Reduce Avoidable Utilization
for Members who Depend on Family Caregivers

26% of Members in a typical Medicare Advantage (MA) plan depend on family caregivers (i.e., spouses, adult children) to manage changes in their condition. These Members are difficult to engage in traditional care management programs. However, they are readily identified from claims data based on having conditions that require high levels of caregiver support (e.g.,dementia, stroke, Parkinson's disease and frailty). Collectively, these Members drive 56% of total plan costs (see table).

Prevalence and costs for Members in a typical MA plan	Dementia	Stroke	Parkinson's Disease	Frailty	All Conditions
Prevalence of condition	8.5%	7.8%	1.8%	20.0%	**26.3%**
Total (medical + Rx) costs PMPM	$2,812	$2,767	$2,470	$2,760	**$2,621**
% of total plan costs	19%	18%	4%	45%	**56%**

Sources: Milliman white paper, J Am Geriatr Soc. 2015 June; 63(6):1121-1128, Ceresti claims analyses

Ceresti's Digital Caregiver Empowerment Platform enrolls and upskills the family caregivers of these costly Members to reduce avoidable utilization and healthcare costs.

Statistically significant third-party-validated outcomes achieved with health plan partners*

Hospitalizations **-80%**   Medical Costs **-53%**   Readmissions **-73%**

Ceresti Health is the leader in virtual care for Medicare beneficiaries who depend on family caregivers to manage their care.

Our digital caregiver empowerment platform is deployed with care teams from leading Medicare Advantage health plans.

Contact us today to learn more

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* Point32Health presentation at CMMI webinar

Ceresti
H E A L T H

Digital Caregiver Empowerment Platform
PURPOSE-BUILT & SCALABLE

The Ceresti Digital Caregiver Empowerment Platform is purpose-built to make it easy for care management teams to support Members who depend on family caregivers.

Platform Capabilities

Predictive Analytics	Targeted Enrollment	**Education & Coaching**	**Remote Monitoring**	Reporting

Caregivers receive a dedicated elder-friendly tablet, or download an app, that enables access to a program of personalized education, evidence-based support, remote monitoring and proactive coaching.

Improve Caregiver Effectiveness via Education & Coaching

Mobile platform enables caregiver engagement in education, support, coaching, remote risk assessments and digital therapies

Experienced coaches proactively engage, monitor and support caregivers

Evidence-based medical and psychosocial content (e.g., videos, tutorials) is curated to support caregivers

Reduce Member Hospitalizations via Remote Monitoring

Predictive Analytics + **Remote Risk Assessments** → ALERTS → **RISK MITIGATION**

Examples of Risk Mitigation

- Caregiver coaching
- Encourage primary care and alert care management teams
- Identify SDOH barriers and connect Members to plan benefits

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Statistically Significant and Financially Meaningful, Third-Party-Validated, Outcomes

The following **outcomes were achieved in Ceresti's programs deployed with MA/Duals members with dementia** by health plans that utilize our platform.

Member Outcomes

Member outcomes were determined using claims data, compared to a matched comparison group, and are statistically significant (p-value < 0.05).

-80%

Reduction in hospitalizations

-53%

Reduction in total medical costs

-73%

Reduction in 30-day readmissions

ValidationInstitute

Third-party validation
([link to report](#))

Caregiver Outcomes

Caregiver outcomes were determined using standard assessments

82
Net promoter score (NPS), measure of caregiver satisfaction

-3.1 Days
Reduction in mental unhealthy days (MUHD) reported on Healthy Days Assessment*

* Population assessment of health-related quality of life (HRQOL) developed by the CDC (Centers for Disease Control)

Process Metrics

Process metrics were extracted by Ceresti from enrollment and engagement data

40 min/wk
Caregiver total engagement time per week in education, coaching calls, assessments, and digital therapies

90%
% of caregivers that engaged during month

80%
% of caregivers that graduated from their programs

2.2
Number of remote risk assessments completed by caregivers per week

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Reduce Costs by Reducing Avoidable Utilization for Members Dependent on Caregivers

Eligible Members are identified from claims data based on having a conditions that requires high levels of caregiver support (e.g., dementia, stroke, Parkinson's disease or frailty). **We offer our digital caregiver support program to <u>all</u> eligible Members and their caregivers**. We typically enroll the family caregivers of 15-20% of eligible Members in our program per year. To foster future enrollment of those who are not initially interested, we offer brain health education or access to a caregiver education app.

Projected Net Savings

Based on our <u>validated outcomes for dementia</u>, the following **net savings** (gross savings less fees paid to Ceresti) in all-Members PMPM are projected for a typical MA plan during the first year, assuming enrollment of 15% of eligible Members with the caregiver-supported condition(s) indicated.

$6.40 PMPM Dementia

$18.00 PMPM
- Dementia
- Stroke
- Parkinson's
- Frailty

Projected net savings are higher than shown above for Duals plans due to the higher prevalence of Members who depend on family caregivers.

NOTES
- Actual net savings depend on the costs of enrolled Members
- Ceresti's validated savings were durable for 6 months. Claims analyses show that savings extended beyond the 6 months program duration.
- Cost saving do not include savings realized for spousal caregiver Members