

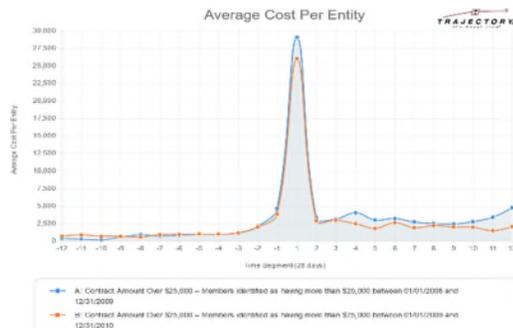


Transforming Healthcare Through Telemedicine Outcomes

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?
- What is the history?
- What is the treatment?
- Did it work?

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.

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.

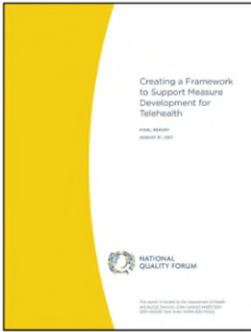


TABLE 2. DOMAINS AND SUBDOMAINS OF THE TELEHEALTH MEASUREMENT FRAMEWORK

Domain	Subdomain(s)
Access to Care	<ul style="list-style-type: none"> • Access for patient, family, and/or caregiver • Access for care team • Access to information
Financial Impact/Cost	<ul style="list-style-type: none"> • Financial impact to patient, family, and/or caregiver • Financial impact to care team • Financial impact to health system or payer • Financial impact to society
Experience	<ul style="list-style-type: none"> • Patient, family, and/or caregiver experience • Care team member experience • Community experience
Effectiveness	<ul style="list-style-type: none"> • System effectiveness • Clinical effectiveness • Operational effectiveness • Technical effectiveness

The Three Core Products

The Trajectory evaluation solution offers three overlapping solutions:

- *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
- *Predictive Module* to target and validate predictions for high value targeting.

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.

With this we can address “what if” scenarios to examine the ROI of different sub-populations, so the client can see where other opportunities reside.

Descriptive Module

The Descriptive Module enables comparison between the defined population and an age-gender matched reference on data from claims including: diagnoses, procedures, place of service, drugs, and provider name and provider type. This can help clients point to where an intervention may best be deployed and optimized.

Predictive Module

The Predictive Module uses the Trajectory data analytic engine to generate probability scores that allow users to forecast future events and outcomes. We provide a standard validated model that will meet many organizations’ needs, as well as personalized solutions that integrate a client’s unique results, and build on factors such as:

- Age – Gender matched analysis
- Trajectory AI to select reference variables from claims (including age and sex)
- Customized (based on literature reviews, conversations with experts, client-based data)

The Schooner Strategies Team



Garry Carneal, JD, President and CEO. Carneal is a quality thought-leader and has brought to market over two dozen accreditation programs in healthcare. He also is a telemedicine thought leader having worked with the American Telemedicine Association and ClearHealth Quality Institute in developing the next generation of telemedicine standards.



Monique Yohanan, MD, Chief Medical Officer. Dr. Yohanan is a national thought leader in clinical guidelines and evidence-based medicine. Prior to joining Schooner, Monique worked a physician editor for both MCG/Hearst Health and Epocrates, Inc. She has given numerous invited lectures, symposia, courses and workshops at national and state academic medical meetings, as well as Grand Rounds at institutions such as Harvard and Yale.



Thomas Wilson, PhD, DrPH, Chief Science Officer & Founder of Trajectory Healthcare, LLC. Dr. Wilson is an epidemiologist specializing in the design, evaluation, and science-based improvement of population health programs. He is a thought leader in the comparative effectiveness field.

Contact us today to learn more how Schooner Strategies, powered by Trajectory® Healthcare, can support your business mission.