Octopus.Health

OCTOPUS HEALTH

Asynchronous Proactive Medicine

Who We Are

2nd largest integrated provider in the world

World leading Health Information Technology Provider

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AI Based Personal Healthcare Assistant

Developing a robust, diversified and effective, personalized adherence solution and an asynchronous care delivery platform

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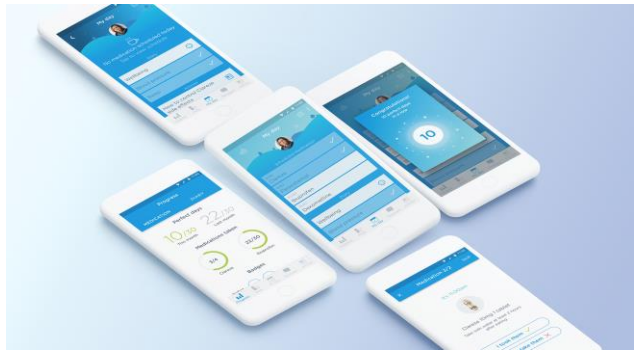
OCTOPUS HEALTH Purpose and Vision

Maximizing patient-adherence to valuable treatment plans

❖

Developing a robust, diversified and effective, personalized adherence solution, based on a comprehensive research and analysis of adherence situations, adherence promoters/barriers, adherence approaches and tools and their interdependencies.



A very common problem…

Meet **Mary,** A common health procrastinator

ISSUE

- Borderline LDL and Glucose – no updated blood test
- No Mammogram and Colonoscopy results
- Flu risk group – not vaccinated

EXCUSE

- Can't find the time
- Too scary, rather not to think about it
- I just don't think it's that important…

In a perfect world…a personal assistant will:

Send a nurse to the patient home for collecting a blood sample

Schedule visits proactively

Explain the benefits of flu vaccination

...a Personalized Adherence Suite is to be applied

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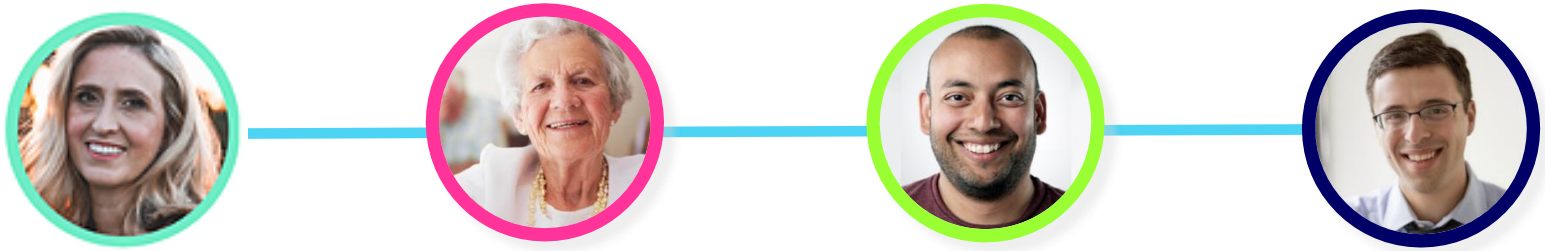
Different personas
same goal



Behavioral
Profiling

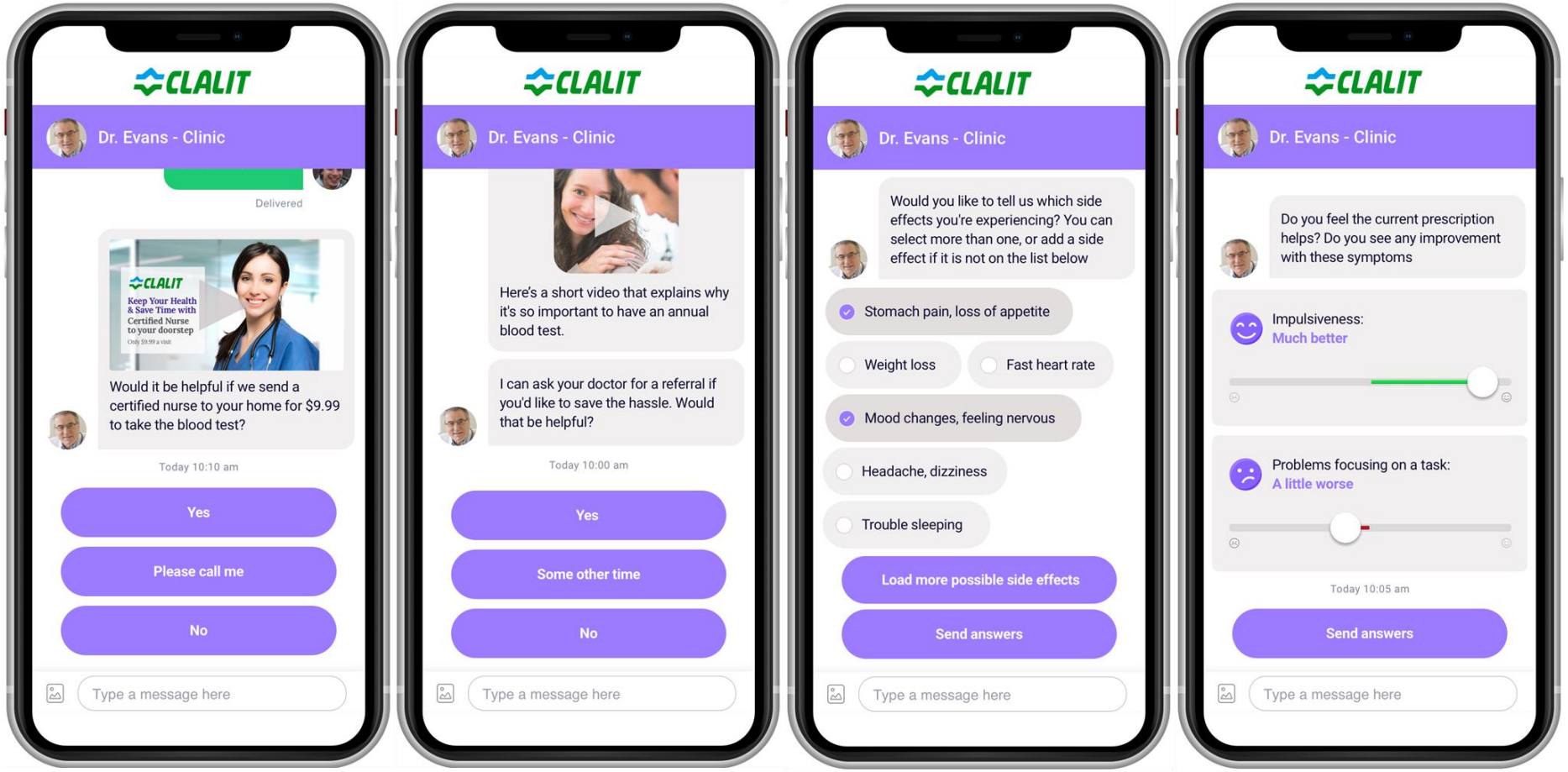
Health Records Analysis | Past Interactions | Location Analysis |
Social Background | Procrastination Pattern Analysis

Personalized workflow -
Maximizing Adherence

When to approach, how to approach, what to offer

Adherence Plan – Patient Side

Proactive medication management based on EHR data



David B.
Clinic patient

- Each workflow manages different healthcare issue – in the examples above, Nurse at home service, Feedback for a new chronic medication, and a missing A1C test management.
- Octopus.Health's AI Engine tailors each workflow messages, times, services and tools for every patient based on his behavioral profile

Adherence Plan – Operator side – Enhancing Population Health Management

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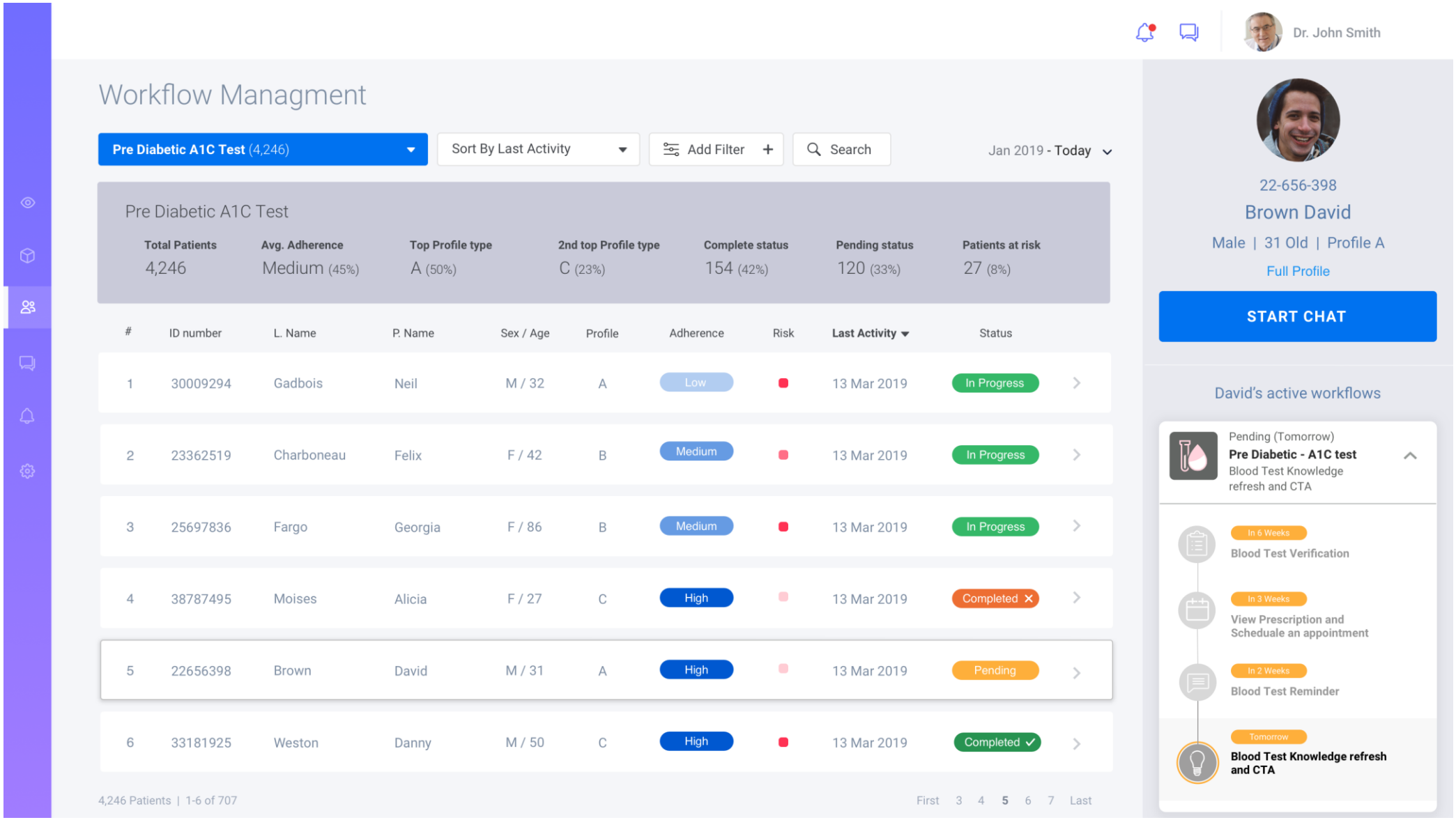
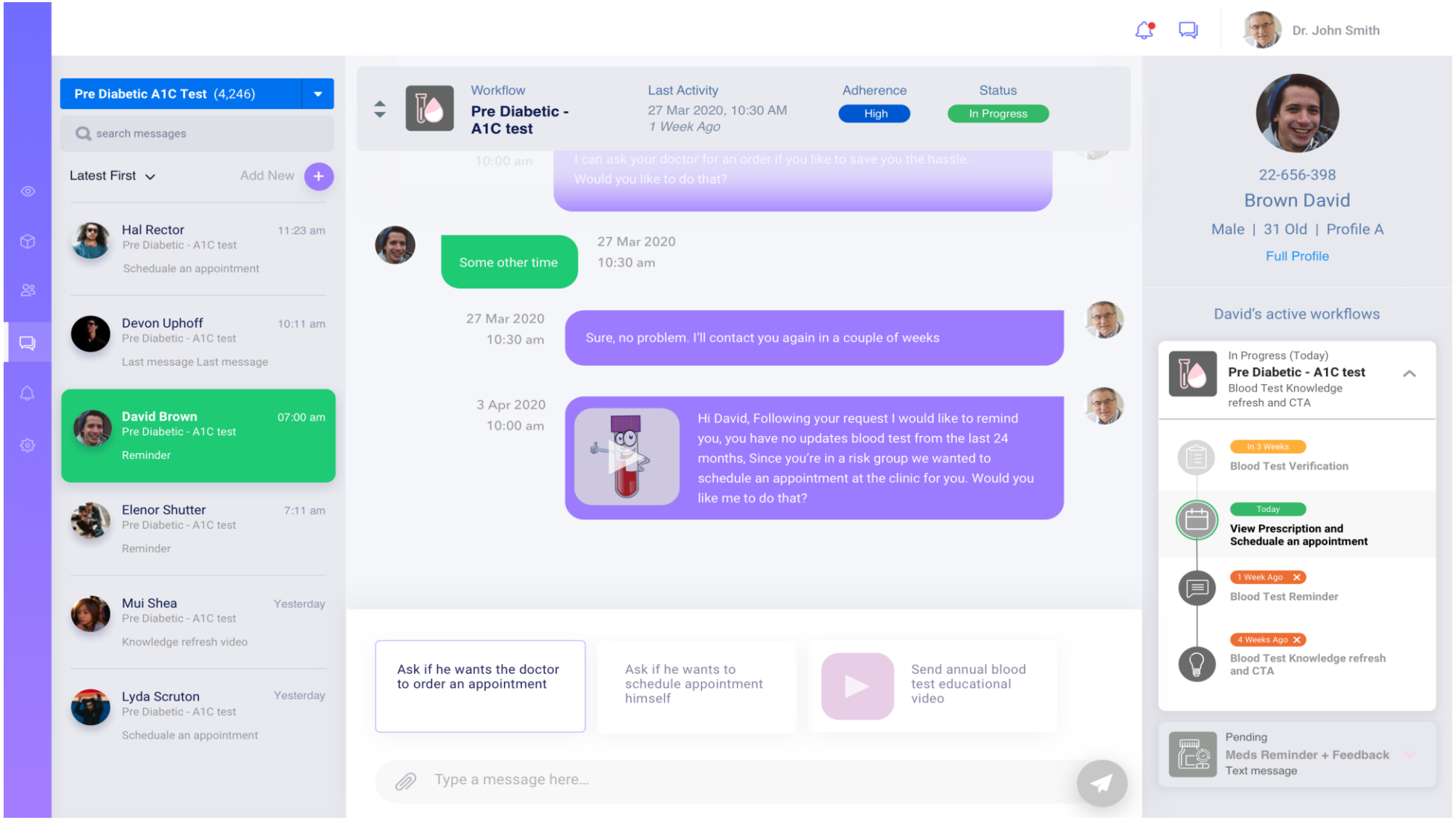


Personalized prevention plan – based on behavioral analysis.



Each workflow step offers a different approach for maximizing patient adherence

Octopus.Health's Workflow Marketplace

MACRA\HEDIS

- Focuses on CMS quality measure improvement.
- Each workflow analyzes gaps in quality measures, and conducts direct interaction with each patient with personalized adherence tools

Opioids

- Medication Management (daily tracking of all meds including OTC)
- Track Sleep, Behavioral health, wellness, weather
- Pain Management (scoring + life quality and wellness assessment)

Pregnancy and birth Suite

Appointment Management

- Location based no-show detection
- Alert 5 other patients waiting for an appointment and manage ad-hoc scheduling

Pediatrics

- Vaccination, Checkups, Diet and sleep

Cancer Screening for high risk population

- Breast Cancer – BRCA (Detect family members – suggest MRI + US + Mammography)
- Colorectal Cancer – PCMCC, UC for 8 years
- Melanoma – Family or personal background
- Cervical Cancer – PAP, HIV or STD background
- Prostate cancer - PSA
- Lung Cancer - Heavy smoker>65 (low dose CT)

Elder population

- ADL tracking
- Fall Detection

Smoking Cessation

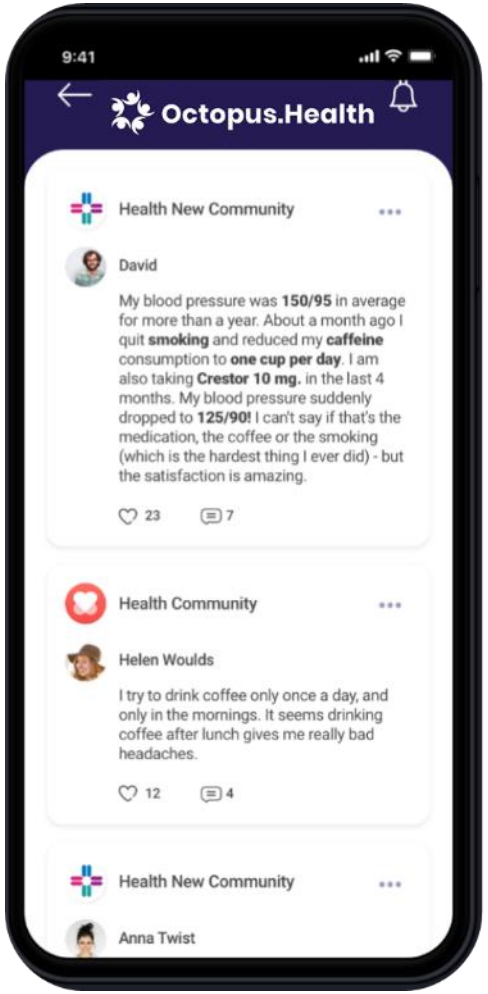
- Support groups, daily tracking

Genetic Family Tree builder

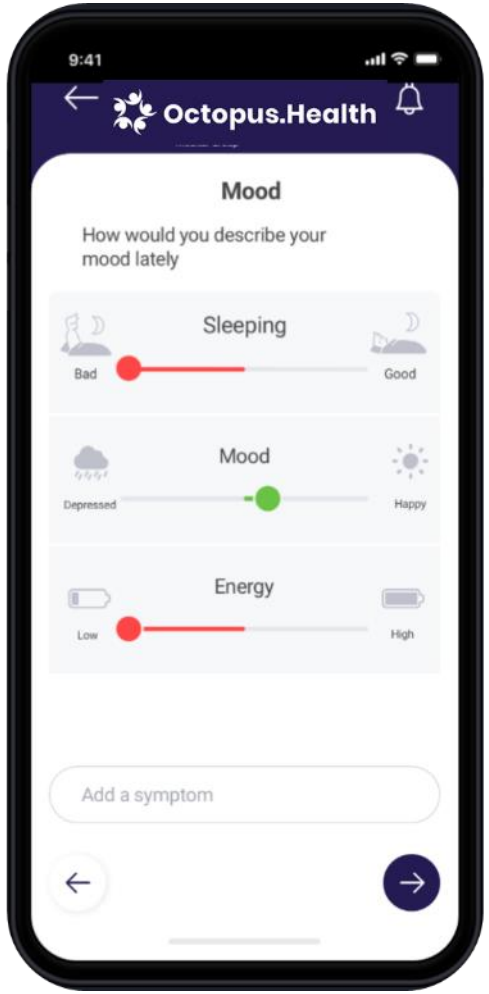
- Reduce geneticist time

And more…

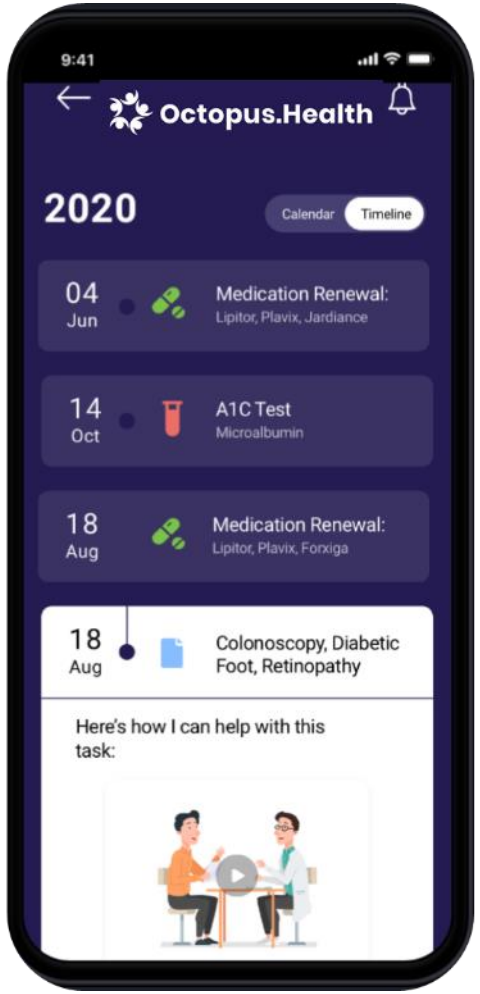
Octopus.Health's Workflow Marketplace



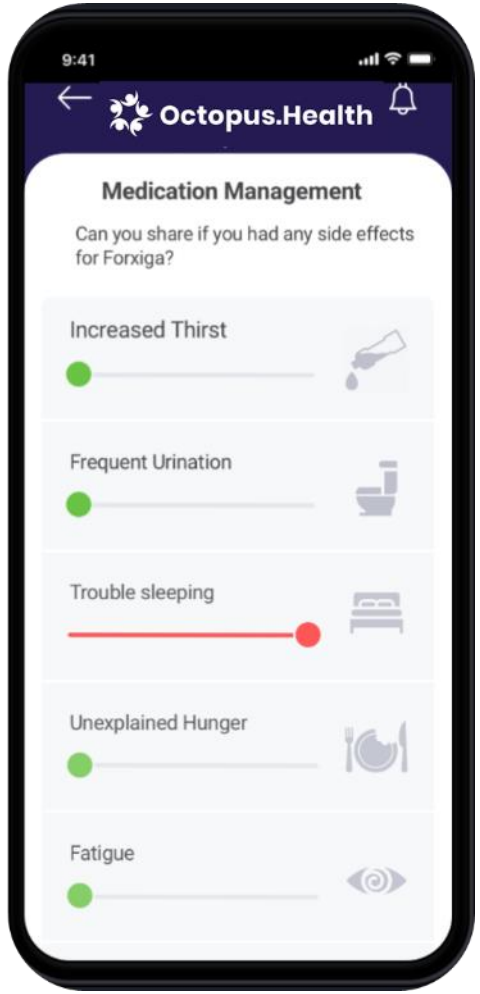
Community



Wellness Tracking



Chronic Disease Management



Condition Tracking

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Octopus.Health Insights

- Actionable Insights for decision makers
- Analyze adherence per doctor, clinic, region and organization
- Understand core reasons for low adherence for every person, medication, population and more
- Find cross correlations between medications, wellness and sub populations

Clalit – Strategic Partnership

It takes a strong healthcare organization to tackle this challenge head-on, comprehensively

- The 2nd largest integrated provider in the world
  (managing both, provider (clinical) and insurer (economic) perspectives)
- The largest healthcare provider in Israel, >50% of market share (scale-up opportunity)
- >100 years of cumulative healthcare experience
- Significant presence across all health continuum: ~1500 clinics, 14 hospitals,
  dozens of medical centers, hundreds of pharmacies, medical institutes and laboratories
- 4.5M insured population, 2 decades of integrative digital medical information
- Thousands of doctors, nurses, specialists and professional experts
- Cutting edge, world-renowned research capabilities (Clalit Research Institute)

Preliminary Research and Results

חדשות

לחץ חברתי, ערבות הדדית ופנייה לרגש: כך גורמים לישראלים לא להבריז לרופא

TheMarker

11.12.2019

- POC focused on "*No Show* " event reduction.
- Reduction of 200K No Show events
- 33% reduction in unplanned cancellation.

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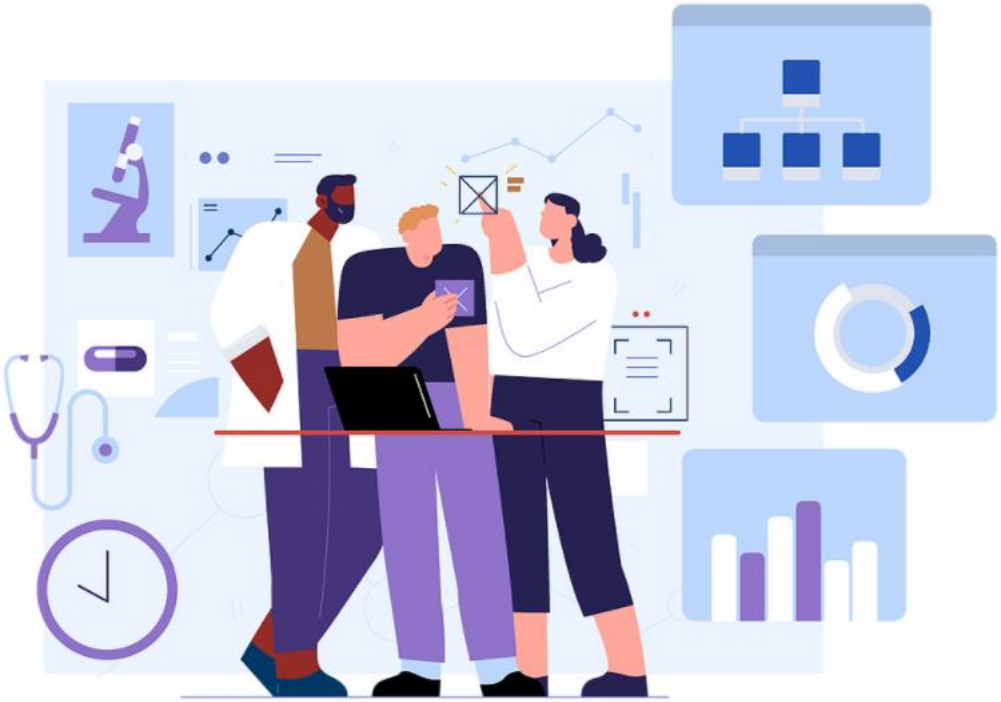
Bottom Line

- **Increase revenue** by creating long-term relationships with patients
- **Improve healthcare** by complying with MACRA\HEDIS guidelines and make sure adherence is maximized for every patient
- **Reduce HCP workload** with workflows that automate administrative tasks