

Wellbridge Health Unveils First-of-its-Kind Digital Care Management Program for End-Stage Renal Disease: No-Risk Pilot Ready for Insurers and Employers

By Wellbridge Health, Inc.

Wellbridge Health, Inc. rolls out End-Stage Renal Disease and Chronic Kidney Disease care management program, looking to pilot with managed care insurers and self-insured employers.

Wellbridge Health, Inc., a connected care management company successfully delivering a unique model of high tech-high touch chronic disease management since 2016, has unveiled a first-of-its-kind care management model for end-stage renal disease (ESRD) and chronic kidney disease (CKD).

Kidney failure and dialysis treatment are life-changing for employees and a catastrophic health plan expense for employers and insurers

Annual Medicare spending to treat kidney failure in the U.S. hovers around \$31 billion

Kidney disease is not uncommon! Nearly 10% of Americans over age 20 have CKD

Self-insured employers and health plans spend between \$350,000 and \$700,000 *per member* on dialysis

Both reduction in health care spend and improved quality of life for individuals with CKD and ESRD are in large part dependent on adherence to treatment regimens. Yet, adherence is a major problem - with non-adherence estimated to occur in more than 50% of patients, which can lead to an increase in otherwise avoidable ER visits and hospitalizations, and a more rapid and costly decline in health.

According to Pamela Greenhouse, Chief Operating Officer at Wellbridge Health, “Yes, non-adherence is common with CKD and ESRD and research shows multiple factors behind non-adherence as well as several keys for successfully slowing progression and reducing disruptive and expensive complications.

Non-adherence factors include individuals’ perception of the severity of their situation and benefits of treatment, depression, and situational factors such as the inability to accept or comply with diet, fluid, and medication plans; low family support for lifestyle changes; and even access issues.

But Wellbridge Health's chronic disease management programs have been successful because its high tech high touch approach aligns with the research that shows that success is heightened with CKD and ESRD when patients receive plenty of individual attention, when they have a dedicated professional to partner with in setting clear goals, when the goals are personally important to the patient, and where necessary resources to adhere to treatment plans are provided and/or barriers removed."

The Wellbridge Health model combines simple 7-day/week remote symptom monitoring (<2 minutes/day) using an iPhone (that Wellbridge Health can provide) with weekly face-to-face HIPAA-compliant video chats with a dedicated health coach - for over 400 touchpoints annually. This comprehensive and scalable approach provides its health coaches, who are master's prepared and have additional training in motivational and behavior change techniques, with access to both daily and trend data to achieve the scope of goals that together impact health spend and outcomes for individuals with chronic disease:

- Treatment adherence management;
- Improving health self-management critical to preventing disease escalation (diet, exercise, etc.);
- Getting ahead of medical crises to reduce avoidable ER visits and hospitalizations;
- Providing education for patients to understand 'the why' of treatment plans;
- Teaching how to access the right care at the right time at the right place;
- Providing resource guidance and helping remove barriers related to the social determinants of health.

Wellbridge Health is ready to partner with managed care insurers and self-insured employers in a risk-free pilot of its ESRD/CKD program. For more information: www.wellbridgehealth.com or Alex P. Kunz, Business Development Manager, akunz@wellbridgehealth.com.