



# MYTONOMY CASE STUDY

**IMPROVED EXPERIENCE & ENGAGEMENT FOR  
PATIENTS UNDERGOING CARDIAC SURGERY**

AUGUST 2022

# Improving Health Outcomes for Cardiac Patients

Cardiovascular disease is the largest cost driver in the US healthcare system. The American Heart Association estimates that by 2035, nearly half the population will have some form of cardiovascular disease, with an associated price tag of \$1.1 trillion (up from \$555 billion in 2016).<sup>1</sup>

Patients diagnosed with heart disease often experience stress and confusion, compounded by the fact that many online sources have incomplete information. Patients don't have a way to find easy-to-understand, accurate medical information from a credible source, and care teams don't always have the tools to deliver this information in a format that is comprehensive, engaging to patients, and easily integrated into their work flow.

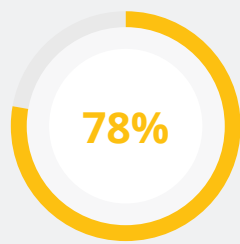


Mytonomy worked with a Healthcare Organization wanting to improve their cardiac patients' experience. The goal was to improve patient engagement and satisfaction while optimizing staff efficiency providing patient education. Mytonomy was able to offer an effective solution.

## Engagement Platform Improves Overall Patient Experience



**Opt-in Rate**  
(4.5X higher than industry standard)



**Patient Viewership**  
(of opt-ins)



**of Content Watched**



**Increase in HCAHPS Top Box Score**  
(communication about medicines)



**Patient Satisfaction with Mytonomy Platform**

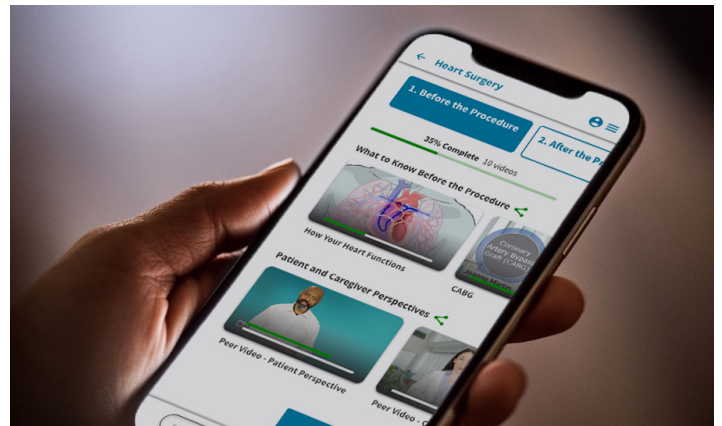
*N=1148 CABG Patients Pre/Post Procedure - 77% male, 23% female  
Average Age: 65*

## Educating Patients with Trusted, Quality Content

### A Growing Health Condition, A New Approach to Patient Care

When patients are given access to Mytonomy's on demand content they feel more empowered to engage in their care. Informed patients drive higher quality and safety outcomes, improve clinician effectiveness, and reduce the risk of malpractice litigation.<sup>2,3,4</sup>

By using Mytonomy, the Healthcare Organization was able to reach patients along the care journey and access the most comprehensive collection of cardiovascular and cardiology videos (700+) in the industry, spanning an extensive list of procedures and conditions including CABG, TAVR, arrhythmias, electrophysiology procedures, and heart failure. The Healthcare Organization's care teams are able to deliver educational microlearning videos that patients can access on any device, from anywhere.



## The Results

With improvements across patient satisfaction and engagement as well as improved communications processes for the Healthcare Organization's care teams in the cardiology hospital, the facility leveraged Mytonomy as the keystone of its digital gateway. Based on this experience, the Organization continues to rely on Mytonomy's cardiology solution and has expanded into other clinical service lines including orthopedics and maternal care.

## Custom Content for a Digital Future

As patients become increasingly digitally- dependent and patient care more virtual, asynchronous care is here to stay. Mytonomy content and communications tools are the best ways for healthcare systems to support increasing demand for quality virtual care.



2. <https://patientengagementhit.com/news/why-patient-education-is-vital-for-engagement-better-outcomes>

3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5242136/>

4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7786784/>

