

# xhealth® Best of 2021

**4.7m**  
Orders Placed

**400**  
Hospitals

**1.5m**  
Patients Reached

**100k+**  
Physicians Engaged

**>55%**  
Patient Engagement Rate

...all while saving IT teams time and money

In 2021, we helped our clients **tighten patient connections** to the health system, **relieve admin pressures** on clinical staff, and address **gaps in care**. Read on to learn how Xhealth clients embraced digital health last year.

## Top Digital Health Categories

Xhealth launched more than 100 initiatives for clients in 2021 in these categories:

- 17% Women's Health
- 17% Surgery
- 11% Chronic Disease Management
- 11% Preventative Care
- 11% Family & General Medicine
- 7% Orthopedics
- 6% Oncology
- 6% Rehab & Physical Therapy
- 4% Behavioral Health
- 4% Virtual Care Enablement
- 3% Clinical Trials, Research & Innovation
- 3% Palliative Care & Hospice

## Most Popular Initiatives

### Engaging & Monitoring Expectant & New Mothers



### Remote Patient Monitoring



### Preventative Care



## Top & Trending Digital Solutions Deployed



## 2021 Awards



# Xealth 2021

## Use Case Highlights



 Banner Health

### Deepening Patient Connections with Remote Monitoring During Pregnancy

Banner Health launches system-wide digital health platform, starting with maternity program

**Challenge:** Banner Health set a goal for connecting its clinical care teams with their patients outside of traditional settings to shape a new model of care, with clinical and program information accessed through the EHR. Banner's 30 acute-care hospitals and other entities wanted to have easy access to digital solutions, starting with maternity.

**Solution:** Rolling out a system-wide digital health platform with Xealth, Babyscripts for remote patient monitoring was the first digital solution. Integrating Babyscripts via Xealth helps accelerate the implementation of the virtual maternity care plan and gives clinical care teams new insight into patients' program enrollment and engagement. Xealth also facilitates patient enrollment through integration with the EHR and the patient portal – reducing adoption hurdles and giving back time to patients and providers.

### Bringing Remote Monitoring Home

Advocate Aurora Health (AAH) digitally connects home care, bring your own devices

**Challenge:** Looking to expand care into the homes of its patients, AAH utilizes VitalTech for its home care monitoring needs, including enrolling patients in communities, connecting them with the app, and where appropriate, sending the patient devices for their use at home. The health system envisioned patients using the VitalTech program with a "Bring Your Own Device" (BOYD) model and engaging with a target community including the option to have specific monitoring devices sent to the home.

**Solution:** Virtual Monitoring team members access Digital Care in the EHR, ordering the appropriate program. Xealth sends an email to the patient with the community-specific link for that program. Upon registration completion, patients are automatically shipped specific devices where they are remotely monitored from their home with their provider having access to their engagement within. Streamlining this engagement has resulted in increased enrollment and patient satisfaction with their provider.



 AdvocateAuroraHealth



## Encouraging Patients to Schedule Mammograms

UPMC makes it convenient for patients to schedule their screening

**Challenge:** Annual mammograms are one of the best tools to help detect breast cancer in its earliest stages before symptoms occur. To encourage patients who are overdue for this important screening, UPMC sought to deliver educational videos and content directing the patient to schedule their mammogram.

**Solution:** Patients who are overdue for their mammograms are identified by UPMC and passed to Xealth. These patients then receive custom and Healthwise curated content via Xealth in the MyUPMC patient portal. A link for patients to schedule their mammogram is provided, making it easy for them and reducing time required of the front office staff. Going live in November 2021, the patients who have been contacted regarding this preventative screening have responded positively, resulting in a noticeable increase in scheduled screening appointments.

## Engaging Families Through Maternity and Early Childhood

Allina Health's Beginnings app keeps new moms connected with health system throughout pregnancy and after

**Challenge:** Allina Health wanted to enhance the maternity care journey and each patient's connection with the health system even after delivery. Increasing utilization of its Beginnings app was one approach to nurturing that relationship.

**Solution:** Xealth automates the delivery of Beginnings to maternity patients and a mobile plug into the broader Allina Health app gives families added convenience. Patients receive weekly information from pregnancy care experts on what to expect both physically and emotionally throughout the pregnancy and after delivery. The combination of Xealth and Beginnings app has led to significant increases in email open rates and app downloads.



AllinaHealth



BaylorScott&White  
HEALTH

## Facilitating Tailored Employee Wellness Programs

Baylor Scott & White Health (BSWH) guides 30,000 employees through self-enrollment for the wellness program of their choice

**Challenge:** At 30,000 employees strong, BSWH has a tailored wellness program for each person. Participants identify personal wellness pillars that are important to them, such as financial, social, or health. Based on responses, three programs are offered to explore. Employees can click a button and self-enroll in a journey. BSWH understands that plan decisions are personal, prompting the team to make this process tailored and actionable. The hospital system sought ways for self-enrollment – connecting them with the right plan without adding significant resources.

**Solution:** To centralize and automate enrollment, BSWH uses its MyBSWH patient portal app to distribute the survey. Xealth connects with MyBSWH, tracking enrollment to each of the six potential wellness pathways. The digital health platform also delivers Twistle, enabling members to click "Get Started," explore areas of interest, and then self-enroll in a wellness journey that is important to them. Actively engaging employees helps with employee retention, and members receive yearly comparative data so they can better understand their benefits over time.



Higher Patient Engagement



Reduced IT Burden



Seamless Connections with Remote Patients



Enhanced Clinical Efficiencies

# Looking Ahead to 2022

Xealth's mission is to enable digital health at scale.

We are focused on strengthening our client's relationships with their patients and partners. Reinforcing those ties presents tremendous value and our roadmap supports this.

Going into 2022, our clients and partners will benefit from new features and functions, including around:

- Enhanced APIs and a sandbox for partners
- Gaps in care closure
- New patient engagement capabilities
- Faster deployments
- Population-level views

We are continuously innovating and look forward to sharing more details during the first half of the 2022.

## Leveraging Digital Formulary to Remotely Monitor Moms During Pregnancy

Baystate Health enhances digital monitoring of expectant moms

**Challenge:** Baystate Health uses remote patient monitoring (RPM) to make sure expectant moms are monitored and seek to enhance the prescription process for this program, leveraging its digital formulary.

**Solution:** Baystate Health engages Babyscripts for remotely monitoring expectant moms and worked with Xealth to optimize the digital health prescribing process, making it easier for care teams to engage patients in the Baystate OB RPM program. Clinical and program information can be accessed directly through the EHR with Xealth helping streamline patient enrollment. Collectively, this initiative helps Baystate clinicians stay connected with patients in the OB RPM program while they are home with their growing families.



Baystate  Health



## Engaging Patients in Home Exercise Program

The Froedtert & the Medical College of Wisconsin health network incorporates MedBridge Home Exercise Program (HEP) in the Rehabilitation Department

**Challenge:** Physical and Occupational therapy typically involves a myriad of exercises tailored to individual patients that require the patient to perform at home between therapy sessions. Froedtert Rehabilitation had been providing exercises in a variety of formats to patients but desired a meaningful and standardized digital tool for patients to engage at home.

**Solution:** The Froedtert & MCW health network therapy team members now engage their patients with MedBridge HEP through Xealth. Therapy team members – including physical therapists, occupational therapists, speech therapists, athletic trainers and physical therapy assistants – prescribe MedBridge to participants, giving them instant, 24/7 access to the most up-to-date materials across disciplines.

## Keeping Moms Healthy After the Big Day

Providence strengthens maternity patient connections during postpartum

**Challenge:** The time immediately after having a baby is busy and stressful for everyone, and it is important to support the mother's emotional needs during these critical days. Providence encourages its postpartum patients to use Wildflower Health's Circle app for postpartum support but recognized that not all mothers were made aware of the program's benefits. Providence wanted to ensure that all suitable patients were offered the program.

**Solution:** Rather than add another item to a busy care team's list, Providence has begun identifying suitable patients, and then automatically reaching out to them by email via Xealth. Providence sends Xealth a list of patients, Xealth ensures the patients meet pre-defined criteria and then sends the patient a health system branded email invitation with a link prompting them to join the Circle program for their area. This initiative enhances the patient experience and improves workflow efficiencies.



 Providence



 MemorialCare

## Remotely Monitoring Patients with COVID at Home

MemorialCare and Xealth connect care teams with COVID patients from their homes

**Challenge:** COVID has impacted hospital capacity nationwide. That said, patients with mild or moderate symptoms may be able to avoid in-patient hospital visits, recovering instead at home where they are most comfortable. MemorialCare worked with Xealth to bring the Twistle COVID remote monitoring program into its Digital Care workflow and simplify patient enrollment.

**Solution:** Patients who are diagnosed with COVID are immediately enrolled into the Twistle remote monitoring pathway so they can be monitored from home in real-time by a virtual team, who step in when needed. Xealth is providing the underlying platform for automation and integration into the provider's Epic environment, improving workflow efficiency. Monitoring these patients in the comfort of their homes extends the care team's capacity to deliver timely, personalized, and proactive care. This helps many stakeholders in easing staff and hospital resources while providing patient comfort and minimizing exposure risk to the virus.

## About Xealth

Xealth was founded by a team of consumer technology experts who had successful careers in cell phone, website, and interactive technology. In 2016, they joined Providence St. Joseph Health and saw an opportunity to apply their knowledge of digital technology to better connect doctors and patients using everyday tools – for clinicians, the EHRs; for consumers, their smartphones and computers. In 2017, Xealth was spun out, adding health care experts and engineers. The team now comprises more than 60 members, including clinical informaticists, health IT record specialists, and health care business professionals.

 **xealth**<sup>®</sup>  
Digital Health at Scale

Contact [bizdev@xealth.com](mailto:bizdev@xealth.com)  
Location Seattle, WA 98104  
Website [www.xealth.com](http://www.xealth.com)