop Overview

<table>
<thead>
<tr>
<th>Topics</th>
<th>Session 1</th>
<th>Session 2</th>
<th>Session 3</th>
<th>Session 4</th>
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<td>Overview of self-management and long-term health conditions</td>
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<td>Difficult emotions</td>
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<td>Using your mind to manage symptoms/stress</td>
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<td>Relationships with family</td>
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<td>Working with your health care team</td>
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<td>Future plans</td>
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Welcome to Session 4 of 6

Learning Center
This week’s session:
- Welcome to Session 4!
- Action Plan Summary Session 3
- Healthy Eating Basics
- Cholesterol and Food
- Future Plans for Healthcare
- Communication With Friends and Family
- Make Session 4 Action Plan

Start session 4
Review session 3

Discussion Center
- Action Planning New!
- Celebrations New!
- Difficult Emotions
- Problem Solving

My Tools
- Action Plans
- Fitness Zone
- Goals
- Journal
- Health Profile
- Relaxation Zone

Things To Do In This Session
- Complete Session 4 in the Learning Center.
- Visit the Discussion Center at least 3 times to make suggestions to other participants and to read suggestions for your topics.
- Visit the Post Office at least 1 time this week to read or send new messages.
  And don't forget to complete the following tasks on your own (click the box to mark as done):
  - Complete your Action Plan!
  - Practice your self-management skills in My Tools!
- This week’s reading (optional): Chapters 10, 12 and 13 in Living a Healthy Life with Chronic Conditions
BCBH Demo Session 1 of 6
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
<table>
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<tr>
<th>BCBH™ OUTCOMES (6 MONTHS AND 12 MONTHS)</th>
<th>England (1) (N=440)</th>
<th>Australia (2) (N=194)</th>
<th>Stanford Study (N=780)</th>
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<tr>
<td>Improved self-efficacy</td>
<td>Yes</td>
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<td>Improved role function</td>
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<td>Reduced health distress</td>
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<td>Reduced fatigue</td>
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<td>Reduced pain</td>
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<td>Increased aerobic exercise</td>
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<td>Reduced shortness of breath</td>
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<td>Improved stress management</td>
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<td>Improved medication adherence</td>
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<td>Reduced days lost to normal activities</td>
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<td>Reduced physician visits</td>
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<td>No</td>
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<tr>
<td>Reduced ER visits</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<td>Improved communication with physician</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
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* 6 months and not 1 year
(2) Lorig, et al, Health Education and Behavior; DOI: 10.1177/109019811243696
3)Lorig, et al, Medical Care (2006) 4, 964-971
CHRONIC DISEASES AND CONDITIONS (ALPHABETICAL ORDER)
IMPROVED BY BCBH™ SELF-MANAGEMENT PROGRAM

› Arthritis
› Asthma
› Cancer
› Chronic fatigue syndrome
› COPD
› Depression / mental health
› Diabetes (type 1 & type 2)
› Hyperlipidemia
› Hypertension
› Ischemic heart disease
› Multiple sclerosis
› Musculoskeletal (e.g., low back pain, joint pain)
› Sleep apnea
For participants with A1C>7% at baseline, achieved clinically relevant decrease of 0.5% at 6 and 12 months

- Improved self-efficacy
- Improved patient activation (PAM)

- 30% depressed at baseline as measured by PHQ-9
  - 47% of depressed patients had a clinical significant change in depression (effect size 0.34)

- Coming in 2016 more results to be published for an Anthem trial of 1,100 members with diabetes

(data from published RCT of Better Choices, Better Health – Diabetes: Diabetes Care Volume 33, Number 6, June 2010)
Overall Satisfaction: 4.6 out of 5

What did you learn that you will continue to use?
- Action Planning/Goal Setting
- Relaxation Techniques
- Communication Skills
- Exercise Tracking

What did you like best?
- Shared Experience with Others
- Workshop Timing
- Giving and Receiving Help and Support via Discussion Boards
- Goal Setting/Action Planning
- Weekly Lesson

“I like the informal nature and self-paced aspect. We all have crazy lives but I think this was easy to do.”

“I liked everything but what I like most is the communication between facilitators and other participants. Now I know I’m not alone on this ‘highway’.”

... Working with other workshop members is great in that you realize that other people have problems too, and as a collective we can help each other.”
OPPORTUNITY

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
Application Due Date: 04/06/2016
△ 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 NCOA and Canary Health

△ Create source of revenue to cover expenses and create sustainable model
OFFERING BCBH AS PART OF ACL FUNDED OPPORTUNITY: CANARY HEALTH

- Canary Health provides access to BCBH website and all services needed to run online workshops
- Workshop administration
- Facilitators, mentors and super-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

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OFFERING BCBH AS PART OF ACL FUNDED OPPORTUNITY: PARTNER

- Decide which BCBH(s) to offer
- BCBH
- BCBH - Diabetes
- BCBH - Arthritis
- Recruits participants to program(s) with support from Canary Health
- Participate in at least quarterly 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
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
› Independent organizations as grantees and providers of services
› Statewide coordinating/contracting body supporting CBOs
› Non-profit organization supporting CBOs in variety of ways
› 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.