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

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:

**month 1**

- **Diagnostic Benchmark**
  - Set a quarterly goal
  - Track well-being
  - Track clinical metrics
  - Complete 1 week journaling exercise

**month 2**

- **Weekly Engagement**
  - Coaching call
  - Set a tiny step goal
  - Receive a microlesson
  - Receive 3 nudges throughout the week

**month 3**

- **Progress Benchmark**
  - Review quarterly goal
  - Track well-being and clinical patient reported outcomes (PROs)

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.

1. Getting Started
2. Setting Goals
3. Psoriasis 101
4. Managing Medications
5. Eating Healthy
6. Exercising
7. Sleep
8. Stress
9. Getting the Right Care
10. Health Budgeting
11. Milestone Review
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%
- 23% increase in self efficacy
- 11% more getting recommended amount of sleep
- 14.6% improvement in PROMIS physical health
- 13.6% improvement in PROMIS mental health
- 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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