

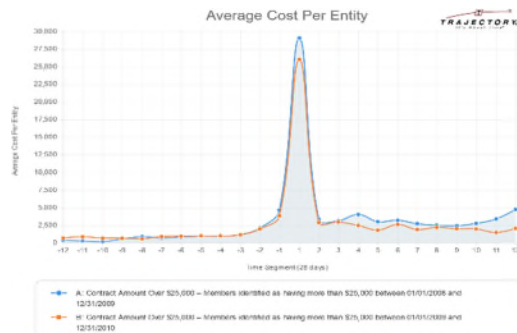


## Transforming Healthcare Through Telemedicine Outcomes

Many telemedicine programs are improving health population outcomes while transforming traditional modalities of care. But many clients and other parties want trustworthy evidence documenting that telemedicine interventions are making a real difference. If so, the following two questions need to be answered:

- What is the impact?
- Is the method used to evaluate the impact of telemedicine program valid?

The new telemedicine marketplace requires feedback loops for both internal and external stakeholders to validate these programs. Schooner Strategies is now offering solutions powered by Trajectory® Healthcare LLC, a patented process using advanced epidemiological and statistical verification methods, to successfully answer these questions.



### An Epidemiological Approach

The Trajectory evaluation model uses the science of epidemiology, the cornerstone of public health, to meet the medical needs of individual patients and targeted populations.

Epidemiology asks the same questions about a population that a medical doctor asks about an individual:

- What is the problem?
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The last question: “Did it work?” must be answered by asking another question: “Compared to what?”

Both doctors and epidemiologists rely on professional knowledge and medical literature to predict expected health outcomes, but epidemiologists often must perform

intensive “real world” quantitative analyses. Achieving excellence in these analyses often requires credible measurement to an equivalent comparison population (i.e. the “comparator”).

Every disease has a “natural history.” Things are different before getting sick than afterwards. The Trajectory evaluation model provides a unique approach that not only tracks the natural history of a disease but promotes the trajectory of health.

### The Trajectory Model

Trajectory creates and studies “virtual epidemics.” We leverage the best of epidemiology science and statistical evaluation to provide critical feedback loops that demonstrate telemedicine outcomes. Many information sources help power this analysis, including medical and RX claims, lab results and patient surveys. The Trajectory data analytic engine creates and customizes study designs that validate the impact of telemedicine interventions more accurately than other evaluation approaches or tools. When a person begins telemedicine treatment – time “0” - a “virtual epidemic” is launched and provides an innovative framework for analysis.

Trajectory evaluates the “cause and effect” of a telemedicine intervention by controlling the confounding variable of time. This approach adds clarity and fidelity to the analysis that other approaches cannot replicate. Once the Trajectory data analytic engine is demonstrated, along with our wrap-around consulting services, we are able to validate a telemedicine program’s current value, as well as provide insights on how to make improvements.

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- *Descriptive Module* to better understand the population being served (and the providers that serve it) and updating interventions to optimize change
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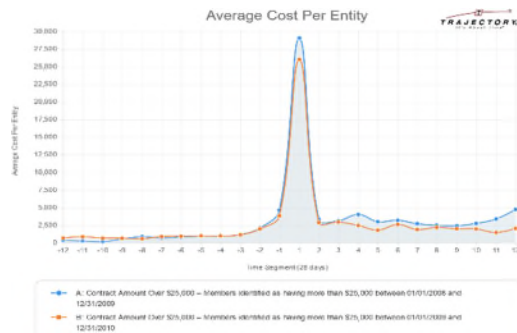


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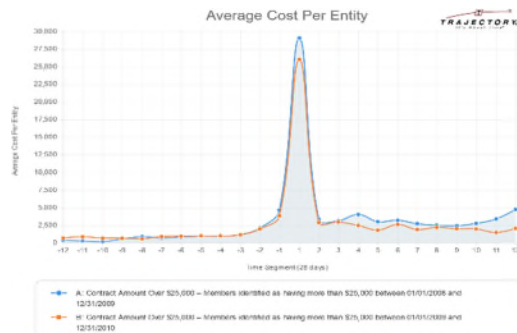


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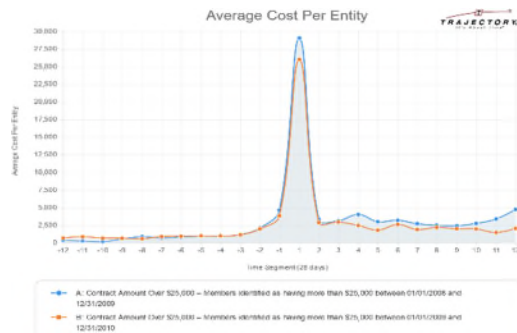


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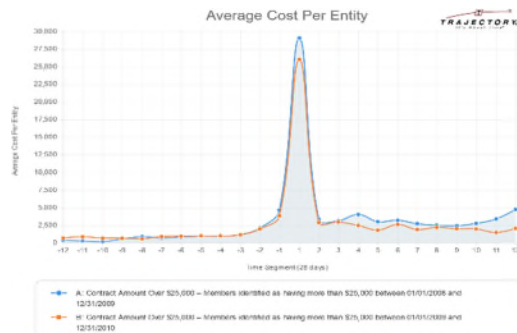


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TABLE 2. DOMAINS AND SUBDOMAINS OF THE TELEHEALTH MEASUREMENT FRAMEWORK

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- *Evaluative Module/ROI Calculator* to help assess the impact against an equivalent comparator to help calculate the ROI
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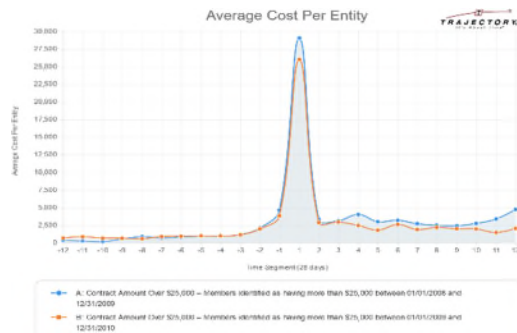


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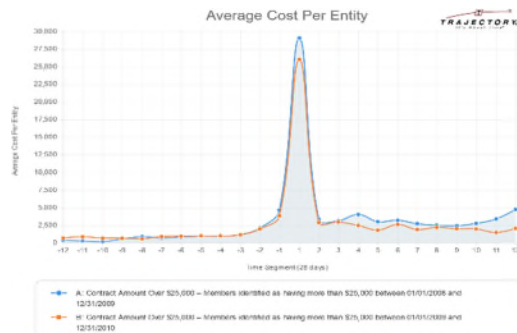


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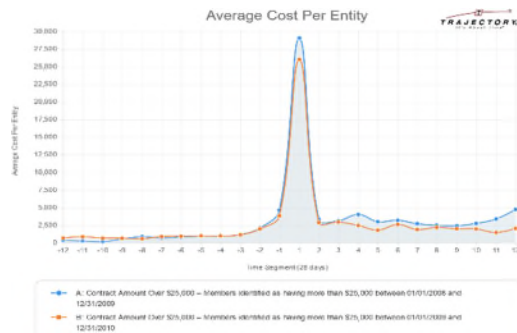


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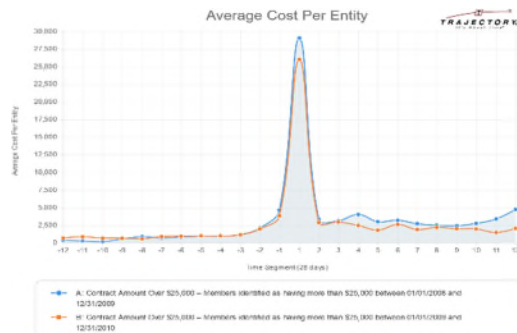


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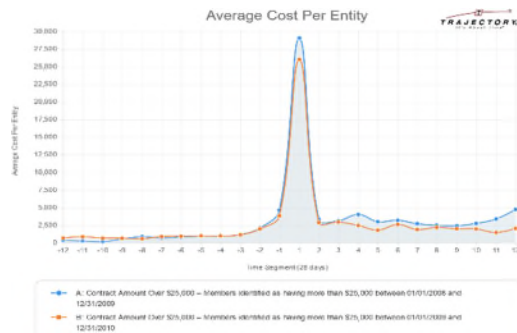


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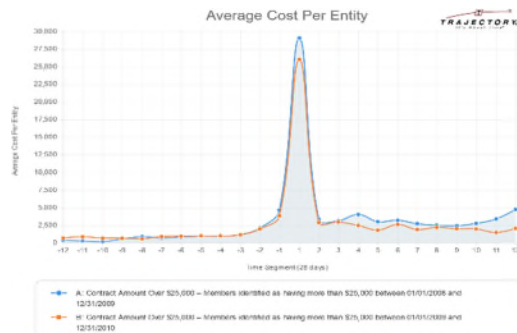


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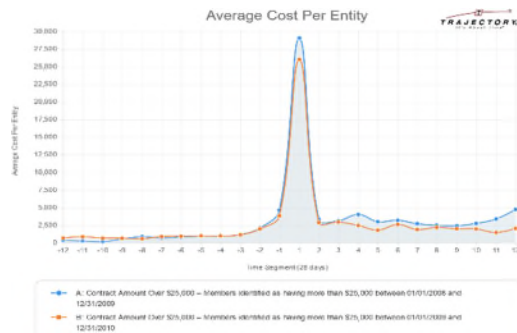


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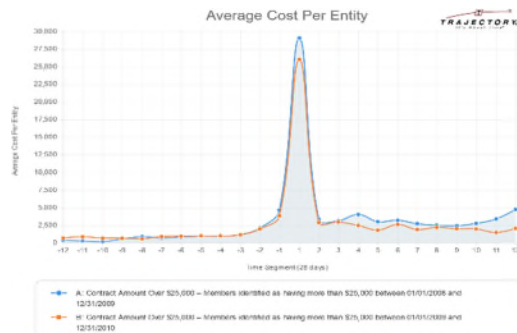


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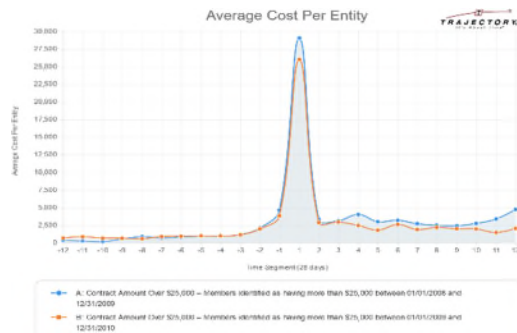


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The new telemedicine marketplace requires feedback loops for both internal and external stakeholders to validate these programs. Schooner Strategies is now offering solutions powered by Trajectory® Healthcare LLC, a patented process using advanced epidemiological and statistical verification methods, to successfully answer these questions.



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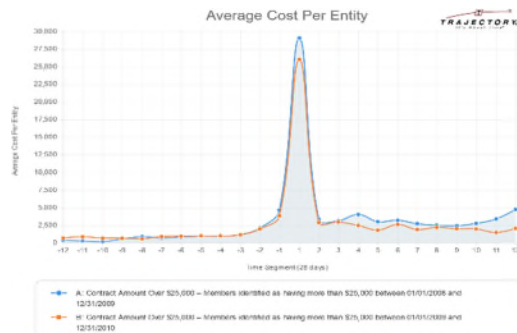


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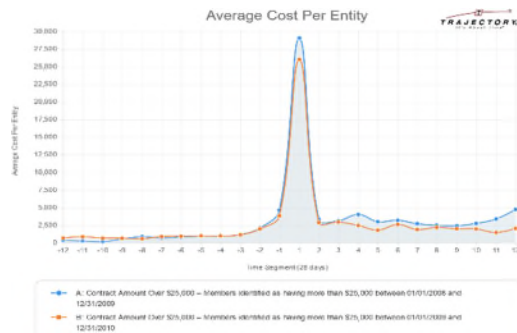


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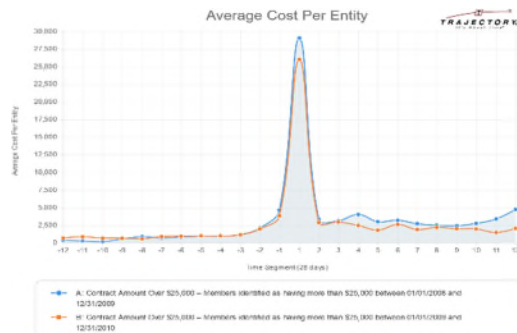


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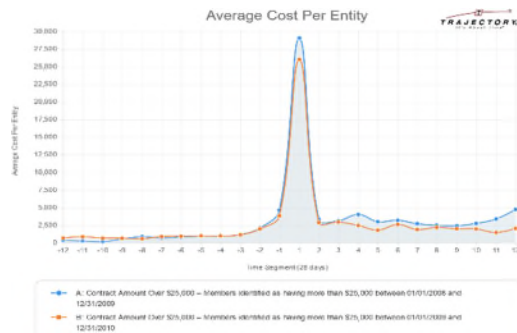


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Many telemedicine programs are improving health population outcomes while transforming traditional modalities of care. But many clients and other parties want trustworthy evidence documenting that telemedicine interventions are making a real difference. If so, the following two questions need to be answered:

- What is the impact?
- Is the method used to evaluate the impact of telemedicine program valid?

The new telemedicine marketplace requires feedback loops for both internal and external stakeholders to validate these programs. Schooner Strategies is now offering solutions powered by Trajectory® Healthcare LLC, a patented process using advanced epidemiological and statistical verification methods, to successfully answer these questions.



## An Epidemiological Approach

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Epidemiology asks the same questions about a population that a medical doctor asks about an individual:

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intensive “real world” quantitative analyses. Achieving excellence in these analyses often requires credible measurement to an equivalent comparison population (i.e. the “comparator”).

Every disease has a “natural history.” Things are different before getting sick than afterwards. The Trajectory evaluation model provides a unique approach that not only tracks the natural history of a disease but promotes the trajectory of health.

## The Trajectory Model

Trajectory creates and studies “virtual epidemics.” We leverage the best of epidemiology science and statistical evaluation to provide critical feedback loops that demonstrate telemedicine outcomes. Many information sources help power this analysis, including medical and RX claims, lab results and patient surveys. The Trajectory data analytic engine creates and customizes study designs that validate the impact of telemedicine interventions more accurately than other evaluation approaches or tools. When a person begins telemedicine treatment – time “0” - a “virtual epidemic” is launched and provides an innovative framework for analysis.

Trajectory evaluates the “cause and effect” of a telemedicine intervention by controlling the confounding variable of time. This approach adds clarity and fidelity to the analysis that other approaches cannot replicate. Once the Trajectory data analytic engine is demonstrated, along with our wrap-around consulting services, we are able to validate a telemedicine program’s current value, as well as provide insights on how to make improvements.

## Telemedicine Outcomes

The Trajectory evaluation model is the right solution to demonstrate to customers, payers, regulators, accreditation agencies and other third parties how a telemedicine program is making a difference. And if the program is not fully optimized, we can show the client - using Trajectory generated evidence and consulting expertise - how to make tweaks to improve the outcomes they are targeting.

Our telemedicine outcomes approach leverages the National Quality Forum’s telemedicine outcomes framework that was published in 2017. In fact, one of our key researchers is currently staffing the first national initiative to develop accreditation standards around the NQF criteria.



TABLE 2. DOMAINS AND SUBDOMAINS OF THE TELEHEALTH MEASUREMENT FRAMEWORK

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- *Evaluative Module/ROI Calculator* to help assess the impact against an equivalent comparator to help calculate the ROI
- *Descriptive Module* to better understand the population being served (and the providers that serve it) and updating interventions to optimize change
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With our engagement, clients can access Trajectory’s customized and secure online portal directly and can have access to our real-time consulting services. Among other resources, our subject matter experts can serve as an internal resource to telemedicine organizations. We also can draft a third-party evaluation of the results of the telemedicine program and help publish the findings. We are a total telemedicine outcomes solution!

#### *Evaluative Module/ROI Calculator*

The Evaluation Module uses a Return on Investment (ROI) Calculator that helps answer whether a specific intervention works for a targeted population. Clients can look at both the financial and clinical efficacy of most telemedicine transactions in almost real time.

Our consulting team is available to provide third party validation. We have decades of experience in writing up these results in scientific publications and issue briefs if the results are something the client wishes to promote. Of course, sometimes the ROI that is reported is not as optimal as desired, but we have an established track record in helping clients improve existing offerings or design new programs to get better results.

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- Age – Gender matched analysis
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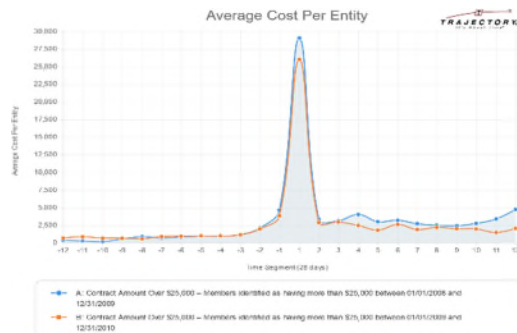


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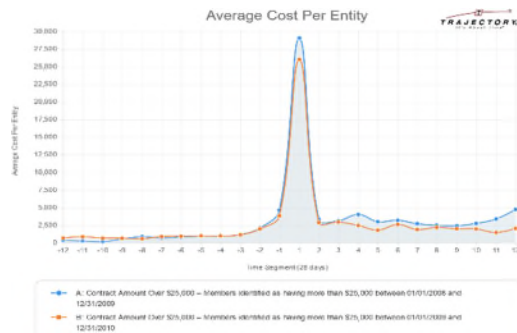


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