

EVERNORTHSM



HEALTH CONNECT 360SM

BATTLECARD

Summaries/comparisons of competitor products



HEALTH CONNECT 360SM

Battlecard Outline

SNAPSHOTS:

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* Navigator product

Accolade Highlights

- Accolade on the whole is very similar in it's offerings as compared to Health Connect 360, offering a "suite of solutions that connect a wide array of personal health programs for effective health and benefits"
- Their Total Health and Benefits Product provides customer service, navigation, utilization management, chronic condition and case management services for medical and behavioral needs.
- Additionally includes: Health Benefit Navigation Support ("Total Benefits")
 - Answering general health and benefits questions, claims questions, HR questions (including 401K etc.)
 - Note that this navigation service does not replace customer service, and is intended to complement a carrier's overall program
- A general reference is made to performance guarantees and client ROIs on their B-to-C website, however specifics are unknown/proprietary
- 1.5 million users on their platform, employee base 900+: health assistants, nurses, clinicians, pharmacists, benefit specialist, social workers, support staff
- Integrates with any health/wellness tool, program, or service
- Pricing:
 - Total Benefits, \$4-5 PEPM – Includes single unified health and benefits experience, member portal/app, messaging with clinicians, benefit navigation. 30-40% Engagement
 - Total Care, \$6-9 PEPM – Includes multi-channel access to live health assistants and nurses, light data integration, telephonic connection, appointment scheduling, cost transparency. 30-40% Engagement.
 - Total Health and Benefits, \$22-28 PEPM – Full population health benefits support, claim resolution, case management, disease management, multi channel access to live health assistants and nurses, full data integration (and all benefits from products 1 & 2). 70% Engagement

Website URL: [Personalized Advocacy & Employee Benefits | Accolade](#)

Value Prop/ Differentiators

- Consumer app available. "Accolade, Inc." (available in the Play Store)
- App is the navigator to patient resources, whereas in Health Connect, the Population Health Managers serve as the navigator
- Member-facing platform allows patients to view all of their benefits, help with enrollment, and even pay their bills. Health Connect is more about outreaches and biometric data, so in come ways Accolade could be considered complementary to Health Connect
- NCQA Accredited
- Dedicated care team (with a "Trusted Advisor) enables patients to speak with the *same* support staff each time, adding personalization. In Health Connect, TRC Pharmacists are not dedicated to a patient for further outreaches
- Engagement of the entire population (not just more sick), and interact with them BEFORE they seek care.
- "[Accolade] dramatically improves the experience, outcomes, and cost of healthcare for employers, health plans, and members by engaging everyone early and often, getting people the right care at the right time, and providing continuity of care as the individual transitions across their customer journey and different care settings by overseeing their experience"
- Net Promotor Score of 70+



ALTRUISTA HEALTH

Altruista Highlights

- Includes technology platform “Guiding Care”, which serves as communication between providers, pharmacists, and care teams
- Serves Medicaid, Medicare, and Commercial populations
- Provides a collaborative, data-driven, patient-centered approach to care and population health
- The Altruista B-to-C website does not provide any references to engagement scores or external data integration
- No reference to performance guarantees, patient metrics, or ROI savings for clients
- Robust reporting available directly from their web based user interface
- Includes API connectivity
- Consumer app available
- One of the first competitors to offer the inclusion of Social Determinants of Health into their platform. “Social determinants of health management integrated directly with the careplan, providing real time access to social services search-and-referral tools”
- “All customers [their clients] are invited to join a customer advisory board [for feedback from users], which meets virtually each quarter and annually in person”

Website URL: [GuidingCare](#) | [Care Management Platform](#) | [Altruista Health](#)

Value Prop/ Differentiators

- Specific attention to care transitions, social service coordination long-term care services, and appeals/grievances
- Consumer app is a main differentiator – “Altruista Health Impact – 2020” (Available in Play Store)
- API connectivity
- Customer Success Officer – “Altruista builds strong relationships and keeps the communication following as the only company in our space that has a Customer Success Officer”
- Their “Guiding Care” platform offers robust reporting and outcomes for users, directly from the tool, as well as ad hoc capabilities (essentially as if Trend-Central type capabilities were available from the Care Insights Hub). “The Reporting & Business Intelligence module provides an easy to use, web based user interface, offering more than 50 standard reports.



CASTLIGHT HEALTH

Castlight Highlights

- Castlight combined capabilities with Jiff in April 2017 to form one company
 - Jiff brought with it a mobile-first user wellness experience and a large system of health partnerships.
- Castlight's health navigation platform now includes 3 modular components:
 - 1) Wellbeing, a suite of digital health and wellness solutions to increase participation and change behavior
 - 2) Engagement Hub, with applications to target specific diseases or employees; and
 - 3) Care Guidance, a virtual assistant used for personalized, targeted outreach.
- Castlight does not provide clinical support; however it connects with partners that have clinical interventions, such as Teladoc Health and Quantum.
- The Castlight Ecosystem can connect with nearly any vendor an employer uses and offers a single contract and a single point of contact.
 - The continuously learning Castlight Genius engine is the other main component of the Castlight platform. It collects data from various sources including sharing data back and forth with the vendors, and guides them to the best resources available to them.
- **Pricing** for the Castlight platform depends on how many modules are used, the number of vendors selected, and whether Castlight has already incorporated the employer's vendors into their ecosystem. Implementation costs are charged and then a per employee per month (PEPM) amount is charged. When all three modules are selected, the PEPM can range from \$4.00 to \$6.00 PEPM. Wellbeing only runs \$2.00 - \$2.50 PEPM. There is a minimum PEPM total of \$150,000 per year. Standard performance guarantees are also offered.

[Website URL: Castlight Health - Health Navigation Platform](#)

Value Prop/ Differentiators

- Biggest value add is Castlight Ecosystem – simplifies for employers, pulls all value-added offerings into one seamless platform and one contract
- Currently connects with one thousand+ health vendors, benefits resources and plan designs
- Can integrate with any vendor that employer is already working with
- Gets data from various sources in real-time; builds personalized user profile that evolves over time
- Reaches out with best available channel for the message and engages each employee with personalized campaigns

Evive Highlights

- The key health benefit of Evive is *MyEvive*, a web/mobile based portal that pulls health, wealth and work/life benefits into a single sign on hub.
- The platform creates profiles for each user and adjusts the topic, depth and frequency of communications as it learns more about the user.
- **Pricing** varies according to the solutions selected, the number of vendors and whether the selected vendors are already in the Evive system.
- Guarantees are reportedly offered for up to 15% of the annual cost.
- Evive includes hot links to the employer's vendors for clinical support services.
- It does offer a "bite-sized" digital health coaching Evive program.
- Evive uses three delivery modes for its platforms:
 1. a web portal/app
 2. a platform which can work inside an employer's existing system
 3. a paper based communication platform.
- For client support, Evive notes robust teams including Technology, Strategy and Customer- Focused.

[Website URL: Home | Evive \(goevive.com\)](#)

Value Prop/ Differentiators

- The Evive benefits ecosystem – "The community and interaction of health, wealth, and work/life programs that make up a benefits environment."
- Provides single hub for employee benefits ecosystem
- Includes pulse surveys to learn more about the employee
- "We live at the intersection of 4 data sources, Rx, medical, work life and participant data. We use that to analyze and create the hierarchy or the positioning. We position how and what programs should be offered to the person, the depth and frequency."
- A benefits home with diverse data that paints a picture, has evolving profiles, personalized messaging and a feedback loop
- Includes Benefit Value Survey, which is a unique feature for Evive.
- Unique approach to challenges – users can add buddies (anyone inside the system)
- Can digitalize information and make it searchable by key words
- Give everyone a 360 degree view - exchange the data back and forth with vendors

Grand Rounds Highlights

- Offering enhanced navigation, member services, concierge support for claims, benefits, and education on providers, expert medical opinion.
- Total Population solution with dedicated care and customer service teams
- Physician led clinical teams including nurses & case managers
- Advanced capabilities in matching customers to providers, using customer care needs and personal reference
- Includes online, phone, digital experiences, mobile app, and chat features
- Partners with UBER for appointment transportation
- Does not provide UM, CM, or DM Services – Those remain with the insurance carrier
- 4.5M customers
- Pricing:
 - Unknown/proprietary
 - Reports an average of \$8k savings per case

Website URL: <https://grandrounds.com/>

Value Prop/ Differentiators

- NPS – 77
- High-touch experiences, supports clinical needs and navigation and “one stop shop” (high touch and high tech)
- “Premium Navigation Model”: Care Coordination including navigation to in network providers and other vendors offered by client. Includes RN Clinicians, Care Advocates for billing inquiries, member facing activities, disease management, case management, clinical navigation, support, education, expert medical opinion, & treatment decision support
- Member app available: “Grand Rounds Health” – Available on the Play Store



Health Care Blue Book Highlights

- Savings-focused solutions for plans and members
- Their digital platform enables members to search for affordable providers, compare providers, and search for procedures
- Could be considered complementary to Health Connect, as this solution is targeted towards access to care and savings, as opposed to clinical outcomes

Website URL: <https://www.healthcarebluebook.com/explore-quality-navigation/>

Value Prop/ Differentiators

- “One simple solution helps you improve employee well-being and lower costs for everyone”
- Green-Yellow-Red color coding within their provider search features
- “Save an average of \$1,500 each time an employee uses Bluebook”
- The tool includes an “analytics dashboard” that provides reporting on movement from high cost to high value providers



Optum Highlights

Value Prop/ Differentiators

- OptumRx leverages their reporting, adjudication, and clinical platform to pull together disparate data to manage overall pharmacy costs.
- The company's main PBM products are their RxClaim and "Intelligence Engine" platforms. OptumRx also leverages RxTrack, a web-based portal that provides a suite of parameter driven reports. These reports include details around membership, products, prescribers, and other data points.
- While Optum also offers a web-based population health management tool (comparable to Express Alliance), this product is not offered for PBM clients, members, or caregivers – nor is it marketed towards them.
- The product, Optum Care Coordination Platform, is marketed and sold directly to hospitals and other providers so that they can assess the health and needs of their population.

Website URL: [Healthcare Data and Analytics \(optum.com\)](https://www.optum.com)

HealthBI relationship (for Medicare Advantage members only):

- HealthBI's flagship point-of-care platform aggregates data from a comprehensive collection of sources— including health plans, care providers, pharmacies, health information exchanges (HIEs) and others. It is typically provided to physicians and clinicians by healthcare payers, provider networks and other entities that work with providers, and connects all care teams in a single virtual setting
- From this same shared platform, care team members can manage complex populations, identify members at high risk or in need of preventive measures, drill down into individual members' current healthcare activity and collaborate together on integrated care plans

RxTrack:

- A web-based portal for clients that offers customized and ad hoc reporting. The RxTrack portal provides management level reporting against a comprehensive data warehouse
- It provides "parameter driven" standard reports as well as advanced reports for the client. Through RxTrack Optum provides a wide array of reports and filters for the client:
 - Account management
 - Membership management
 - Product management
 - Pharmacy management
 - Prescriber management
 - Clinical management
 - On-demand reporting

Adherence Management:

- Optum offers a comprehensive approach to adherence management to assist customers in tackling the problem and expense of non-adherence, by addressing the following:
 - Identification of members who are at risk for non-adherence
 - New to therapy educational campaign on first fill
 - Adherence barrier assessment
 - Prescriber engagement
 - Medication and refill reminders
 - Multi-channel options to engage members
 - Quarterly outcomes reporting

Medication Adherence Program:

- *The Member Outreach option* features multi-channel engagement and focus specifically on diabetes (oral DM meds), hypertension (ACEI/ARB), and cholesterol (statins) through direct member intervention
- *The Member and Prescriber Outreach option* builds on the Member Outreach option by offering prescriber intervention and expanded focus on the following disease states: diabetes, hypertension, cholesterol, depression/mental health, respiratory, autoimmune, seizures, cardiovascular, osteoporosis, benign prostatic hyperplasia, transplant, Parkinson's disease, Alzheimer's disease, HIV/AIDs, and chemotherapy (select oral chemotherapy) medications



QUANTUM HEALTH *

Quantum Highlights

- “The Power of One” – One ID card, one phone number, one member portal, on dedicated team
- Care Coordination includes navigation advocacy, claims assist, member services, utilization management, disease management, & Case Management (medical & behavioral)
- “Intercept Model” – predictive modeling and provider engagement to identify patients 60x faster than traditional models
- “Healthcare Warriors” – Multidisciplinary team that supports customers, direct extension for future contact, and independent firm separate from the insurance carrier for unbiased and confidential services
- 1.1 million members and 200 clients, full range of client life count
- 1500+ Employees
- Partners with Teladoc Health and Omada, 2nd MD, Hinge, Lyra, Ginger
- Member app – “MyQHealth – Care Coordinators”, available on Play Store
- Pricing:
 - \$11.40-\$12.33 PMPM (year 3+) - Program Solutions and Costs, Care Coordination Fee (end-to-end care coordination incl. navigation, UM, disease, and case mgmt)
 - \$360 per case – Lifestyle Coaching (health, tobacco, maternity). Annual minimum fee of \$6k
 - \$0.25 PMPM – Executive Analytics (deeper insights to utilization or financial trends)
 - \$0.64 PEPM – Care Partner (Personalized health advocacy, navigation care coordination, support service. Annual minimum fee of \$10k
 - \$4,950 per case – Personalized Precision Oncology Medicine (Cancer treatment support). Annual minimum of \$20k

Website URL: [Quantum Health | Healthcare Needs an Intervention™ \(quantum-health.com\)](https://quantum-health.com)

Value Prop/ Differentiators

- Promote an increased ROI year over year, driving value and savings over time
- Multiple *types* of performance guarantees, including engagement PGs and Satisfaction PGs
- Dedicated care team enables patients to speak with the *same* support staff each time, adding personalization. In Health Connect, TRC Pharmacists are not dedicated to a patient for further outreaches
- NPS 74+
- Navigation landscape: Services are comprehensive and consumer-centric from an end to end perspective
- Navigation advocacy: Navigation, advocacy and claims assist support the model
- Complete care coordination: Full service in delivery from Navigation, Advocacy, claims assistance, member services, and all clinical services for customers and providers (UM, CM, Disease Management, Lifestyle Management)
- Consumer Healthcare Experts: Teams collaborate with providers and members, provide extensive clinical resources and navigation across the entire healthcare ecosystems
- Real-Time Intercept Model: Guidance when it matters the most. Claims they have a 60-day advantage to improve and lower healthcare costs to provide a better employee experience, sooner, faster and more predictable than traditional carriers.
- Provide Outcomes: Maximize the value of existing benefits, high member satisfaction, demonstrated year over year savings
- NCQA Accredited : Disease Management
- URAC Accreditation: Utilization Management and Case Management

RxAnte Highlights

- RxAnte services 9 million lives under MAPD, PDP, Medicaid, Commercial lines of business and at-risk providers.
- Online RxEffect platform uses predictive analytics on Rx claims, medical claims, eligibility and other client data to identify and prioritize members with opportunities to improve medication adherence and drug therapy outcomes.
- The platform includes a case management tool used by the health plan or provider and a custom report portal.
- “Nobody can do what we do. Our predictive models, algorithms and approach are the best in the industry,” and also highlighted the founder and CEO Josh Benner as a key opinion leader and an influencer of the CMS stars system.
- **Price:** The RxEffect workflow platform costs \$10,000 - \$30,000 per month depending on the population size.
- The company offers guarantees on performance to drive adherence improvement when it can manage the whole program, including interventions.
- Clinical support is offered for the triple weighted Medicare conditions, diabetes, hypertension and high cholesterol, as well as chronic heart failure, opioid abuse, COPD and asthma.
- RxAnte will work with interventions clients are already using or will bring in its own interventions, which may include its call center, IVR, digital therapeutics (just starting), and the workflow platform tool, which includes real-time monitoring of refills.
- RxAnte doesn’t measure engagement/activity level. It measures closing the gaps and the improvement of the adherence rate.

Website URL: RxAnte.com | [Get more from medicines.](#)

Value Prop/ Differentiators

- “RxAnte is the leader in medication performance improvement solutions for health plans”
- Ability to generate short term improvement; “nobody can do what we do – our predictive models, algorithms and approach are the best in the industry”
- Founder and CEO Josh Benner is a key opinion leader in medication adherence and “basically wrote how the CMS stars are determined”
- “Best in class IDR (Intelligent Document Recognition) solution”
- “High degree of accuracy on intervention side”

Rx Savings Highlights

- Primarily a solution to offer pricing transparency and offer:
 - Prescription savings opportunities
 - Savings Conversions
 - Reduce out of pocket costs for members
- Proactively informs members about cost-effective drug therapy choices, on the go.
- Overall, this offering could be considered complimentary to Health Connect, since our program is more geared towards clinical outcomes, where Rx Savings Solutions is more for financial help

Website URL:[Member Engagement](#) | [Rx Savings Solutions](#)

Value Prop/ Differentiators

- Cost-Savings for patients on the go... “ 1 in 3 engaged members switch to a lower-cost option”
- Personalized messaging based upon medication profile and savings, delivered through their preferred channel
- Data guides how and what they communicate to each patient... “No one knows the member’s pharmacy benefit better than our solution”

Vivify Summary

- Founded 2009
- Vivify offers an end-to-end software platform including back-end analytics and remote care engagement and management tools that seamlessly integrate with client's existing health information systems and workflows.
- The platform offers clinical services through a strategic partner network with which it communicates in real-time and exchanges data back and forth.
- Vivify offers four products, which include two main products:
 - Vivify Pathways + Home, where an integrated kit with a 4G tablet and wireless health devices are delivered to the patient's home
 - Vivify Pathways + Go, where remote patient care is offered through a patient's own devices.
- Vivify Health is now under contract with over 700 hospitals and also has a "lot of growth in health plans and employers."
- Vivify reports strong outcomes such as >95% patient daily adherence, >95% patient satisfaction and >98% hospital staff satisfaction.
- **Pricing:** varies:
 - \$1 PMPM for Vivify + Go using a patient's own device
 - \$100+ PMPM for the comprehensive service including kits, data plans, technical support, logistics services and 24x7 patient management.
 - Guarantees "haven't been necessary to this point," however Vivify is "looking into that."

[Website URL: Remote Patient Monitoring for Healthcare Providers | Vivify Health®](#)

Value Prop/ Differentiators

- First end-to-end digital health platform using consumer electronics integrated with EMRs
- Consistent leader with innovations, scaling digital health for care anywhere
- Founded in 2009 by very experienced management team with 20 years HIT experience
- Enables both predictive and encounter-based stratification
- Device and gateway agnostic architecture allows integration of new monitoring devices with speed and agility as new technology is introduced
- Real-time and bi-directional data exchange

Whole Person Health Highlights

- Member facing program provides suggestions to patients for overall health improvement for weight management, hypertension, diabetes, and mental health.
- Communications with patients via “Coaches” and dietitians and CDEs
- Members can print or email cards from their portal
- There is no client-facing hub for data integration
- Communication channel selection does not involve predictive analytics – standard email or mail outreaches for enrollment

Website URL: [Telehealth & Telemedicine Provider | Teladoc Health](#)

Value Prop/ Differentiators

- As a product from the remote monitoring vendor itself, it could be seen as a “one stop shop” for both the digital tool and comprehensive care coordination, particularly Livongo is now owned by Teladoc Health, and additional features and programs could be available from their parent company.