

Case Study:

MyndYou Helps Care Management Organization Expand Reach, Keep Seniors Healthy and Reduce Costs



Background

When an innovative care management organization was looking for new ways to reach seniors living at home, it found the perfect partner in MyndYou, a company that uses cutting-edge technology to expand reach, lower costs, and engage patients.

The Cosán Group works with payers and providers to deliver active, passive, and remote monitoring services, with an emphasis on preventative care and using technology to identify risk and intervene quickly. Like MyndYou, Cosán understands that advanced technology supports high-touch care management and delivery for seniors, helping them to thrive at home.

In addition to using remote technologies that passively collect vital signs and other health metrics, Cosán also provides call center services, with live care managers who actively monitor patients. In 2020, Cosán tapped MyndYou to extend its care management services using MyndYou's automated and scalable

virtual care assistant, MyEleanor, to extend care manager reach and the frequency of touchpoints, detect health changes and deteriorations, triage cases, and send reports with actionable information to close the loop and get patients the help they need in a timely manner.

MyEleanor sends immediate alerts when a serious event occurs—but what sets the HIPAA-compliant platform apart is that it can also detect some of the costliest episodes, including falls and medication nonadherence.

The AI-powered MyEleanor makes regular check-in calls with seniors to facilitate natural and meaningful conversations. It picks up not only on what seniors say but also on how they say it. And even seniors who aren't tech-savvy can use MyEleanor—it's as simple as picking up the phone and having a conversation.

Cosán tasked MyEleanor with four goals:



Identify potential health problems before they worsen in order to improve member outcomes, reduce preventable utilization, and lower costs.



Help clinicians and care managers be more efficient by triaging, prioritizing, and directing them to the patients who need them the most.



Enhance member experience and improve satisfaction scores, which are indicators of care quality.



Help clinicians find the joy in their work by creating more access to and insights about their patients, and having MyEleanor take on the burden of more routine screening questions.



Cosán also wanted a solution tailored to a specific high-risk cohort of seniors with chronic conditions—in this case, chronic obstructive pulmonary disease (COPD), cardiac issues, and diabetes. MyndYou’s expert clinicians, informed by the Cosán care team, created customized, evidence-based scripts with specific health screenings, including questions about patients’ medical conditions, medication adherence, at-home oxygen saturation testing, breathing exercises, and COVID-19 symptoms.

Actionable insights on rising- and high-risk patients

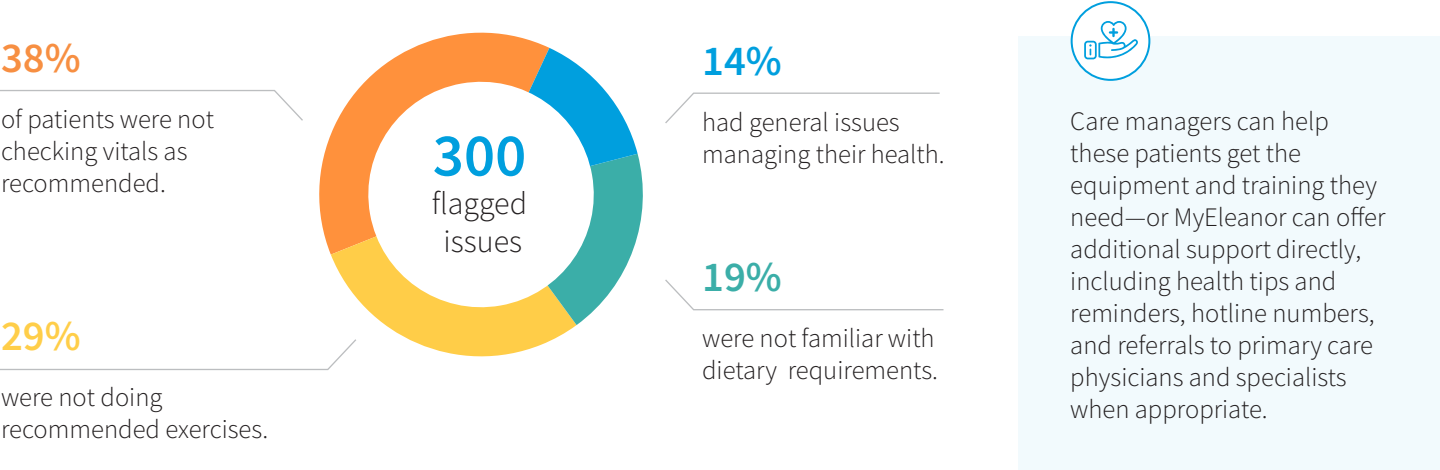
The MyEleanor platform triages patients, escalating urgent reports for immediate attention and sending daily reports that highlight high-risk patients. MyEleanor sent a report for about 8% of Cosán’s patients—those with three or more issues that Cosán had prioritized—for immediate review and intervention. On average, 35% of patients reported at least one flagged issue per week. One in four reported he or she was experiencing worsening shortness of breath.

Understanding at-risk populations and intervening quickly before small problems become large ones can help patients age safely in place and reduce the cost of care by reducing ED visits and hospitalizations.

“It’s preventative medicine at its best and mission-critical for any organization that strives to deliver value-based care,” says MyndYou CEO Ruth Poliakine Baruchi.

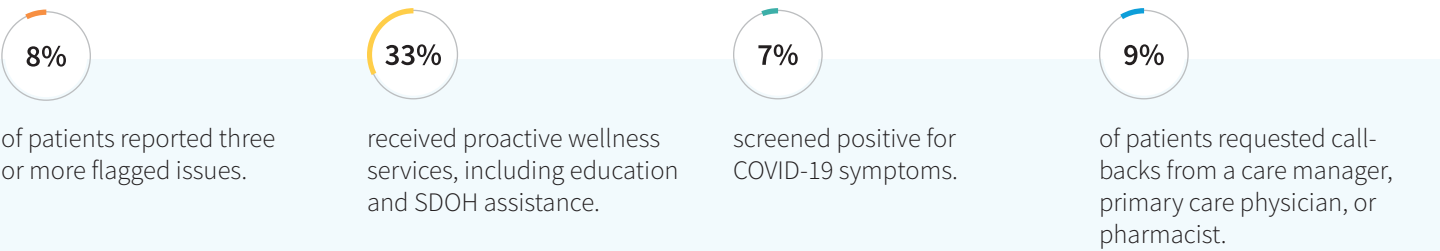
Clinicians and health plan care managers can also get deeper insights into their patient populations and their risk factors by asking additional questions of sample groups.

For example, out of 300 flagged issues, clinicians received the following actionable insights:



Actionable population data

On average, per week:





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MyndYou CEO

Efficiency gains help care managers focus on the right patients

MyEleanor is designed to expand member reach and increase touchpoints to maximize the productivity and effectiveness of care management teams. MyEleanor’s average weekly contact rate has approached 90%, well above industry standards.

Cosán’s care managers say MyEleanor helps them identify which patients need their attention right away: most (86%) use the data gathered by MyEleanor to update care notes and determine who needs a call-back. They also say MyEleanor helps them stay connected with patients between calls and, for those hard-to-reach patients, stay informed until they’re able to connect with them.

“Care managers could spend hours calling 100 people to identify the 10 who aren’t taking their medications properly,” says Mary Lea Habegger, MyndYou’s vice president of clinical services. “Or they can directly reach out to the 10 that Eleanor has flagged as noncompliant and work more closely and meaningfully with them.”

Engagement and Retention



of targeted patients enrolled in the Cosán program.



remained active after 24 weeks.



answered at least half of the calls.



participated in one or more calls.



participated in two or more calls.