

**FREE** *for your patients*  
**PACK HEALTH**<sup>®</sup>  
*Digital Coaching to Change Health Behaviors*



Pack Health is a digital health coaching company that complements existing care networks by providing personalized support for patient's social needs between visits.



#### Behavior Change Support

Our Health Advisors use motivational interviewing techniques to **activate members and build healthy habits that stick.**



#### Personalized Engagement

Pack Health curates video lessons, activities, resources, and guides **for each member's specific health needs.**



#### Frictionless Experience

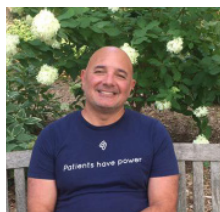
Zero logins or apps. Personalized content is delivered **according to member communication preferences.**

### Here's how it works:

Pack Health Advisors help patients who are overwhelmed by diagnosis access the right skills in developing the self-management skills to achieve better health and well-being:



*60 + touchpoints made, 100 PROs collected*



*"Pack Health helped me set realistic, attainable goals. It's fun and simple and **your health advisor actually cares.**"*

- **Todd Bello** | Pack Health Member Ambassador with Psoriasis

## About Pack Health's Program for Psoriasis

Pack Health's program for individuals with Psoriasis is an evidence-based program, with each week focused on changing a key behavior or overcoming barriers to care. Health Advisors may rearrange or customize content and concierge services to fit member's specific goals, motivations, and barriers, with the end goal of getting flares under control and improving overall health.

<i>plan</i>	1. Getting Started	<i>build</i>	5. Eating Healthy	<i>optimize</i>	9. Getting the Right Care
	2. Setting Goals		6. Exercising		10. Health Budgeting
	3. Psoriasis 101		7. Sleep		11. Milestone Review
	4. Managing Medications		8. Stress		12. Continuing Journey

## Measures of Success

All Pack Health programs (coaching calls, care coordination, video lessons, online activities, and accountability tools) align to Value Based Payment Measures and collect Patient Reported Outcomes (PROs) according to validated scales.

### *Key Metrics Include*

Depression & Anxiety (PHQ-4)  
Global Health (PROMIS Gh10)  
Weight & BMI  
Financial Toxicity (COST)  
Self Efficacy (HSE)  
Stress (PSS4)

Diet & Nutrition (STC)  
Activity & Exercise (Godin)  
Smoking (History, Frequency)  
Drinking (Frequency, Volume)  
Sleep Disturbance (PROMIS)  
Medication Adherence (CASE)

**Condition Specific Measures  
for Psoriasis**  
Psoriasis Symptom Assessment

## Success to Date

Pack Health's program for Psoriasis was developed in partnership with the National Psoriasis Foundation. Pack Health has presented results at the 15th annual Orlando Dermatology Aesthetic and Clinical Conference 2018, the Fall Clinical Dermatology Conference 2017, and the National Psoriasis Foundation Research Symposium 2017. Typical results include:



Symptom severity: **10%**



**14.6%** improvement in PROMIS physical health



**23%** increase in self efficacy



**13.6%** improvement in PROMIS mental health



**11%** more getting recommended amount of sleep



**17%** increase in medication adherence

## Let's Get Started!

To cover Pack Health's digital coaching program for Psoriasis please contact:



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