ADDITIVE ANALYTICS

DIGNITY HEALTH AND BOX PATIENT EDUCATION APP CHALLENGE

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PROBLEM INTERVIEW FEEDBACK

- **Patient**

  - A lot of patient education content is available, but little is relevant to me
  - Content is often old, not at my level or does not apply to my clinical situation

- **Provider**

  - I own the responsibility of educating the patient
  - I want to be able to share content with other providers in my ACO arrangement to improve attributable patient population health
  - I do not want to create my own content due to time and effort involved

PRODUCT OVERVIEW

➢ **Providers can easily package auto-categorized content for the patient**

➢ **Providers can share relevant content with each other**

➢ **Content can be selected for a certain age, gender, lifestyle, and condition**
➢ **Different levels of sophistication are identified**
➢ **Patient can watch video from a computer, tablet, or mobile device**
➢ **Patient can provide feedback**

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PRODUCT FEATURES

➢ **Patient watches videos relevant to his condition**

➢ **Videos are hand-picked by his healthcare provider**

➢ **Physicians can share content with other physicians**

➢ **4 different levels of video ensure the patient has appropriate content for his education level and sophistication**

➢ **Video is custom picked by provider based on language, age, gender, lifestyle, condition, and degree of medical / scientific knowledge**

➢ **Patient can provide feedback on which videos are useful vs. which are not useful**

➢ **Uses secure, HIPAA-compliant Box platform**

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USE CASE
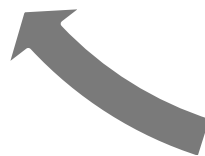

Patient is scheduled for hip replacement surgery

Doctor compiles relevant video, visual, and text content, aided by the Additive Analytics machine-learning recommendation engine
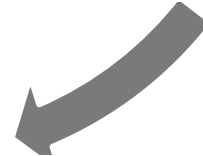
Uses HIPAA-compliant Box platform to share content

Patient views content from a computer, tablet, or smartphone

Patient gives physician feedback on which content is most useful

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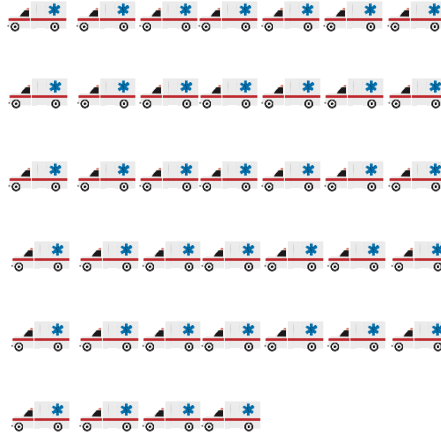
TARGET USERS

Healthcare Organizations

- Participating in CMS' Bundled Payments for Care Improvement program

- Accountable Care Organizations

- Tech-savvy and forward-thinking

- Nimble; able to move quickly

Patients

- Engaged and involved in their treatment

- Own a mobile device, tablet, or computer

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BUSINESS MODEL

$20,000

per hospital

per year

39

Hospitals

In Dignity Health System

$840,000

Per year for a system like Dignity Health

BOX INTEGRATION

The Box platform is crucial to provide the gateway to content and to allow Additive Analytics access to the content and to classify content using tags

- **Tags are automatically added to file objects**

  - "tags": ["medium difficulty", "adult", "ACO core measure 31"]

- **Comments automatically added classifying content**

  - /comments '{"item": {"id":"Heart_Failure_Video"}, "message":"This video helps CHF patients recover"}' –X POST

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TEAM PROFILES

Laura Hamilton is a data scientist, software engineer, and startup specialist. She has a mathematics degree from the University of Chicago. While at Enova International, she launched three new businesses, two of which she drove to profitability within 18 months. At BayRu, she built a proprietary analytics engine.

Andrew Webster medical systems integration specialist, actuary, and programmer. He has a mathematics degree from the University of Illinois. He worked at Epic Systems Corporation as a programmer and hospital liaison for two years. Subsequently, at Presence Health he drove the successful implementation of three hospitals onto the Epic EMR.

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BUZZ ABOUT ADDITIVE ANALYTICS

- "Additive Analytics provides an innovative solution to one of the biggest problems facing hospitals today."—Alexander Ho MD, Kaiser Permanente

- "Additive Analytics has a novel solution to ensuring patient compliance and optimizing patient care after hospital admission for a multitude of chronic conditions" —Ronald Bosh MD, Dreyer Medical Clinic

TechCrunch

Forbes®

THE CHALLENGE CUP presented by 1776

Data Science Weekly

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