Shaping Patient Behavior at Scale, One Patient at a Time.

Research suggests that if behavior-related risk factors were eliminated, 80% of all heart disease, diabetes and stroke could be prevented, as could more than 40% of US cancer cases and deaths[1]. This is what drives CareCentra.

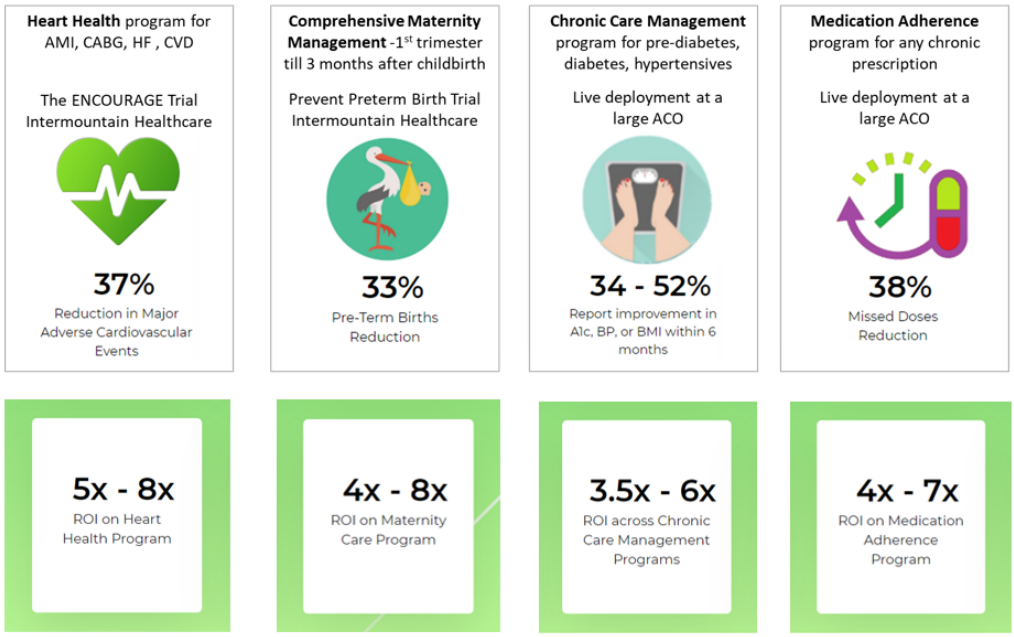
CareCentra has worked with academic institutions (HBS, Stanford, Princeton) and business partners (Intermountain Healthcare, Baylor Scott & White), to develop a personalized behavior-shaping algorithm for each individual to significantly improve health outcomes, while reducing utilization – the **MoBEMap**.

The **MoBEMap** algorithm combines data from claims, platform interactions, personal monitors, and social determinants of health to dynamically score each individual's health risk. By monitoring risk levels in real time, **MoBE** can immediately react. Upon sensing rising risk, it works with the patient to shift health behaviors and bend back the risk curve, rather than waiting for the next doctor appointment or clinical interaction.

How does **MoBE** shift behavior? In addition to monitoring risk, the **MoBEMap** recognizes each person's individual priorities, motivations, and abilities, calculating their unique, current, behavioral propensities. This allows **MoBE** to prompt small health actions the patient can take to reduce risk and increase overall health. However, the algorithm is never static. The AI enhances the **MoBEMap** each time a patient interacts, refining messaging, delivery, frequency, and interaction to adapt to each individual. The **MoBEMap** will only trigger an action that the patient is both willing and able to take. This is the key to precision nudging.

Does this work? The **MoBEMap** personal health algorithm has been calibrated through RCTs, pilots and deployments at scale beyond proof-of-concept – having produced results in real world trials in the US. These results were presented at Scientific Sessions of the American Heart Association in 2019.

HEALTH OUTCOMES & RESULTS



Finally, the **MoBEMap** algorithm can be deployed through any channel or device (an "intel-inside" approach), accompany the individual across preventive, chronic, and acute care settings spanning an entire lifetime.

Optimal patient behavior is possible if we help the patient take small actions that either make them healthier, or prevent chronic progression, in intuitive and simple ways that reflect their preferences, motivations and abilities. By applying personalized nudges at the right times, with the right messages, using the channels of communication each individual is most prone to respond and engage with (nudging patients where they live), sustainable behavioral change and better health outcomes can be achieved.

[1] Centers for Disease Control and Prevention, "Coronavirus disease 2019: Five chronic conditions are associated with higher risk of severe illness from COVID-19