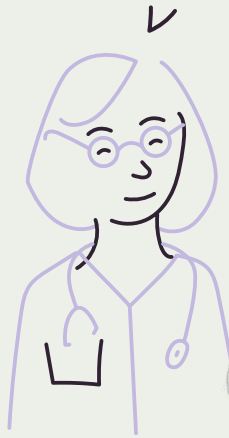




I can see your ear,
just like in the clinic



The Ultimate Guide to Improving Care Quality

What are healthcare's main challenges, and how can remote care alleviate them? In this ultimate guide, get a comprehensive understanding of remote care and the role it plays in healthcare today. Read how the Home Health Delivery Gap™ has made it increasingly difficult for people around the world to receive the healthcare they need and deserve. Find out how TytoCare's Home Smart Clinic resolves this gap, providing real solutions and having significant advantages over audio and video telehealth. Ensure the success of the Home Smart Clinic with the Tyto Engagement Labs™ that define concrete objectives and provide a proven framework for achieving them. Reliably measure outcomes with the Home Health Delivery Metrics™ that confirm remote care's impact on members, providers, and health plans.

1 The Home Health Delivery Gap™

Families, providers, and health systems are impacted by primary care that is disconnected from the center of our daily lives. Why are the challenges of primary care and why has telehealth failed to address them?

2 The Home Smart Clinic

TytoCare's Home Smart Clinic enables accurate, convenient remote physical exams that are on par with an in-office visit, from the comfort of home. The Home Smart Clinic is a robust, AI-powered, all-in-one tool for acute care, preventive care, and chronic care management.

3 Tyto's Engagement Labs™

TytoCare's holistic suite of user engagement services leverages extensive behavioral science research and years of in-field deployment experience to support partners and accelerate virtual care adoption.

4 The Home Health Delivery Metrics™

Successful remote care must align with critical business metrics that can accurately demonstrate its value and measure its success. TytoCare's Home Health Delivery Metrics™ assess virtual care programs' impact on patients, providers, and health system.



"What do you mean you can't see my ear canal?!"

1

The Home Health Delivery Gap™

Challenges impacting access to primary care

Healthcare today requires innovative, high-quality solutions. Spiraling costs and systemic inefficiencies have stretched doctors and patients [past the breaking point](#). While a UN and WHO Sustainable Development Goal calls for universal, affordable, accessible health coverage for all, [over 400 million people](#) around the world lack access to the most basic, essential health services.

[Four in ten US adults](#) have delayed or gone without medical care in the past year due to cost, with a disproportionate impact on minorities, women, and lower-income individuals. Addressing the challenges requires giant leaps of progress, rather than incremental steps.

Over **400 million** people around the world lack access to the most basic, essential health services¹



Four in ten US adults have delayed or gone without medical care in the past year due to cost²



Telehealth's unfulfilled promise

Telehealth was intended to alleviate the issues that face primary care, including cost, efficiency, staff shortages, access to care, and competition. However, telehealth's potential remains largely unfulfilled and unable to deliver on its promise. [Current telehealth solutions](#) fail to address the clinical needs of healthcare delivery - the ability to diagnose remotely and to build trust with clinicians.

While telehealth was intended to replace in-person appointments, [nearly 90%](#) of traditional telehealth visits required additional visits. Underserved populations remain [less likely](#) to access traditional telehealth, further widening the care gap.

Post its COVID-era surge, current telehealth lacks effective user engagement and fails to offer culturally competent care. Poor adoption and low utilization rates have a negative impact on healthcare's ROI and bottom lines.

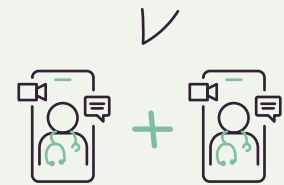
The Home Health Delivery Gap™

The above factors combined lead to the **Home Health Delivery Gap™**, in which the epicenter of daily life remains disconnected from healthcare.

The Home Health Delivery Gap™ impacts everyone, from patients to providers to health plans:

- **Families** experience poor access to primary care, which leads to greater care gaps, worsening chronic issues, and reliance on costly, inefficient solutions such as the ED.
- **Health plans** face higher total cost of care (TCC) due to the overuse of EDs, laboratory tests, and prescriptions. They see poor quality of care and poorer health outcomes for members. They also experience lower rates of member satisfaction, leading to disenrollment and lower acquisition.
- **Value-based** health systems experience higher TCC. Their staff shortage issues are not alleviated. They face lower revenues, lower acquisition, and poorer retention rates.
- **Fee-for-service health systems** face [lower revenues](#), lower acquisition, and lower retention, as primary care continues to be neglected and underfunded.

90% of traditional telehealth visits require additional visits³



Patients wait an average of **six days** to see a primary care physician⁴



Rural residents traveled more than **twice the distance** of urban residents to see a clinician⁵



55.8% identified the cost of gasoline and the financial expense of travel as barriers to receiving medical care⁶



Addressing the challenge

Home-based healthcare is convenient, affordable, and innovative, making it well-positioned to improve health equity. It's also becoming the delivery model of choice in several use cases. In 2021, [86% of adults](#) said they preferred to receive post-hospital, short-term healthcare at home. Virtual models are increasingly being recognized for delivering more value while maintaining high levels of care quality, a shift that [experts expect will continue](#).

Despite the seriousness of the Home Health Delivery Gap™, health plans see virtual care, particularly virtual primary care, as a vital, strategic pillar of their future offerings. They are well aware that virtual care and telehealth, in their current form, aren't optimized for success. They equally understand the importance of virtual care going forward, and recognize the fact that the current challenges must be resolved.

The Home Smart Clinic aims to address these challenges, allowing telehealth to fulfill its immense potential.



AAMC predicts a **37K to 124K** physician shortage by 2034⁷



Social determinants of health barriers account for as much as **55%** of health outcomes⁸



[Source 1](#) | [Source 2](#) | [Source 3](#) | [Source 4](#)
[Source 5](#) | [Source 6](#) | [Source 7](#) | [Source 8](#)

"Ok here goes...
deep breath in...
deep breath out..."



2

Home Smart Clinic

Primary care from home
with no compromises

Traditional audio/video telehealth solutions leave the home ill-equipped to deliver care comparable to an in-person visit. This Home Health Delivery Gap™ leaves our daily lives disconnected from healthcare.

We believe there is no reason why meeting a doctor remotely from home should be any less effective than seeing one in the clinic. Solving the Home Health Delivery Gap™ means lower TCC, higher quality of care, better healthcare outcomes, and higher member satisfaction.

The Home Smart Clinic enables remote physical exams by clinicians, regardless of where you are or what condition you have - acute or chronic. These exams are coupled with AI diagnostic support to assist clinicians, and behavioral science blueprints to maximize adoption and utilization. The Home Smart Clinic supports families across different populations - no matter whether they have CFI insurance or are part of Medicaid or CHIP programs.

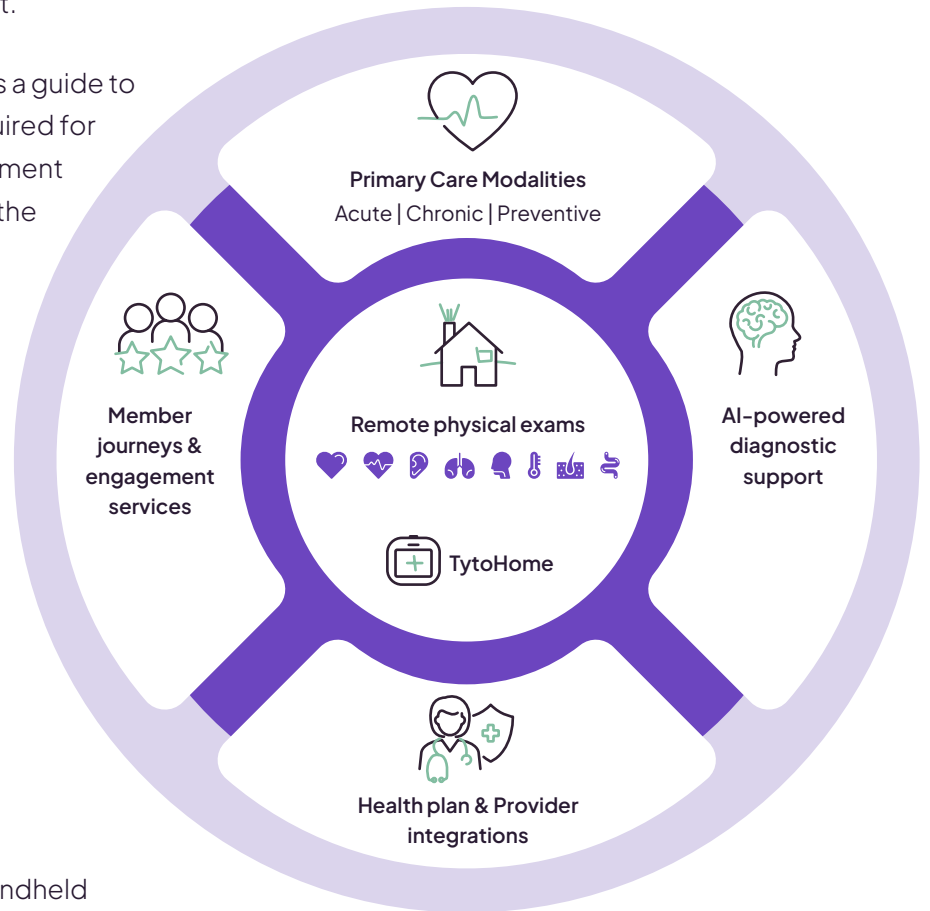
It removes the barriers that have prevented the home from being a place where quality primary care can be consumed. Primary care can now be delivered and consumed from home, with no compromises.

What is the Home Smart Clinic?

The Home Smart Clinic solutions include the comprehensive range of elements required by healthcare organizations to launch a truly successful virtual care program with no compromises. By offering remote physical exams, coupled with AI-powered diagnostic support, and member journeys and engagement services tailored for specific cohorts, TytoCare's Home Smart Clinic solutions enable programs that work for health plans, healthcare providers, and the families they support.

The Home Smart Clinic blueprint acts as a guide to outline the combination of factors required for successful solution rollouts. Each element of the blueprint is an essential part of the full Home Smart Clinic solution.

Home Smart Clinic Blueprint



Remote physical exams

TytoCare's FDA-cleared handheld solution enables clinicians to conduct high-quality medical exams remotely and make accurate diagnoses based on real patient data. The TytoCare solution can accurately listen to heart and lung sounds, look into the ear and throat, and measure blood pressure, blood oxygen levels, weight, and more.



AI-powered guidance and diagnostic support

Tyto Insights™ use large amounts of continuously gathered and anonymous clinical and usage data to drive AI-powered guidance and diagnostic support capabilities.

Guidance support

AI technology guides patients when conducting exams, helping them place the device's modular tips (stethoscope, otoscope, etc.) in the right place and at the correct angle to accurately capture health data.

Diagnostic support

AI-enabled diagnostic support analyzes gathered data, detecting conditions such as lung wheezes and more.



Primary care modality enabler

TytoCare supports all primary care modalities, allowing for the full spectrum of primary care.

Acute care - providing rapid care for common, acute conditions.

Chronic condition management - enabling patients to track their medical conditions outside of the clinic on a regular, ongoing basis.

Preventive care - making remote quality care a valuable part of preventive care programs.



Health plan and provider integrations

TytoCare's software connectors allow for streamlined integrations with customer systems, including Electronic Health Records, proprietary virtual-first mobile apps, and more. TytoCare also supports a variety of provider models, including doctors in the cloud, community PCPs, or your own providers.



Member journeys & engagement services

Successful virtual care programs require behavioral change by health plans, clinicians, and families in order to succeed. We leverage our knowledge from successful deployments with partners across the globe, together with behavioral science insights, to build Tyto Engagement Labs™. TytoCare's comprehensive library of blueprints, advisory consulting services, and robust, full-stack marketing engine are tailored to each specific program and cohort, resulting in impressive utilization and adoption rates for all our partners.

Serving different populations and condition types

TytoCare's Home Smart Clinic is designed to serve different populations, and support a variety of conditions and care modalities. The same elements that can support a CFI program for acute care can support a Medicaid program for wellness or a CHIP program for asthmatic patients. By designing each element with these different populations and conditions in mind, the Home Smart Clinic is able to provide offerings tailored to each of these use cases.

Join the new age of primary care from home, with no compromises.

Make the home a place for families to access quality primary care they can trust with no compromises, no inconvenience, and no inefficiencies.





3

Tyto Engagement Labs™

TytoCare's holistic suite of user engagement services based on behavioral science research and in-field deployment.

"Can you hear that? It's the sound of happy members..."

The home health delivery paradigm shift enabled by the Home Smart Clinic requires some behavioral change by clinicians and families. TytoCare has years of experience working with our partners to implement Home Smart Clinic solutions together. We have taken this experience and created a proven framework that includes all the required elements for successful deployment and adoption of the TytoCare Home Smart Clinic in the market. This holistic suite of user engagement services is designed to support our partners and increase adoption rates of virtual care programs.



The need for behavioral change

User engagement is central to the success of virtual healthcare programs. It demands authentic, lasting behavioral change on the part of all stakeholders that builds trust across the spectrum.



Patients must be ready to change their healthcare consumption habits, adjusting default behaviors they've done for years such as going to an ED or urgent care clinic, under adverse circumstances (when they aren't feeling well).



Health plans need to apply different marketing strategies in order to build and promote nontraditional plans.



Providers must adopt new healthcare delivery approaches and methodologies.

Tyto Engagement Labs™ apply behavioral science insights and utilize them to create authentic, sustainable change by all parties.



Backed by research and experience

Tyto Engagement Labs™ is our holistic suite of user engagement know-how and services which is constantly optimized with behavioral science research, extensive in-field deployments, and thorough A/B testing.

Our Labs implement behavioral change across the TytoCare product, as well as physical and digital communication channels to drive engagement and promote success.



Our behavioral science research includes, among other things:

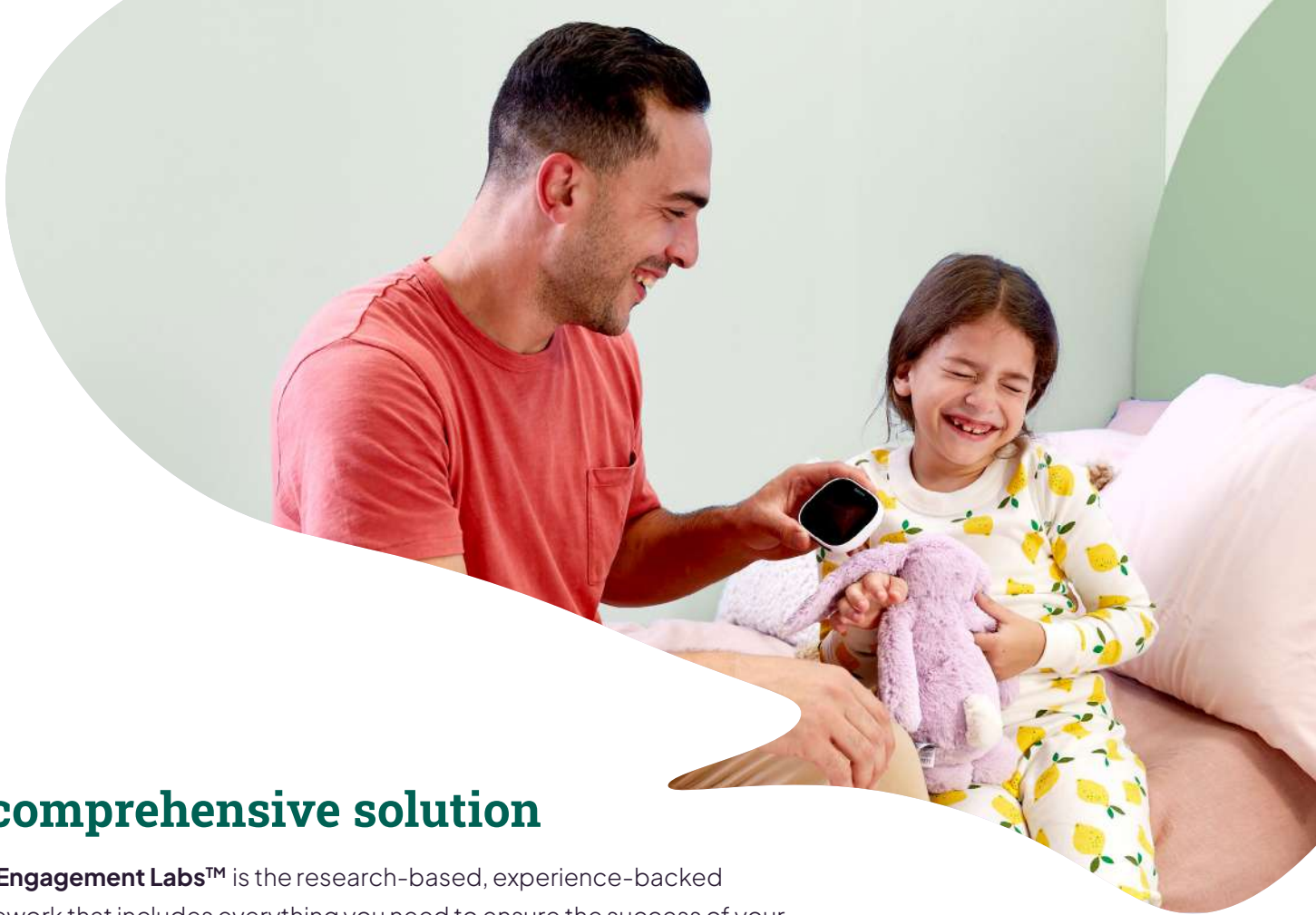
- Collaboration with behavioral scientists
- Market research
- User groups and surveys

Ongoing optimization



Our in-field practice includes:

- Partnerships with over 180 healthcare organizations, serving over 700K patients, who have performed over 1M exams
- Data monitoring and analysis
- Rigorous user experience testing in a range of environments



A comprehensive solution

Tyto Engagement Labs™ is the research-based, experience-backed framework that includes everything you need to ensure the success of your program.

Tyto Engagement Labs™ includes:



Engagement blueprints

- A comprehensive library of measurable user engagement blueprints based on cohort types and use cases.
- Cohort selection blueprints in which every core value proposition is tailored to fit each specific cohort and use case.



Engagement advisory

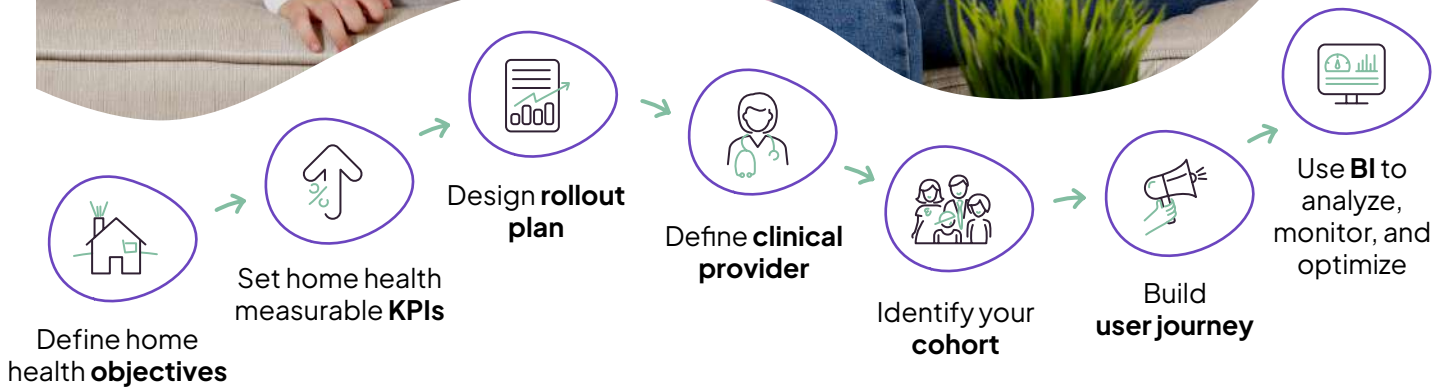
- Consulting services provided by TytoCare's user engagement experts who have extensive experience in marketing, digital health, and TytoCare projects.
- The continual guidance of our user engagement experts who work alongside partners to ensure the success of our partners' programs.



Engagement engine

- Robust, full-stack marketing services that leverage TytoCare's marketing experts and technologies to ensure successful end-to-end user journey execution.
- Ongoing monitoring and optimization, including product behavioral analytics and marketing campaign optimization.

Your journey to success



Ready to take the next step? [Contact us to get started.](#)

4

TytoCare's Home Health Delivery Metrics™

Are higher utilization metrics the only measure of success?
How to effectively assess your virtual care program.

The bigger picture

Until now, many telehealth and virtual care programs measured their success primarily based on utilization data. But is utilization the only way to evaluate virtual care's success?

Utilization numbers are based on disparate variables, making it difficult to use them to compare different telehealth solutions. While these numbers are an important factor, they aren't the only thing we should be looking at.

Virtual care's success should be based on critical business metrics, such as quality of care, equity, total cost of care, retention, and acquisition. These key metrics reinforce the impact that virtual care can have on health outcomes, ROI, and business goals. When driven by true business metrics, virtual care plans can demonstrate their immense potential to health plans, providers, and members.

"Ah... the sweet sound of success!"



Driving success

To address this need, TytoCare has developed the key metrics which we have experienced to be best way to evaluate the success of virtual care programs. TytoCare's Home Health Delivery Metrics™ seek to drive virtual plans forward and ensure they align with overall business metrics. Abbreviated **D.R.I.V.E.**, these metrics were developed alongside health plans, providers, and clinicians.

D

Diagnostic capabilities

R

Retention & acquisition

I

Inclusion

V

Visit resolution

E

Engagement

D Diagnostic capabilities



Home Smart Clinic solutions must enable an accurate and broad range of diagnostic capabilities. This requires solutions that go beyond traditional telehealth with audio or video capabilities alone, allowing for accurate diagnoses and treating a variety of common conditions across different care modalities without the need for in-person follow-up appointments.

KPIs

- The breadth of avoidable ICD-10 codes that can accurately be diagnosed remotely
- Clinician/provider confidence level/satisfaction with remote exams and diagnostic capabilities



59%

more conditions diagnosed remotely and accurately than with traditional A/V telehealth



R Retention & acquisition



To impact overall business metrics, Home Smart Clinic solutions should increase retention and encourage the acquisition of new members and patients. This allows health plans and systems to leverage the innovation that digital healthcare brings for better positioning within the market and a competitive advantage not achieved by traditional telehealth alone.

KPIs

- Patient NPS



83

NPS score creating more satisfied patients and increased user retention



I

Inclusion



Home Smart Clinic solutions must increase access to care, bringing health into the home for all communities. By empowering people with access to quality healthcare, health plans and providers can encourage healthier behaviors, decreasing adverse medical conditions and improving healthcare outcomes.

KPIs

- An equitable utilization rate mix among different population types - e.g., urban and rural, commercial and underserved populations



93

NPS among Medicaid beneficiaries in both urban and underserved areas

V

Visit resolution



Along with diagnostic capabilities come higher visit resolution numbers for more effective care, no readmissions, and a reduction in unnecessary visits. This, in turn, impacts patient satisfaction levels, increasing trust from both patients and clinicians, and lowering the total cost of care.

KPIs

- Visit resolution rate - resolution of the remote visit without requiring a subsequent visit



98%

remote visit resolution to keep families at home with access to lower-cost care

E

Engagement



To measure behavioral change, there should be a rise in satisfaction scores, adoption rates, and repeat visits. As patients become more engaged with their healthcare, their healthy behaviors increase, and their care costs decrease. They are also less likely to churn from health plans they are engaged with, leading to better retention over time.

KPIs

- Utilization rate
- Repeat visits
- NPS



5X

utilization rate of traditional audio and video telehealth solutions

Directly linking the success of virtual care programs to critical business metrics enables healthcare organizations to fully appreciate the value of virtual care programs. TytoCare's Home Health Delivery Metrics™ drive home the impact that virtual care programs can have on patients, clinicians, and healthcare organizations.

