



Pega Collaborative  
Healthcare Summit  
2017

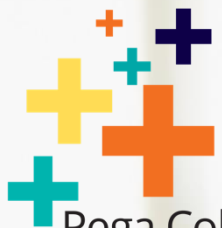


# The 7<sup>th</sup> Annual Pega Collaborative Healthcare Summit

The Future of Health is Everyone's Business

October 1-3, 2017  
Westin Copley Place Boston





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## The next-generation Digital Healthcare platform for Patient Engagement

Manage your program time-to-market with an integrated platform that leverages engagement and intelligence with Pega technology

10/02/17 | Aimee Sziklai, VP, Healthcare Business Unit  
| Fabien Lamaison, Head of Strategy & Innovation, Digicare



# From patient engagement to patient success

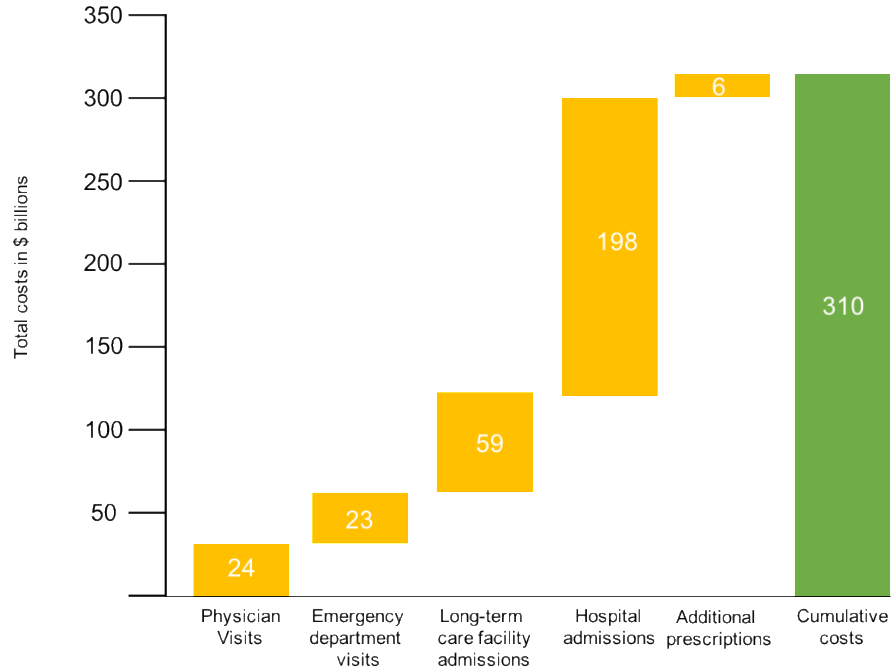
- Continuous & active engagement:
  - Engaged patients have better health outcomes and up to 21% lower health care costs compared to unengaged patients<sup>1</sup>
- Patients are increasingly seeking digital solutions to manage their health<sup>2</sup>:
  - 66% would use a health app to manage health-related issues
  - 79% would use a wearable device to manage their health
  - 88% would be willing to share personal information for the sake of improving care and treatment options

1. Judith H. Hibbard and Jessica Greene / What The Evidence Shows About Patient Activation: Better Health Outcomes and Care Experiences; Fewer Data On Costs Health Affairs 32, no.2 (2013):207-214  
2. The 2015 Pulse of Online Health Survey - <http://hitconsultant.net/2015/02/24/66-of-americans-would-use-mobile-health-apps/>



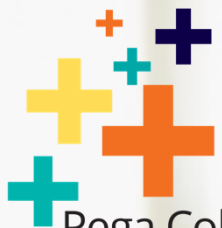
# What is the impact of non-adherence?

Cost of illness for drug non-adherence related morbidity in US



- Non-adherence poses a tremendous challenge to the global healthcare community
- Annual impact of non-adherence for the US includes:
  - Avoidable medical spending of approximately \$310 billion<sup>1</sup>
  - Approximately 125,000 deaths<sup>2</sup>
- Non-adherence leads to poor health outcomes and increased healthcare costs for healthcare systems and authorities

1. Patient Adherence: The Next Frontier in Patient Care , Capgemini Life Sciences, 2011  
2. Medication Adherence: Helping Patients Take Their Medicines As Directed, NCBI, Jan 2012



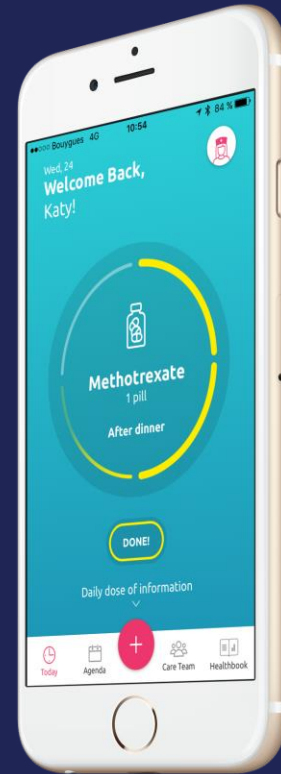
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**The next-generation Digital Healthcare  
platform for Patient Engagement**



# Patient Experience Demo



# Patient-centric, Provider-driven experience features set

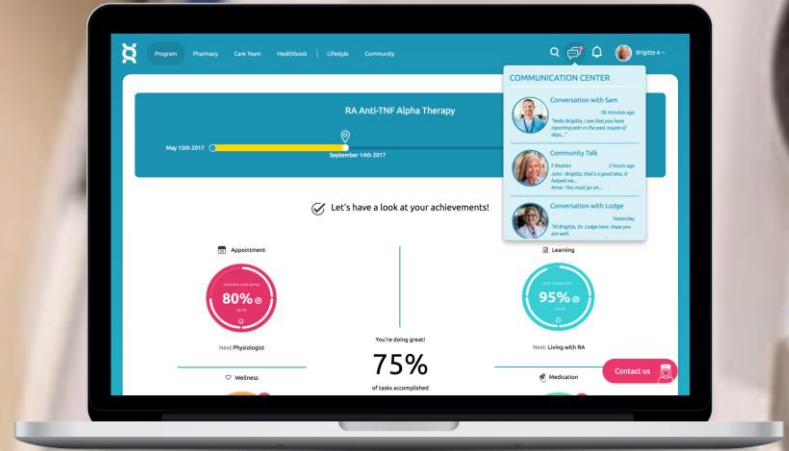
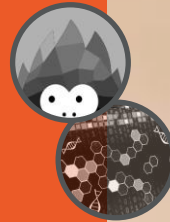
## Apps

- HealthManager: data-driven and engaging journeys
- HealthPro & Console: care and disease management
- HealthMonitor: adherence, care plan design, with patient behavior analytics



## Enablers

- HealthMate: self-service chatbot
- Health DataVault: secure medical records



# Packed with latest technologies

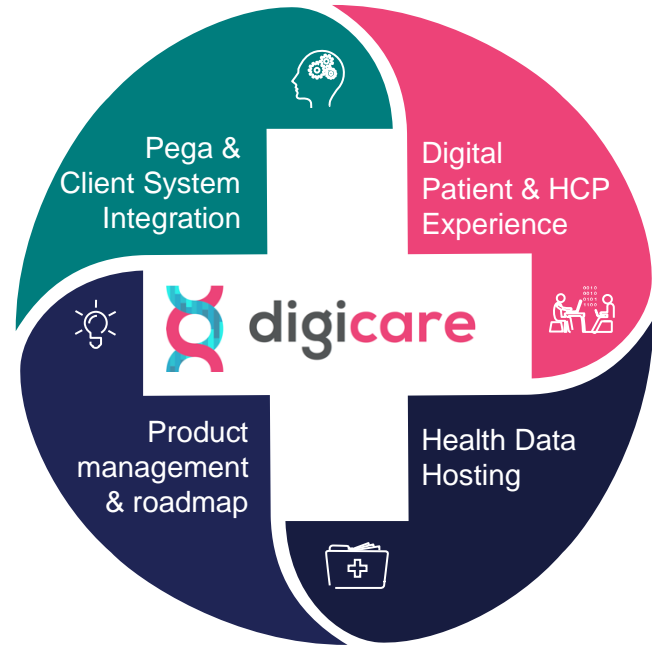
- Pega Care Management Suite
- Odigo digital communications
  - Telemedicine, Voice, IM, Texts, IoT
- AI / Machine-Learning
  - Next best action for Patient & Nurses
  - Chatbot, Voicebot
- React native apps & web-responsive
- Blockchain experiment
  - Smart contract prescriptions,
  - Medical records, Adherence tokens





# Full-stack integrated platform “as-a-service”

- **Multi-program & multi-country:** easy rollout, compliant with *local regulations*
- **Consulting** services to ensure a high patient *engagement* rate
- **Pay-per-use** pricing = the best commitment to the *success* of your PSP





- All-in-one digital platform
- Continuous patient engagement across the healthcare ecosystem
- Meets all patient expectations
- Time to market



**Visit our booth for a live demo of the mobile app & web portals**