

# HIMSS 21

Las Vegas

## *iChoose The Patient's Choice*

Elise Kohl-Grant, MBA

Session# 155

Venetian San Polo 3404,

Wednesday August 11, 2021



**IMSNY**  
INNOVATIVE  
MANAGEMENT SOLUTIONS  
NEW YORK





# *Welcome*



Elise Kohl-Grant, MBA  
Chief Information Officer  
Innovative Management Solutions [CBC and CBHS]

# *Conflict of Interest*

Elise Kohl-Grant, MBA

Has no real or apparent conflicts of interest to report.

# Agenda

- iChoose
- Mission and Vision
- Learning Objectives
- Market Research
- Survey Outcomes
- Covid-19 – Quick Shift
- Technologies Reaching Communities at Need
- Patient's voice

# Learning Objectives

1

Analyze the impact of incorporating market research surrounding consumerization

2

Evaluate the accessibility and feasibility of utilizing applications across the serious mental illness (SMI) populations in Medicaid

3

Illustrate how to develop a methodical approach to the selection and adoption of technology applications



**iChoose event**

Your vote matters

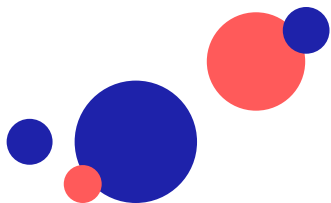
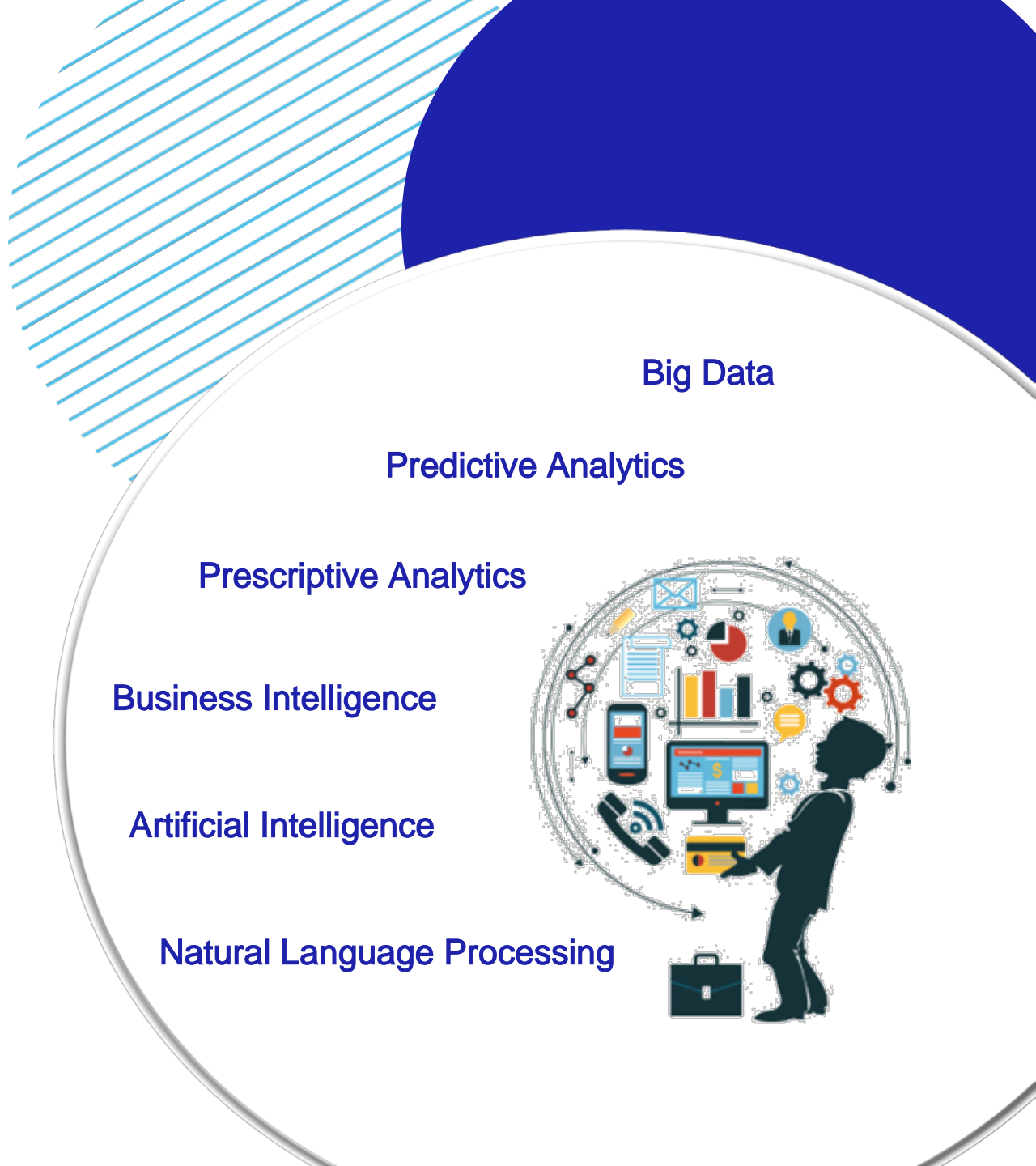
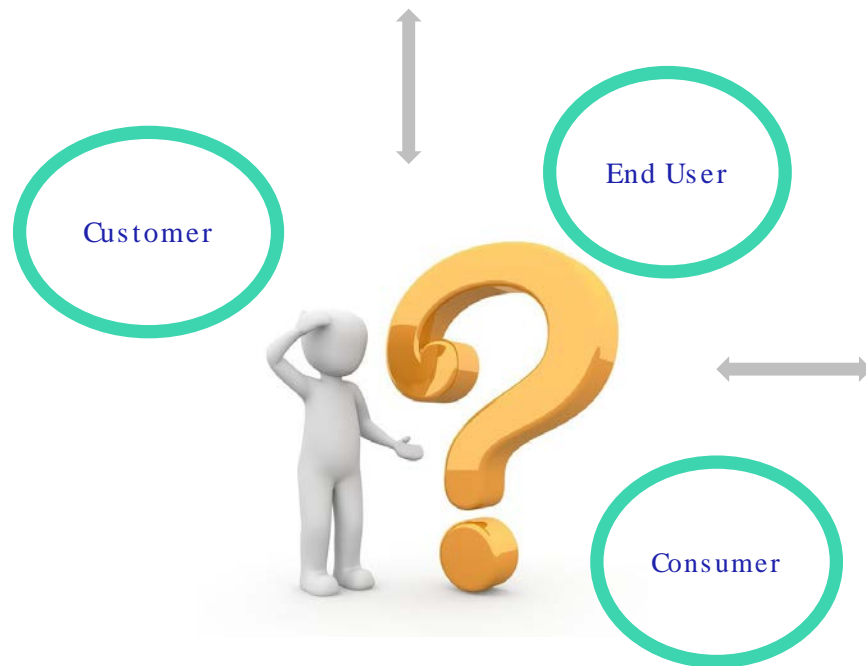
***“Bronx”***

**- NEW YORK -**

80+ Community  
Based Behavioral Health  
Organizations

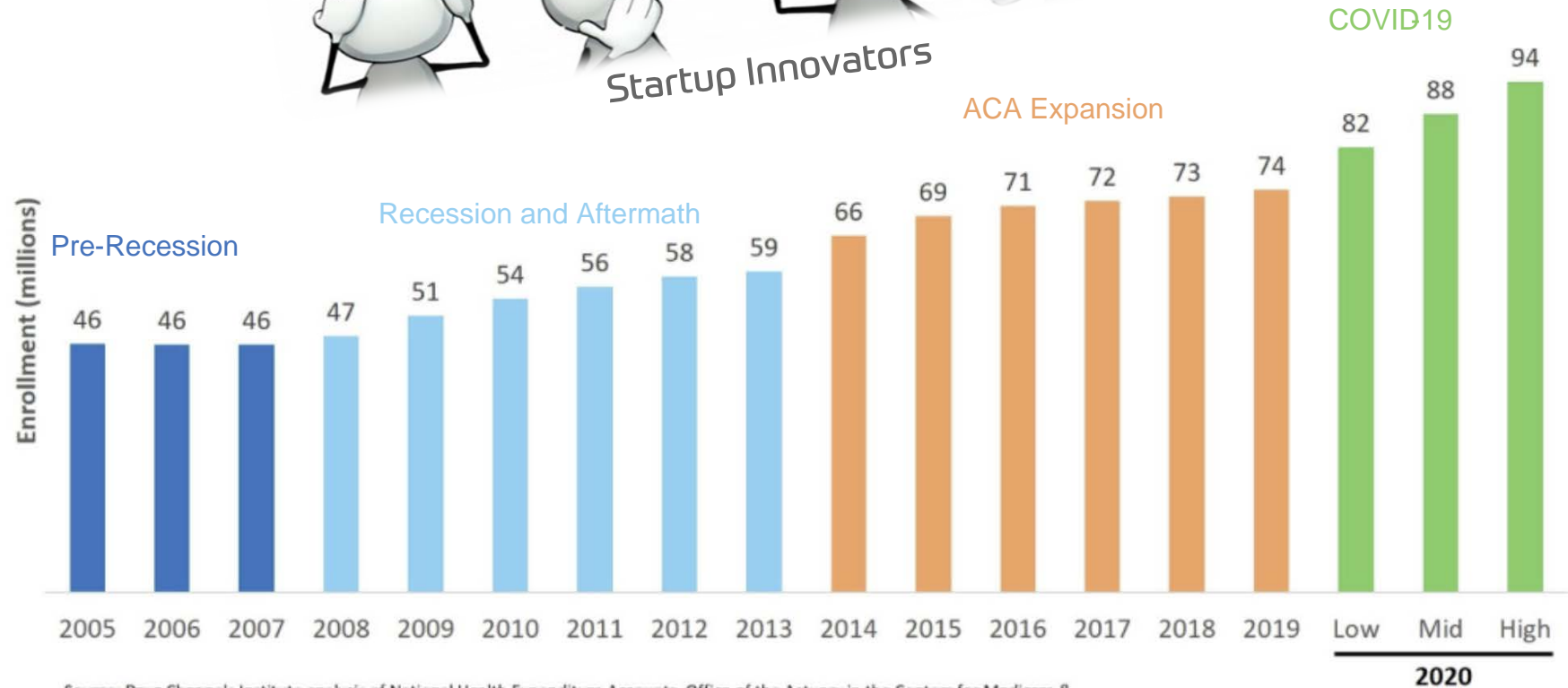
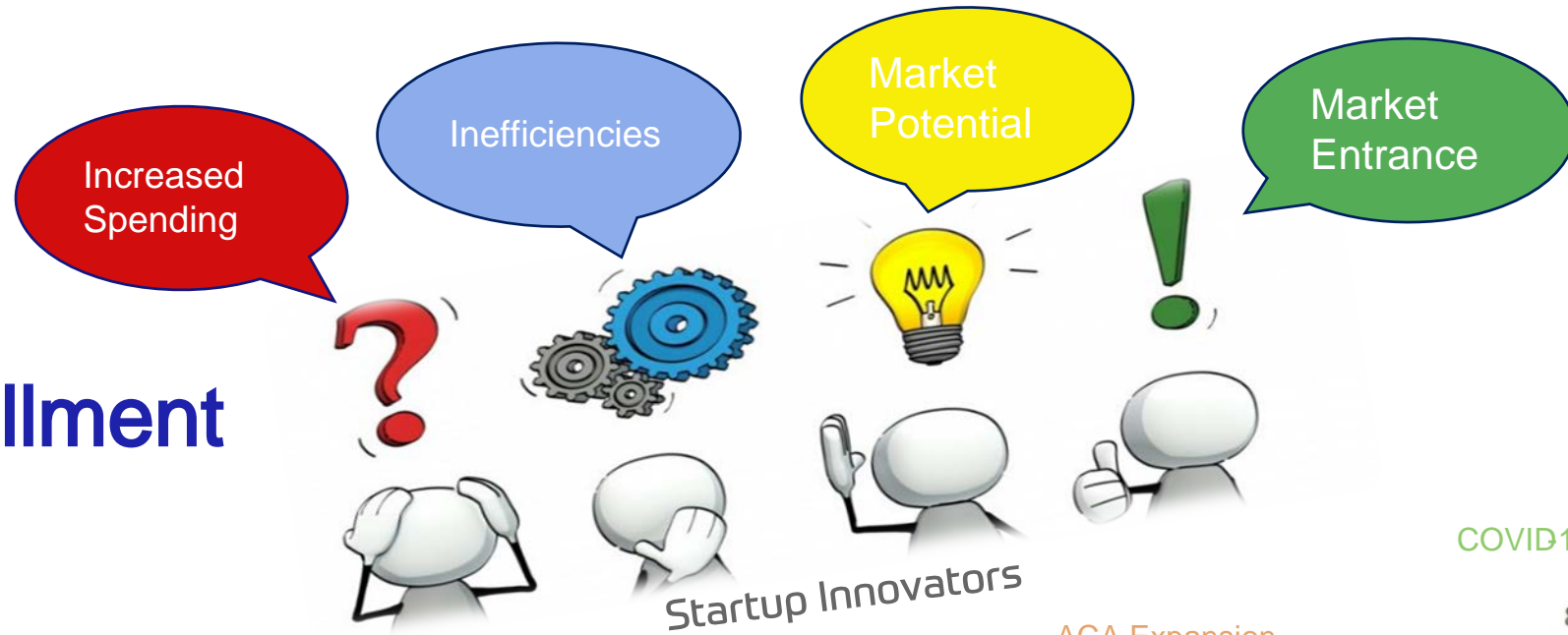
160K New York Medicaid  
Patients







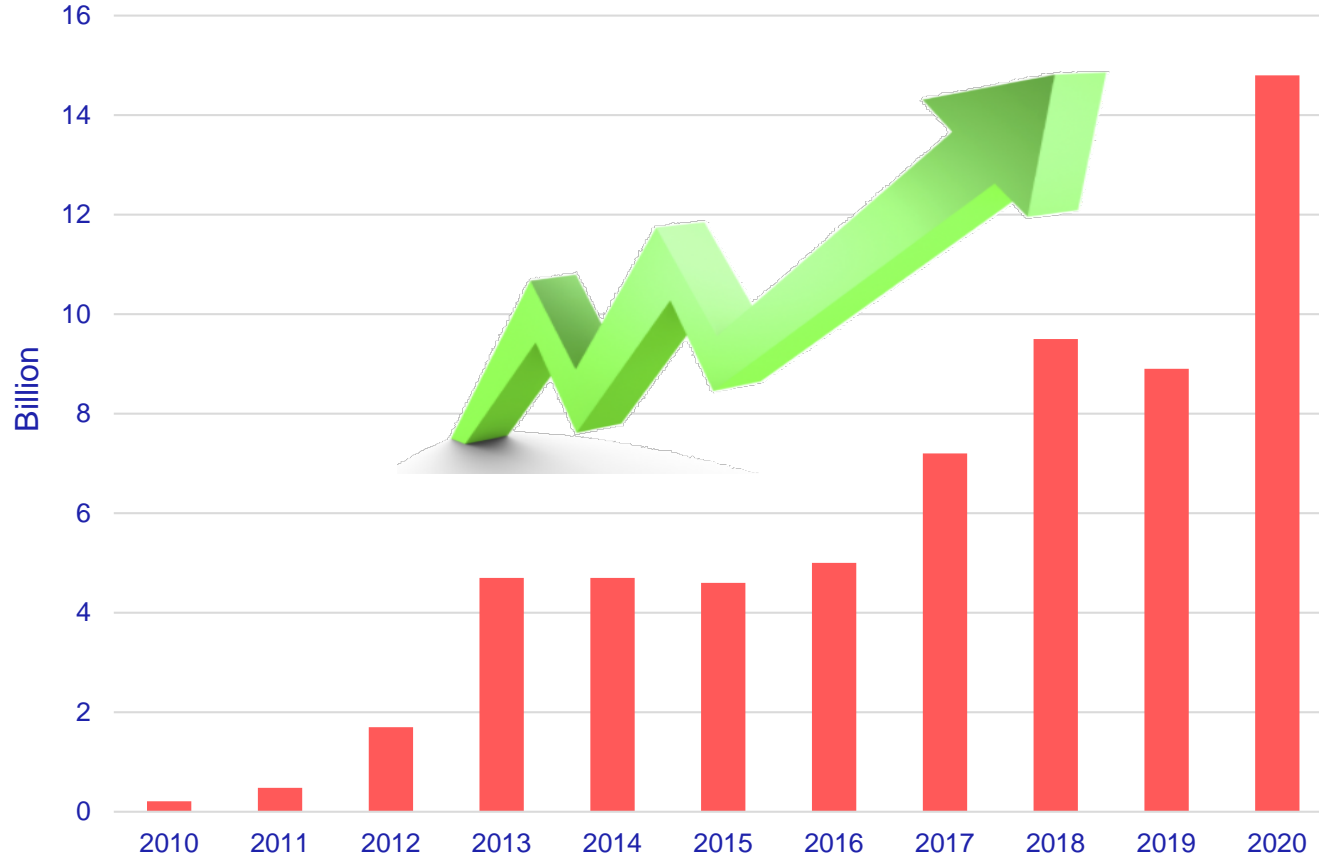
# Medicaid Enrollment 2005 - 2020



Source: Drug Channels Institute analysis of National Health Expenditure Accounts, Office of the Actuary in the Centers for Medicare & Medicaid Services. Figure for 2019 reflects CMS projection. Figure for 2020 reflects estimates by Health Management Associates.

Published on Drug Channels ([www.DrugChannels.net](http://www.DrugChannels.net)) on April 15, 2020

## Digital VC Health Funding Trends



2021 Q1  
Reaches \$7.2B

**\$2B**  
Telehealth

**\$912M**  
Mobile Health  
Apps

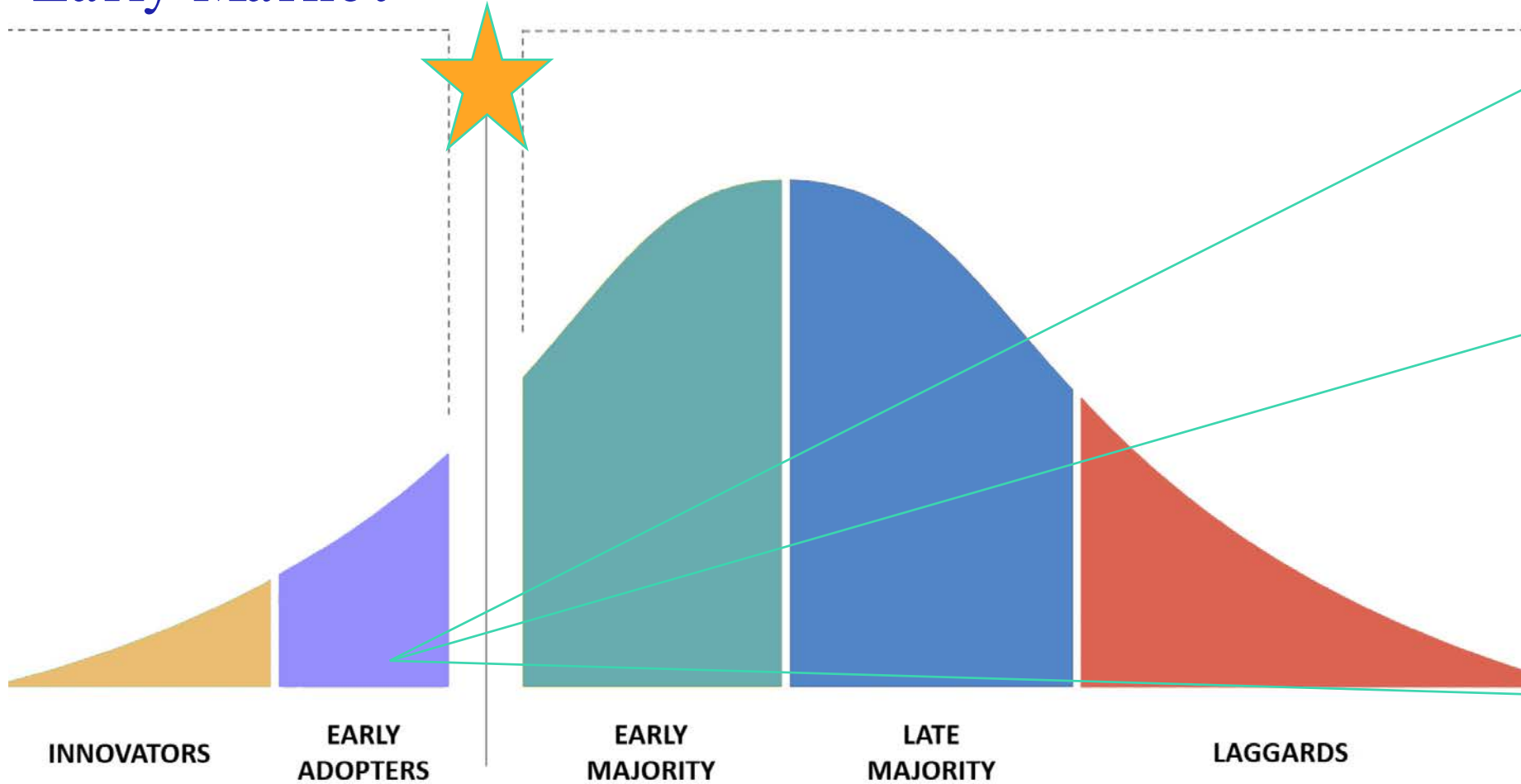
**\$906M**  
Analytics

**\$661M**  
Clinical Decision  
Support

**\$559M**  
Wellness

Early Market

Mainstream Market



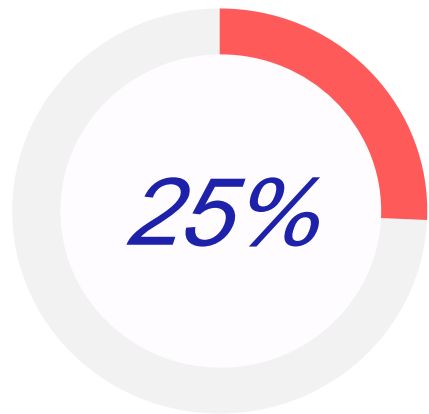
*Customer*  
*Purchasing transaction*

*End User*  
*Use of product*

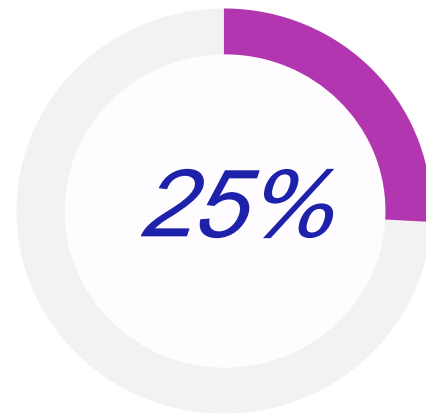
*Consumer*  
*Consumption of product*

# *iChoose Event Outcomes*

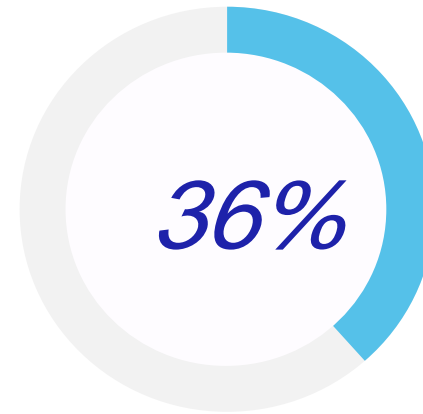
People's choice makes a difference in their care and their engagement of technology applications



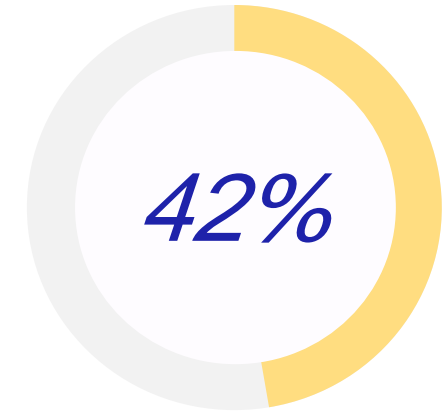
Increased motivation to manage their own healthcare



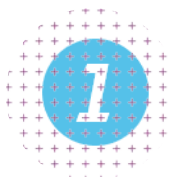
Increased likelihood to text their peers



Increased likelihood to use health-related apps



Increased likelihood to text their provider



Learning Objective

# *Survey*

## *Access to Mobile Technologies across NYC Medicaid Patients*

**Purpose:** Collect information about participants' use of technology, and how technology may help engage them in behavioral health treatment

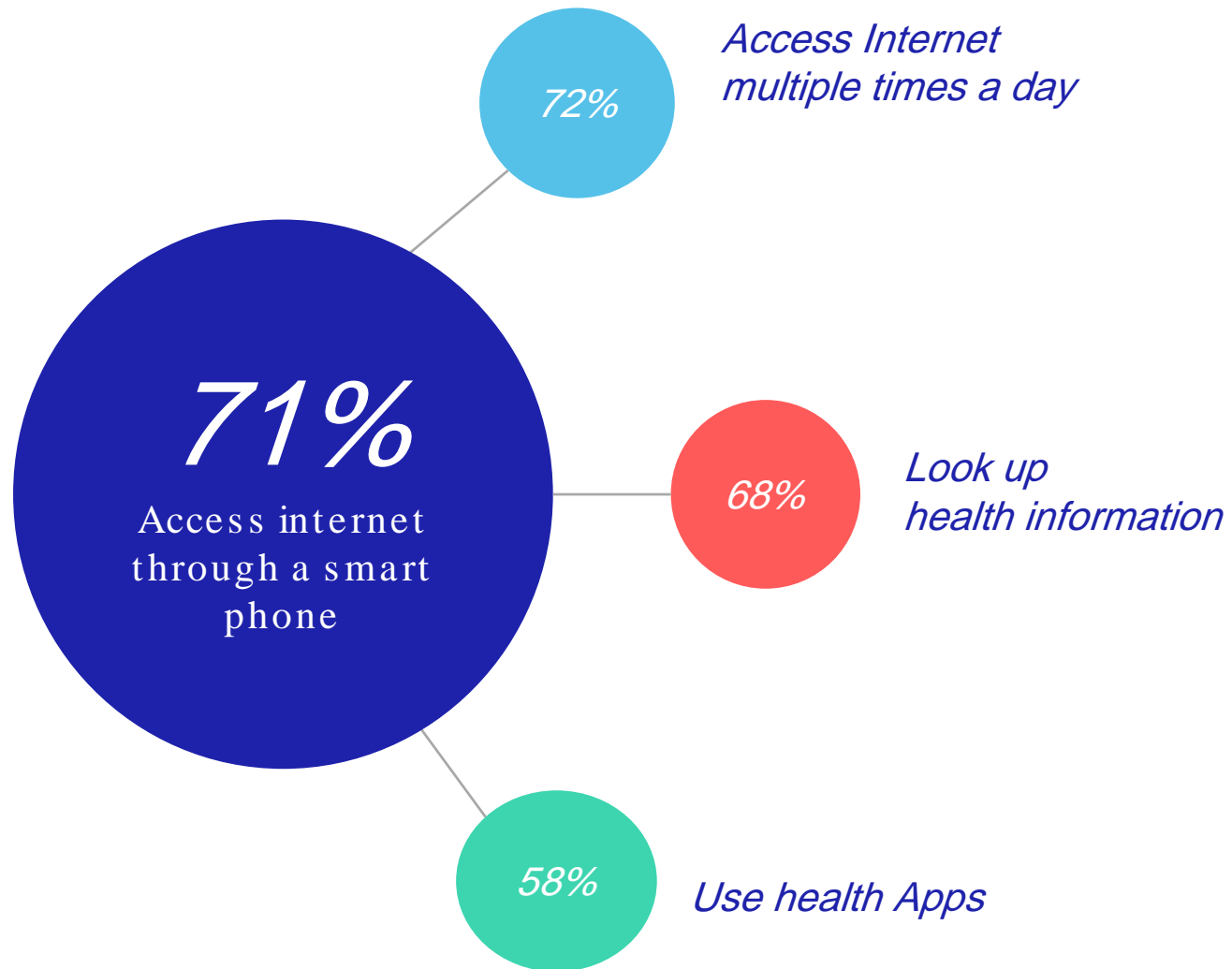


429 Medicaid Patients

76 Providers

7 Focus groups





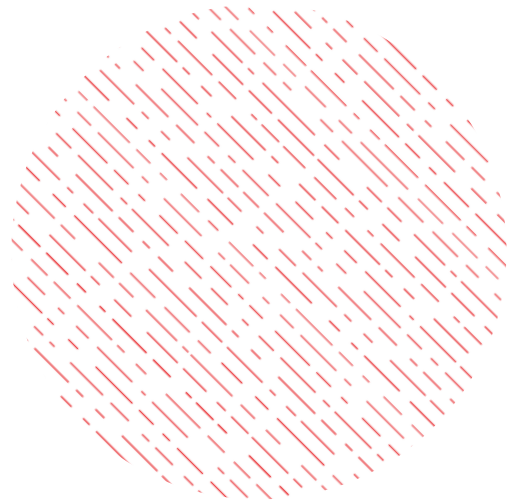
**Learning Objective**



Survey: Access to Mobile Technologies across NYC Medicaid Patients

# BH Network Innovation HUB

Strength in Numbers



Advocate  
Lower Costs  
Pilot Technologies  
Leverage Resources  
Centralize and Standardize  
Pilot Program Interventions





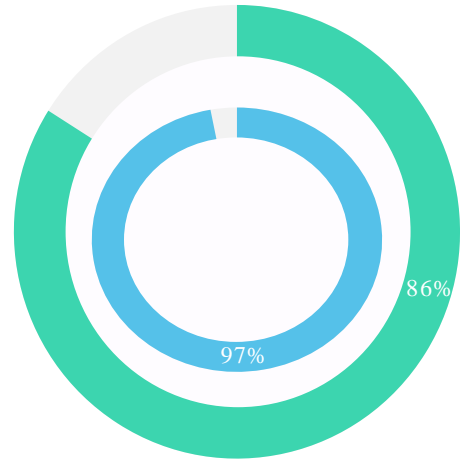
Patient



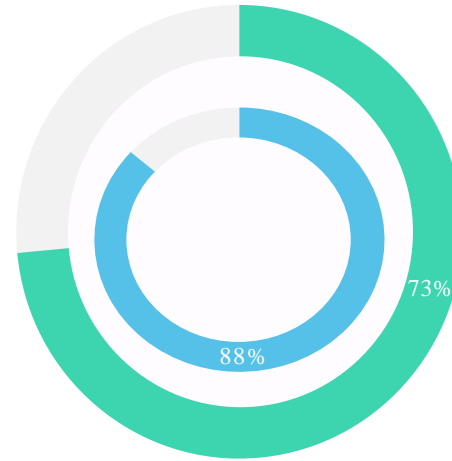
Provider

# Survey Question

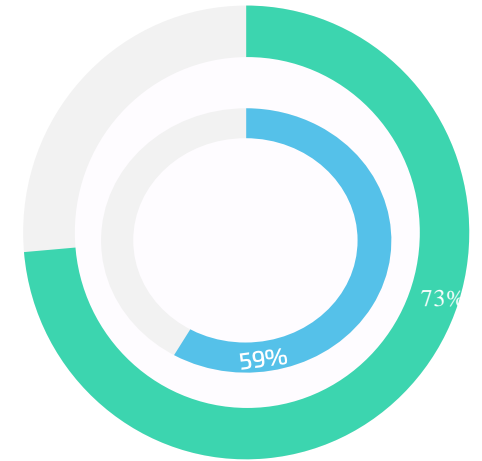
*Which do you think will be helpful to use?*



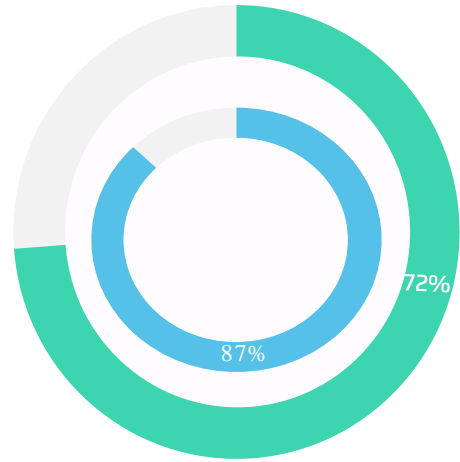
Appointment Reminders



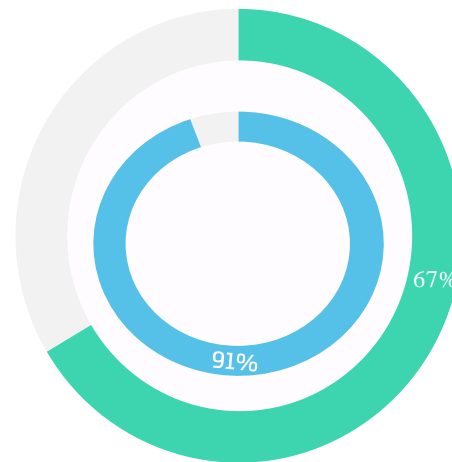
Medication Information



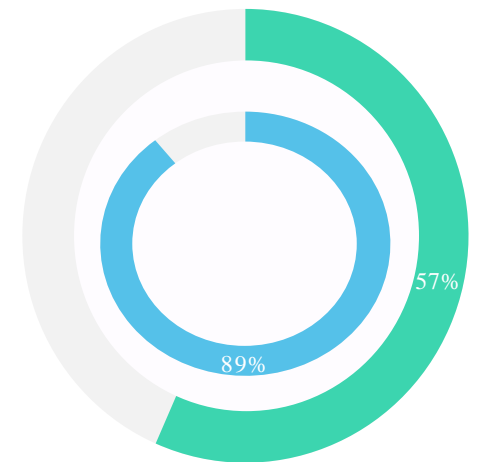
Text Messages



Appointment Scheduling



Educational Information

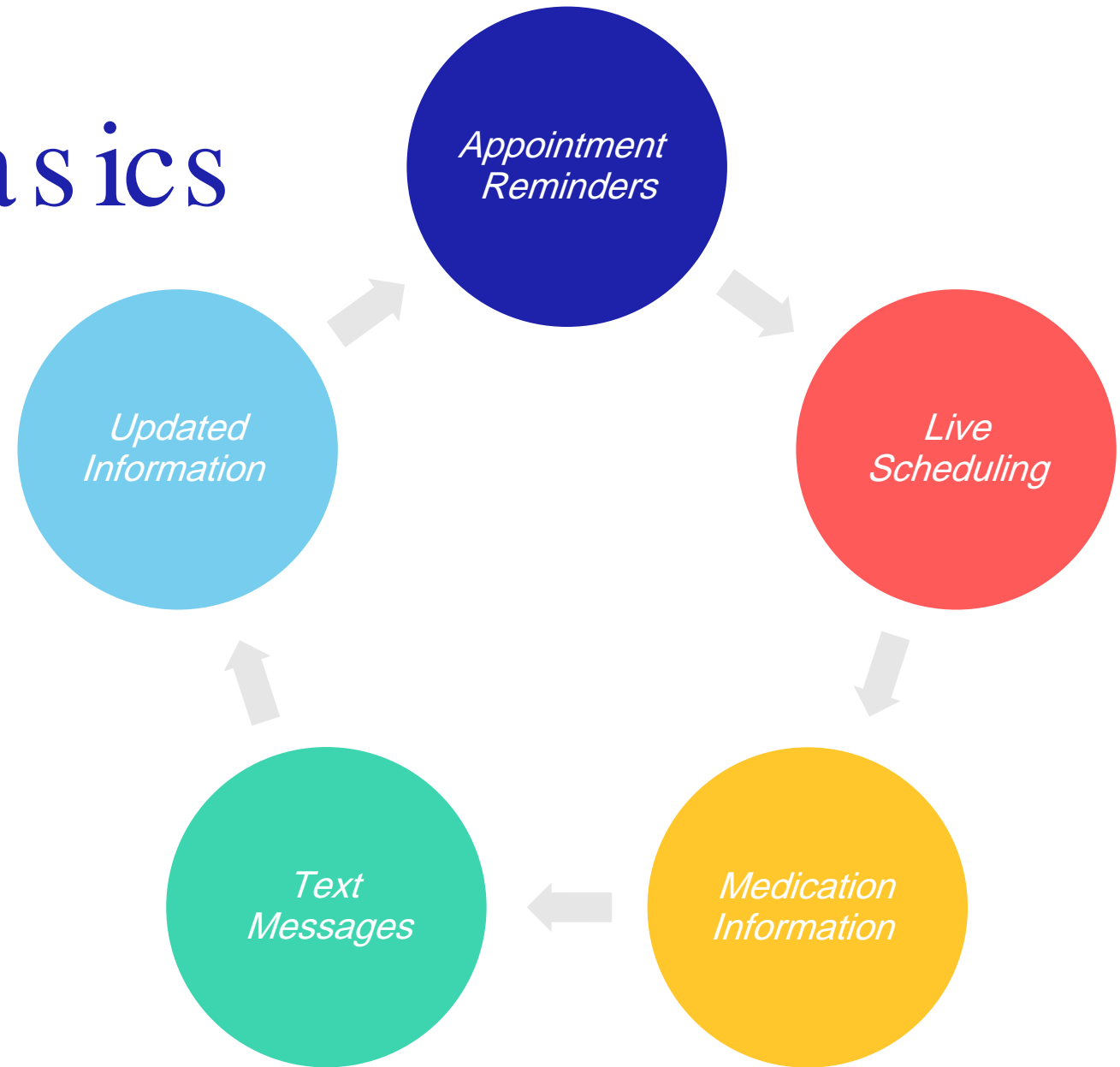
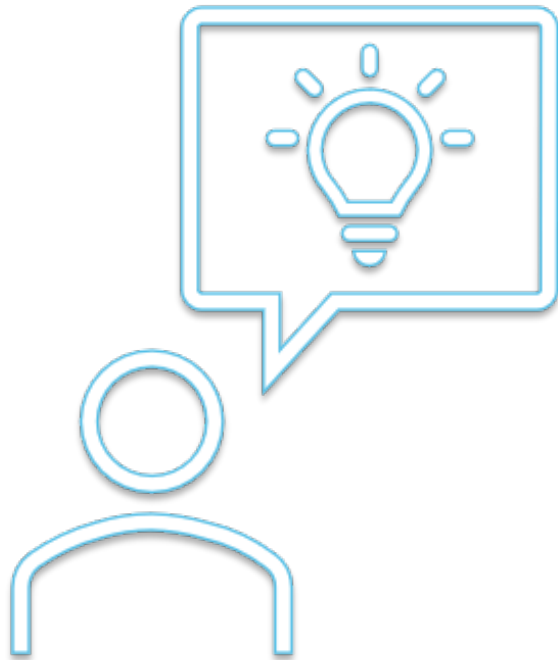


Mindfulness Apps

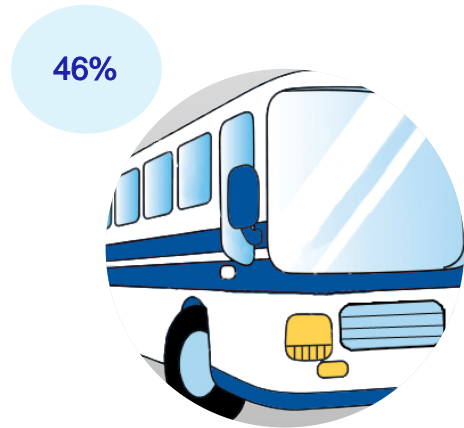




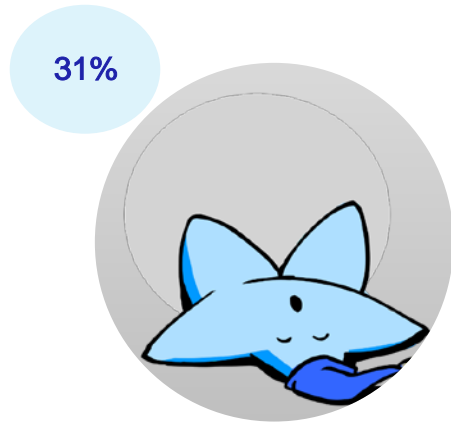
# Back to the Basics



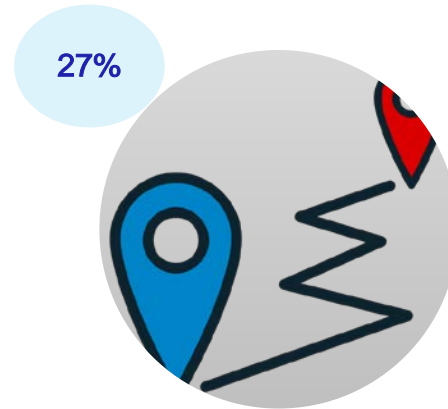
# Barriers to Care



Lack of  
Transportation



Lack of  
Motivation or readiness

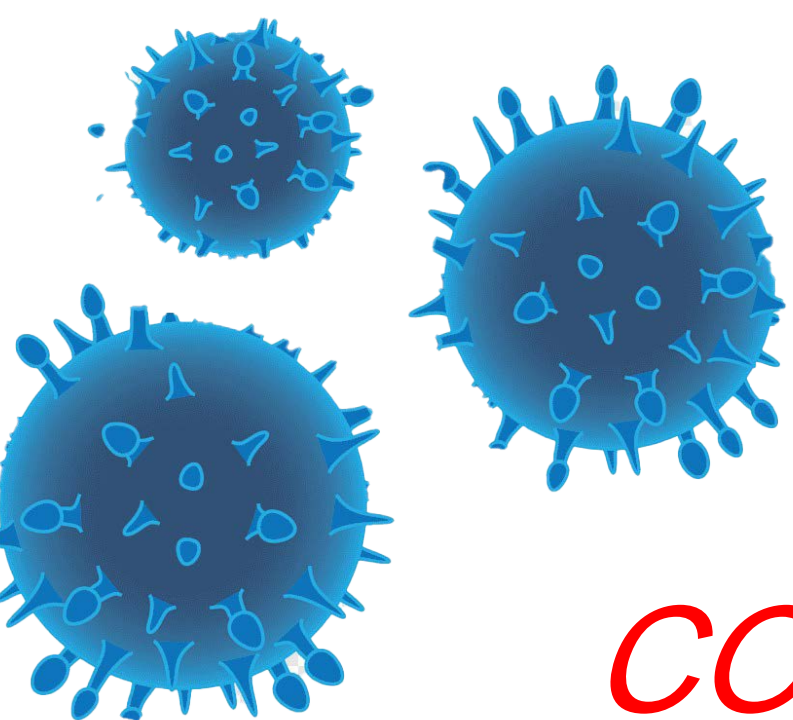


Distance



Difficulty getting off  
from work or school



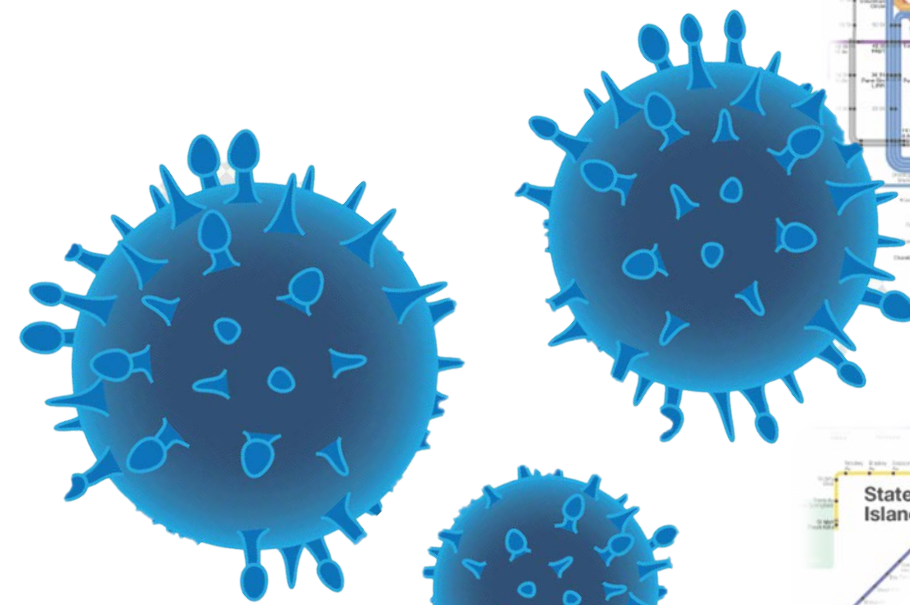


# *The Epicenter*



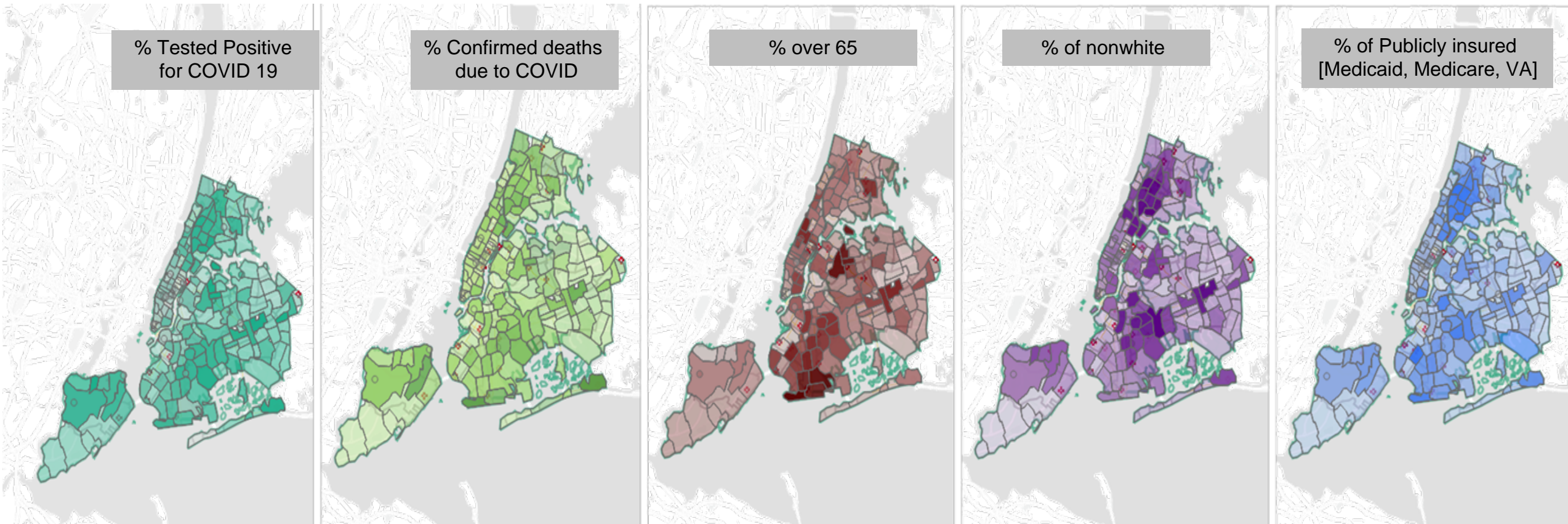
# *COVID 19*

# *New York City*



# Reaching People Where They are

## Supporting Communities that Need us the Most





## Evaluated Telehealth Solutions

- Assessed 18 solutions**
- Developed telehealth vendor analysis**
- Collected end user and consumer feedback**



## Negotiated Telehealth Discounts for 80+ Organizations

- Selected 2 preferred telehealth solutions**
- Group purchasing arrangement**
- Discount code for Network**



## Distributed over 700 Telehealth Licenses

- Engaged Network**
- Info sessions**
- Admin and overhead assistance**

# PASS Method

*Quick Response  
Quick Evaluation*

## Price

- Fee
- Implementation
- Time commitment
- Resource cost
- Additional costs

*Can we afford it?  
Associated fees?  
How long is the set up?  
Ongoing costs?*

## Accessibility

- User interface
- Provider usability
- Client accessibility
- Workflow integration
- Access

*Is it easy to use?  
Fits into workflows?  
Impact data plans?  
How do patients access it?*

## System Functionality

- Product features
- Customizable
- Reporting
- Basic vs upgrade
- Available enhancements

*Available features?  
Is it customizable?  
Realtime reports?  
Out of box solution?*

## Security

- Compliance
- User access
- Admin access

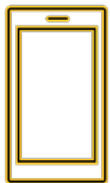
*Secure for providers?  
Protect patients' safety?  
Hierarchy build?  
Password retrieval?*



Analyze the impact of incorporating market research surrounding consumerization



Evaluate the accessibility and feasibility of utilizing applications across the serious mental illness (SMI) populations in Medicaid



Illustrate how to develop a methodical approach to the selection and adoption of technology applications

# Quotes

“Technology has helped me stay in contact with family & friends through video chat and zoom. I love the [virtual] huddles because it puts me in a good mood for the day. I'm attending an online class to obtain my degree by May 2021”

~Danielle W

“It's a lifeline to me”

~ Lorrie Rothstein

"It's Very comfortable... it makes me feel...like home. I'm alone but I feel everybody else's energy mentally"

~ Wayne Smith

“[Telehealth] has provided a great experience. I don't have to go directly to my appointments and can stay home where I'm comfortable.”

~Francois H

“Gives me something to look forward to every day.”

~ Benjamin Rosenberg



# *Questions*



# Thank You

*iChoose The Patient's  
Choice*

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