

CASE STUDY

Patient Acquisition Savings and Revenue Opportunities Through Automated Follow-Ups

>> CHALLENGE

Relapse is common after residential treatment for mental and behavioral health conditions such as depression, anxiety, substance abuse, and eating disorders. Despite thoughtful discharge planning, some, but not all, patients will require further residential treatment within the first year after discharge to avoid relapse. A common challenge among providers treating these types of conditions is quickly and consistently identifying the patients who are struggling after discharge in order to provide the support needed to avoid poor outcomes and to recapture the patients in order to maintain continuity of care and ultimately better outcomes for these patients.

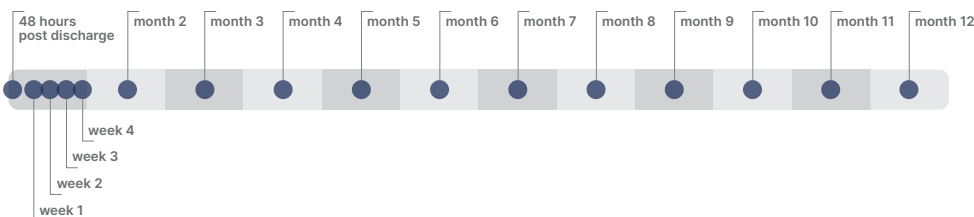
>> SOLUTION

Videra Health partnered with a national mental and behavioral health system to create an automated, one-year, post-discharge follow-up program. All adult patients and the parents of adolescent patients are automatically enrolled in the program upon discharge from a residential mental health, eating disorder, or substance use disorder program through an integration with the electronic medical record system, Kipu.

The program includes 16 asynchronous, automated touchpoints distributed through the 12 months after discharge with touchpoints occurring at 48 hours, once a week for the first month, and once a month thereafter. Each touchpoint includes a series of questions that allow the patient or parent to provide information on how their recovery is progressing, identify risk factors for relapse, and request support with things like referrals and readmissions.

Each touchpoint includes a mix of multiple choice and video response questions wherein patients/parents provide verbal responses to the questions in their own words rather than being limited to a set of predetermined response options. This style of question provides valuable context to clinicians about the detail of their lives that are impacting their recovery. Videra Health analyzes these responses in real-time using their industry leading AI technology to immediately alert the patient's health care providers to things like emotional distress and suicidal language.

Touchpoint Timeline



QUICK OVERVIEW



EXECUTIVE SUMMARY

An automated post-discharge outreach service identified 117 patients in need of readmission, **saving approximately \$585,000** in patient acquisition costs, and creating an opportunity to generate **\$3,250,000 in additional revenue.**



LOCATION
Nationwide



PATIENT POPULATION
14,000



FACILITIES
120+



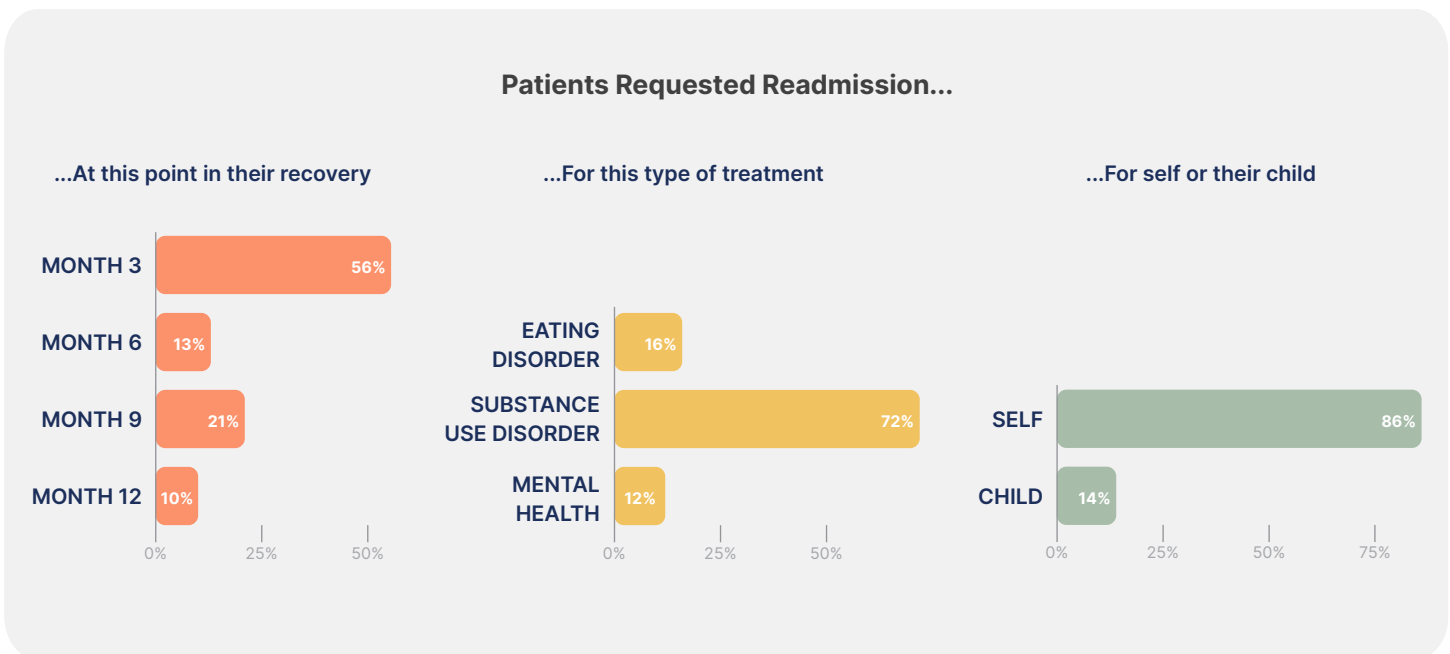
INDUSTRY
Behavioral Health

»» IMPACT

In the first 18 months of this program, patients and parents of adolescent patients completed over 7,000 touchpoints, resulting in a wealth of valuable information for their providers. This information helps the clinicians support patients after discharge by allowing them to monitor the patient's progress since discharge, learn about and respond to emerging risk factors, and provide connections to needed resources such as referrals to local support groups and outpatient clinicians.

Notably, during that time, 39 patients or parents of adolescent patients reported in a Videra Health touchpoint that they needed to be readmitted for further treatment. Additionally, approximately 1 patient per week responded directly to outreach from Videra Health to indicate that they were doing poorly and in urgent need of additional support or to be readmitted. While the outreach from Videra Health is intended primarily to notify patients of assigned touchpoints and to provide a link where they can respond, some patients use the outreach as a way to reach out directly for help when needed. While these patients may not feel the need to respond to each of their assigned touchpoints when things are going well for them, the recurring outreach shows patients that their provider is invested in their success and that they have an easy way to reach out for help when they need it most.

In total, approximately 117 patients have been identified as needing to be readmitted for mental health, eating disorders, or substance use disorder treatment. Using an estimated average patient acquisition cost via a digital channel of \$5,000 per patient, the cost savings opportunity is \$585,000. Additionally, providing the needed treatment to each of these patients represents an opportunity to earn approximately \$3,250,000 in revenue based on the average cost of a 30-day stay in a residential treatment facility. Together, this represents a revenue and savings opportunity of approximately \$3,835,000 over an 18 month period.



About Videra Health

Videra Health is an automated, AI-driven, video assessment platform that empowers providers and health care organizations to proactively identify, triage, and monitor at-risk patients. The FDA-registered digital platform connects providers and patients anytime, anywhere between visits and post-discharge via written and video assessments that translate into actionable quantitative and qualitative patient data. With a mission to streamline diagnoses, enhance care accessibility, optimize workflow, and drive down costs, Videra Health sets the stage for transformative healthcare advancements.