

# The Value of Koda's Advance Care Planning

Outcomes, Research, Data, Testimonials, Case Studies, and More.





# Table of Contents



|  |                 |
|--|-----------------|
| <b>Koda Value for Health Systems</b>             | <b>Page 1-3</b> |
| <b>Patient Outcomes</b>                          | <b>Page 4</b>   |
| <b>Our Impact on<br/>Houston Methodist’s ACP</b> | <b>Page 5</b>   |
| <b>Koda’s Research Studies</b>                   | <b>Page 6</b>   |

# Advance Care Planning (ACP)

modernized for patients, providers, and systems of today.

## Traditional ACP is broken for everyone involved.

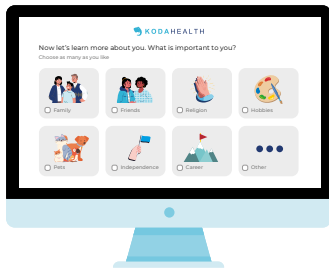
- Healthcare teams lack the time, training and tools to effectively facilitate the process.
- Patients are left to navigate a confusing process and a vague document.
- Documents go unused because decision makers are uninformed.

"I am **not tech savvy**, but I felt like **it worked well**. The questions were clear to me, **it was easier than paper**. I liked that I knew someone would call me to review it. **It was an easy process.**"



## Koda's ACP experience eliminates these obstacles.

Our comprehensive suite of tools to support patients through these heavy conversations.



### Cloud-Based ACP Platform

Your patients navigate our SaaS one-stop shop for ACP education, decision-capture, documentation, and signature support.

- Activates patients to engage in ACP.
- Navigates patient's ACP decision-making.
- Auto drafts state-specific legal documents.
- Document legalization for all 50 states.
- Easy sharing with surrogate decision makers.
- Available in Spanish + English as well as other commonly spoken languages.
- HIPAA and SOC 2 Type II compliant.
- Robust reporting for care team.
- Integrates with EMR.



### KodaCares

We partner your highest-risk members with Koda's ACP Advocates (RN, LCSWs) to provide comprehensive ACP support.

- Assists in plan creation + completion.
- Facilitates in-depth phone calls with patients, loved ones, and care teams.
- Identifies social determinants of health.
- Evaluates + monitors patient frailty.
- Monitors progression of health.
- Ensures continued plan alignment.

**We'll partner with your system to tailor a workflow for your organization, provide training to your care team, and produce co-branded collateral to distribute to your team and patients.**

# Modern, Scalable ACP

Offer a new benefit to your patients, without an increased lift.

## Validated by Industry leaders.

Key organizations in healthcare and serious illness care vouch for our ACP solutions.



"In many provider scenarios, the start of the ACP conversation is lost to follow-up. I was **inspired by Koda** as a platform that also embedded the necessary signatures to include having the document notarized. I thought that if we could **achieve a higher percentage of our Medicare patients** who are getting older to understand ACP and complete then we could honor their choices."

**Julia Andreini, MD**

Vice President, Houston Methodist



"Koda is **uniquely positioned to serve payors, providers, and patients**. We rarely see a company that **provides value to all three stakeholders**. Seeing Koda launch from our TMCi BioDesign program to the progress they've made with our member institutions and players in the value chain is incredible."

**William F. McKeon**

President & CEO, Texas Medical Center



## Validated through Research and Academia.

Our ACP tools are substantiated and improved with research studies across the country.



# Better Outcomes, Greater Savings

Koda's modern approach to ACP outperforms the traditional, outdated, and inefficient ACP solutions on the market.

Koda offers the most comprehensive and scalable solution on the market

- ✓ Legally Valid Documents in all 50 States
- ✓ No interruption of Physician Workflow
- ✓ Integrates into Health System EMR
- ✓ Comprehensive Training and Onboarding
- ✓ Robust Data and Reporting



53%

ACP Completion Rate  
for engaged patients  
(Roberts et al., 2023)

87

NPS Score  
Highly valued service for  
patients and loved ones

79%

of Koda patients prefer  
Palliative Care  
when QOL is unacceptable

Equitable  
Delivery  
of Care

Similar completion rates  
across gender, race, and  
socioeconomic class

## Key Health Equity Results

### Race & Ethnicity

| Race/Ethnicity         | % Completed |
|------------------------|-------------|
| White/Caucasian        | 55.56%      |
| Black/African American | 51.67%      |
| Other                  | 29.41%      |

### Socioeconomic Status

Socioeconomic Status (SES) was developed by using the Area Deprivation Index.

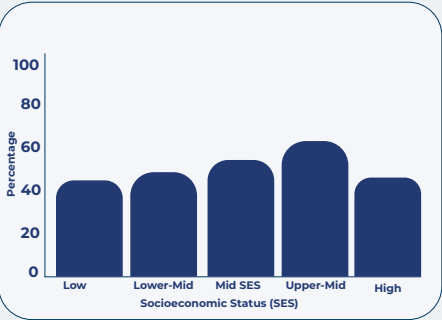
| Area Type                 | % Population |
|---------------------------|--------------|
| Low SES (80+ ADI)         | 19.70%       |
| Lower-Mid SES (61-79 ADI) | 20.20%       |
| Mid SES (41-60 ADI)       | 24.63%       |
| Upper-Mid SES (21-40 ADI) | 22.66%       |
| High SES (0-20 AD)        | 12.81%       |

HOUSTON  
Methodist®  
LEADING MEDICINE

### Sex

| Sex    | % Completed |
|--------|-------------|
| Female | 51.18%      |
| Male   | 53.95%      |

### ACP Completion Rates across Socioeconomic Status (SES)



# Real Patients. Real Outcomes.

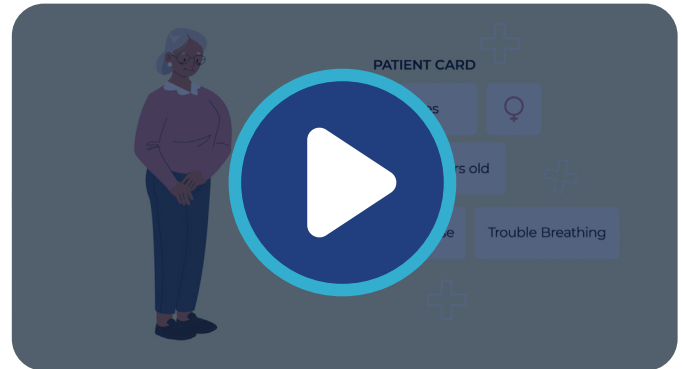
## Mrs. Jones Navigates ACP through Koda

Many patients appreciate the independence that comes with our self-guided ACP platform. Mrs. Jones' is one such patient who completed her ACP through Koda.

[Click the video below to learn about Mrs. Jones' experience with our ACP platform.](#)

"Mrs. Jones passed away yesterday sadly. However, **because of the conversation the niece had with the patient thanks to Koda**, the niece was able to tell the physician to stop further aggressive treatment."

-Nurse Navigator, Houston Methodist



"I liked Koda's ACP Platform, and I want to share this with everyone. **It was very convincing.** I loved the film on CPR: very clear and informative. **All interventions were so clear.** I really like **the approach** and the **ease of completing this.** Everything is so self-explanatory."

-Koda Patient, Florida



## Meet John, a Patient Benefiting from KodaCares

Through the course of 17 visits over 5 months, Koda's ACP Advocate guides John, his loved ones, and care team to the conclusion that he desires comfort care.

[Click the video below to learn more about John's experience with KodaCares.](#)



**"It made me aware of things I wasn't aware of.** It wasn't about the end of my life, but the parts leading up to it.

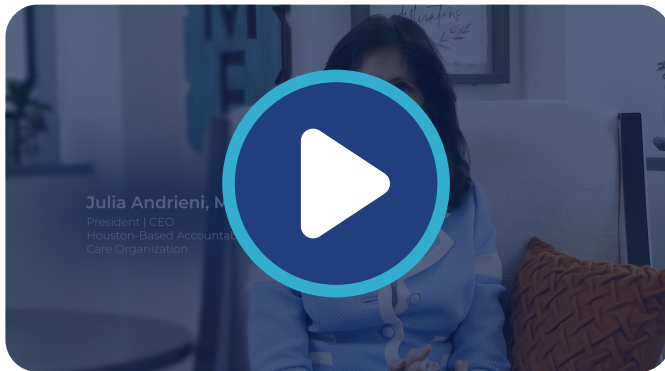
You had **resolved a lot of questions** on things I hadn't thought of. **My choice on dialysis changed-** I no longer want to do that after speaking with you."

-John, Florida

# Our Impact on Houston Methodist's ACP

Since Koda's establishment, we've partnered alongside Houston Methodist Coordinated Care (HMCC) to provide quality Advance Care Planning to their patients. Click through the content below to learn about HMCC's needs when they selected Koda, the clinical outcomes of our partnership, published research we've done together, and the value we're adding to their organization.

## Watch: HM Video Case Study



## Read: HealthcareITNews Case Study



“Before working with Koda, **it was very challenging to provide Advance Care Planning.** We didn't have an alternative beyond mailing forms. Once we mailed out forms, the members and the family members weren't opening up the packets to complete these documents. **Koda has made Advance Care Planning seamless;** we're able to refer our members to them and they take it from there, **reducing the burden on our nurses.**”

**Agnes Kats, RN**

Manager of Outpatient Nursing Programs, Houston Methodist

## Published Research with Houston Methodist

We've studied the outcomes of our partnership with HMCC, rigorously testing and validating the outcomes of our collaborative work.

[Read through our published retrospective analysis by clicking below.](#)

### Deployment of a Digital Advance Care Planning Platform at an Accountable Care Organization

R Lynae Roberts, Desh P Mohan, Katelin D Cherry, Samantha Sanky, Taylor R Huffman, Christina Lukasko, Anthony Comito, Dara Hashemi, Zachary K Menn, Tatiana Y Fofanova, Julia D Andrieni

Journal of the American Board of Family Medicine : JABFM vol. 36,6 966-975. 5 Jan. 2024

PMID: 37907349 DOI: 10.3122/jabfm.2023.230133R2

# Validating and Improving ACP through our Research.

## Published: Digital ACP Tool Impact on an ACO

We've studied the outcomes of our partnership with Houston Methodist Coordinated Care, validating the outcomes of our digital ACP tool on their organization.

[Read through our published retrospective analysis by clicking below.](#)

### Deployment of a Digital Advance Care Planning Platform at an Accountable Care Organization

R Lynae Roberts, Desh P Mohan, Katelin D Cherry, Samantha Sanky, Taylor R Huffman, Christina Lukasko, Anthony Comito, Dara Hashemi, Zachary K Menn, Tatiana Y Fofanova, Julia D Andrieni

Journal of the American Board of Family Medicine : JABFM vol. 36,6 966-975. 5 Jan. 2024

PMID: 37907349 DOI: 10.3122/jabfm.2023.230133R2



[Read through our research](#)

## Preprint: Digital ACP as an Equity of Access tool

We've evaluated the reach, adoption, and usability of Koda's web-based patient-facing ACP platform among older adults, with Atrium Health Wake Forest Baptist.

### A Personalized and Interactive Web-Based Advance Care

### Planning Intervention for Older Adults (Koda Health): Feasibility Study

R Lynae Roberts, Katelin D Cherry, Desh P Mohan, Tiffany Statler, Eric Kirkendall, Adam Moses, Jennifer McCraw, Andrew E Brown III, Tatiana Y Fofanova, Jennifer Gabbard

Journal of Medical Internet Research Aging: JMIR Aging



## On-Going: Surrogate Decision Maker Engagement

We're seeking to understand surrogate decision makers and methods to involve them in ACP with our study alongside the University of Pennsylvania.

[Watch a video describing our study's structure by clicking below.](#)

### Patient-Surrogate Alignment in Digital Advance Care Planning

Koda Health, NIH, Penn Artificial Intelligence and Technology (PennAITech) Collaboratory for Healthy Aging



Artificial Intelligence and  
Technology Collaboratory  
for Healthy Aging



[Watch our study video](#)