FIERCE Healthcare

FIERCE INNOVATION AWARDS

Healthcare Edition 2020

INNOVATION REPORT



AN EXPERIENCE FROM Questex



Rebecca Willumson
Publisher, Life Science and Healthcare

Healthcare innovation is more important than ever.

The COVID-19 pandemic is an evolving public health crisis that has spurred innovative solutions to protect the health and safety of patients, staff, and businesses. These solutions are building a new foundation for delivering and financing health care and are celebrated in this year's Healthcare Innovation Report.

The 5 award-winning innovations we describe in this report are saving money, engaging patients, and revolutionizing healthcare – all while navigating unprecedented challenges during the current pandemic.

Our exclusive panel of judges from esteemed hospitals and health plans across the United States reviewed hundreds of applications this year.

APPLICANTS WERE JUDGED IN THE FOLLOWING CATEGORIES:

Clinical Information Management
Clinical information management supports decision making and ensures quality patient information at every touchpoint along the patient journey.

Population Health Management/Patient Engagement Solutions
Health insurers and providers are seeking tools that promote behavioral changes, enhance communication and improve the patient experience.

Financial/Operational Solutions
Healthcare organizations are seeking new ways to streamline their operations, upgrade legacy systems and increase efficiencies.

Data Analytics/Business Intelligence
Innovative data analytics tools enable healthcare organizations to maximize performance, improve customer health and bolster efficiencies through smarter management of resources, risk assessment, quality measurement, clinical resources and predictive modeling.

Digital/Mobile Health Solutions
Smartphones and tablets have created an intense and perpetual demand for innovative apps, solutions and services designed to engage and educate customers, save money, and enable information sharing among providers, payers and customers alike.

We invite you to read about the 2020 finalists and their transformative solutions. We encourage and support innovators bringing new ideas and solutions to healthcare as the industry addresses the COVID-19 global pandemic.

MEET THE JUDGES



Larry Brooks
Principal, Practice Leader
EVOLUTION ROAD



Tamara Cull, DHA, POPM
Senior Vice President, Portfolio Management
AVEUS, A DIVISION OF MEDECISION



Indranil (Neal) Ganguly, CHCIO, FCHIME, FHIMSS
Vice President, Information Technology
HACKENSACK MERIDIAN HEALTH



Deborah Gordon
Author, The Health Care Consumers Manifesto



Brian Kalis
Managing Director, Digital Health
ACCENTURE HEALTH



Curt Kwak, MBA, CHCIO, FCHIME
Chief Information Officer
PROLIANCE SURGEONS



Theresa Meadows
Senior Vice President and CIO
COOK CHILDREN'S HEALTH CARE SYSTEM



Roger L. Neal, MSTM, FHIMSS
Vice President and Chief Operating Officer
DUNCAN REGIONAL HOSPITAL



Maria Perrin
Chief Growth Officer
HMS



Todd Richardson
SVP/CIO
ASPIRUS,INC.



Julie Slezak
EVP
GNSHEALTHCARE

BEST IN SHOW

CLINICAL INFORMATION MANAGEMENT

2bPrecise

2bPrecise(TM) Precision Health(TM) Platform

DATA ANALYTICS/BUSINESS INTELLIGENCE

Roche Diagnostics Information Solutions

NAVIFY Clinical Decision Support apps

DIGITAL/MOBILE HEALTH SOLUTIONS

Walgreens

Walgreens Find Care®

FINANCIAL/OPERATIONAL SOLUTIONS

XSOLIS

CORTEX, the Precision Utilization Management Platform

POPULATION HEALTH MANAGEMENT/PATIENT ENGAGEMENT SOLUTIONS

Centivo

Centivo



SPOTLIGHT

2bPrecise

CLINICAL INFORMATION MANAGEMENT

CEO: ASSAF HALEVY
BASED: BE'ER SHEVA, ISRAEL
FOUNDED: 2015
2BPRECISE PRECISION HEALTH PLATFORM



WHAT'S THE SCOOP:

A physician orders a genomic test, but the results are buried as large, hard-to-interpret PDFs deep within the electronic health record (EHR). That's why making genetic and genomic information actionable and accessible is vital to improving clinical care and outcomes.

Recognizing this challenge, 2bPrecise™ is committed to bridging the gap between genomic science and clinical utility. The 2bPrecise solution delivers smart genomic insights integrated within the provider's native EHR workflow. Armed with this genomic data, physicians can make better clinical decisions at the point of care.

WHAT MAKES IT FIERCE:

When it comes to disruptive change in healthcare, clinical workflow is essential, according to 2bPrecise CEO Assaf Halevy. "It's really by thinking like the physicians and introducing solutions that can really merge into how they practice medicine today," Halevy says. That approach paid off as physicians understand and appreciate how the platform makes their work easier and more accurate.

"We help physicians get better insights and more accurate information to decide what's the best treatment for their patients," he notes.

Patients are seeing immediate value in the 2bPrecise solution and the better care it brings. After one Nashville hospital conducted pharmacogenomic (PGx) testing supported by 2bPrecise, physicians were able to prescribe more effective therapy much earlier in the treatment cycle. As a result, one patient told his physician that it "changed his life."

WHAT TO LOOK FOR:

In the next healthcare revolution, everything will become smarter, more accurate, more precise and more personal, according Halevy. His company continues to focus on developing new concepts of precision medicine that fit the future of medicine.

Oncology, one of most complicated medical fields, is a "sure ground" for genomic intervention with molecular and tumor profiling, says Halevy. "We've introduced some meaningful clinical genomic processing and visualization of information to give physicians a better clinical genomic picture of a given cancer patient."

On the path to precision medicine, there's an opportunity to be proactive, preventive, and optimized. Halevy expects to see more precise solutions organically integrated into the EHR and clinical workflows. Soon, these precise, point-of-care tools will become the standard of care.

And as more patients seek out genetic testing, it's imperative that providers consider how to handle genetic and genomic information. "Patients are ahead of the physicians," says Halevy, "they are going online and ordering genetic tests." If health systems don't already have a genomic data management strategy in place, the time is now to develop one.

SPOTLIGHT

DATA ANALYTICS/BUSINESS INTELLIGENCE

CEO: TIM JAEGER
BASED: SWITZERLAND
FOUNDED: 2016
NAVIFY CLINICAL DECISION SUPPORT APPS



WHAT'S THE SCOOP:

Every day, oncology doctors, nurses, and specialists are challenged by complex cases, information overload, and time pressure. For Roche Diagnostics Information Solutions, this presented a clear call to action to change the way patients are diagnosed and treated with its NAVIFY Clinical Decision Support (CDS) apps.

"The complexity in oncology patient care is increasing at many levels and time is of the essence," says CEO Tim Jaeger. "Cancer care teams are under enormous pressure to come up with the best possible treatment option for each patient in very little time."

With NAVIFY Clinical Decision Support (CDS) apps, care teams have fast access to the latest and most relevant clinical trials, medical and scientific literature, and clinical practice guidelines along with patient information. All this data in one place means physicians can make timely, confident treatment decisions for each cancer patient.

WHAT MAKES IT FIERCE:

According to Jaeger, NAVIFY CDS apps are driving the move to personalized oncology care. "Every patient is unique and, therefore, needs a personalized diagnosis and therapy," he notes. As healthcare continues to go virtual amid the COVID-19 crisis, solutions like NAVIFY CDS apps are key to ensuring continued access to high-quality, high-value cancer care. For example, cancer care teams can use NAVIFY Tumor Board and integrated CDS apps to collaborate from any location. "With the pandemic, we have seen an increase in acceptance and use of digital solutions which will help accelerate the industry's transformation to data-driven, personalized healthcare," Jaeger says.

The apps also help care teams make evidence-based decisions more efficiently. Traditionally, guidelines adherence and documentation took 9 key steps, 2 or more users and up to 24 hours. The NAVIFY Guidelines app involves 3 key steps, 1 user and occurs in real-time.

WHAT TO LOOK FOR:

The rise of artificial intelligence and machine learning will continue to transform cancer care and enable better, faster clinical decision making and improved health outcomes. When it comes to AI in healthcare, what matters is knowing how and where to use it, notes Jaeger.

"I think the future is going to be a lot more patient-centered and data-driven — and that we will be rewarded for the value we add, whether it be a better, earlier diagnosis or an improved treatment that enhances longevity or quality of life," he says.

SPOTLIGHT

Walgreens Trusted since 1901™

DIGITAL/MOBILE HEALTH SOLUTIONS

CEO: STEFANO PESSINA
BASED: DEERFIELD, IL
FOUNDED: 1901
WALGREENS FIND CARE®



WHAT'S THE SCOOP:

"Walgreens purpose is to champion everyone's right to be happy and healthy," says Giovanni Monti, Senior Vice President of Health Care Services, Walgreens Boots Alliance. "As part of that, we want to make healthcare simpler, more accessible and convenient." So, in 2018 Walgreens launched the Walgreens Find Care® digital platform to help people access – in-person and virtually – local health care services from prescriptions to wellness to chronic care.

The COVID-19 pandemic has propelled the use of digital health services like Walgreens Find Care to connect patients with the health care services they need. In fact, use of the Walgreens app, which provides access to Walgreens Find Care, increased 22% from the same time last year, according to Monti. Similarly, use of the Walgreens Find Care platform rose 48% between March and May 2020, compared to the prior three months.

WHAT MAKES IT FIERCE:

"Walgreens Find Care is designed to offer patients a digital 'front door' to an integrated healthcare and pharmacy experience, empowering people to get care when and how they need it, from local and national providers they trust," says Monti. In addition to making it easier and more convenient to access care, digital health offerings like Walgreens Find Care reduce costs, with a virtual visit costing $40 to $50 on average compared to as much as $176 per visit for in-person care.

As COVID-19 changed how patients access care, Walgreens quickly expanded Walgreens Find Care to keep up with the increased demand for telehealth and the need for social distancing.

"Walgreens doubled our telehealth providers available via the Walgreens Find Care platform as stay at home orders went into effect across the U.S.," says Monti. Through the Walgreens Find Care platform, the company also launched important COVID-19 tools and resources, including helping users determine their risk of COVID-19 based on CDC guidelines, helping people connect with Walgreens COVID testing sites, and helping patients locate COVID clinical trials in their area.

WHAT TO LOOK FOR:

The company is focused on personalizing the patient journey. It expanded its partnership with Microsoft and Adobe to deliver the right information to the right customer, at the right time, through the right channels. Walgreens is also committed to accelerating the digitalization of its business. That's because, according to Monti, "the pharmacy of the future is one that combines a strong community presence with omni-channel customer offerings driven by data, insights and transparency."

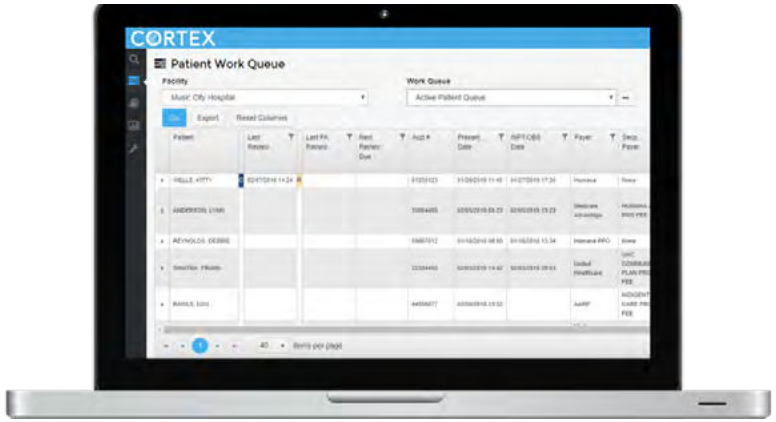
Innovative physical-digital solutions like Walgreens Find Care are key to enabling the best possible health outcomes, patient experience, and costs.

SPOTLIGHT

XSOLIS

FINANCIAL/OPERATIONAL SOLUTIONS

CEO: JOAN BUTTERS
BASED: NASHVILLE, TN
FOUNDED: 2013
XSOLIS' CORTEX



WHAT'S THE SCOOP:

While XSOLIS didn't set out to build technology to solve operational challenges, that's exactly what it's doing with CORTEX, its Precision Utilization Management Platform.

According to CEO Joan Butters, CORTEX stemmed from a perfect storm of factors in 2013 – Meaningful Use gaining steam, a CMO with firsthand experience with clunky utilization reviews, and a growing demand for technology to support manual processes. XSOLIS has had an exciting journey since then, proving that hospitals and insurers can apply real-time artificial intelligence to streamline reviews and approvals.

WHAT MAKES IT FIERCE:

CORTEX is all about payer-provider connection, providing a common framework for payers and providers to ease the administrative burdens on both sides. "Historically, they have been at odds in how to manage utilization reviews," Butters says. Through CORTEX, its AI-driven technology is getting payers and providers closer aligned and improving workflows and relationships. No more he-said-she-said, Butters notes.

What stands out is XSOLIS's proprietary Care Level Score, which tells the hospital and payer whether a person should be admitted to the hospital. The score is driven by predictive analytics and offers real-time clinical insight into each case. "We shattered the approach that payers and providers need to rely on subjectivity," Butters notes. By transforming utilization management, CORTEX enables an objective, data-driven way to make medical necessity determinations.

WHAT TO LOOK FOR:

Each year, billions of dollars are spent on the administrative aspects of health care. Technology solutions like CORTEX help streamline processes and reduce administrative expenses. In fact, providers see value in the first 30 days of going live with CORTEX. According to XSOLIS, the financial impact scales with the system. A 40+ hospital system has seen a $30m financial impact in the last year from right-sizing their observation rate appropriately.

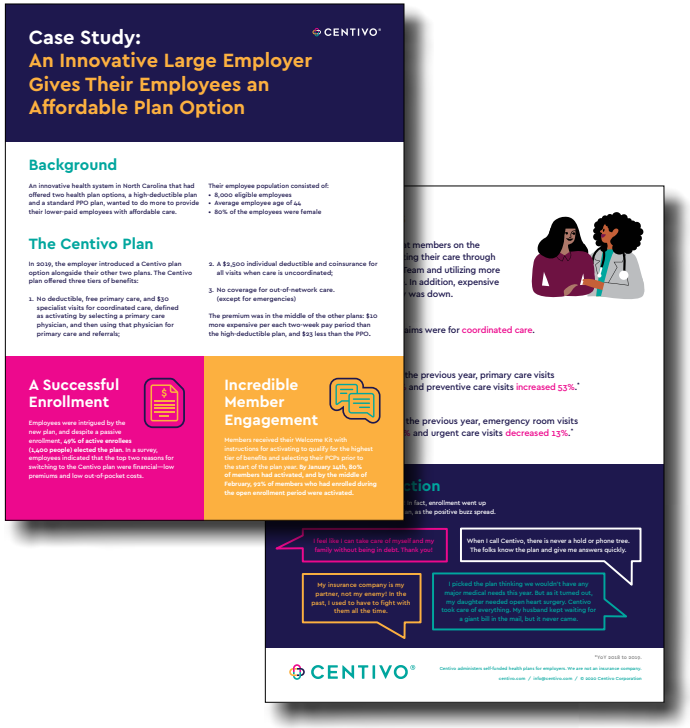
According to Butters, we'll continue to see data driving efficiencies throughout the healthcare system, bringing resources from administrative tasks back to the bedside to better manage care. "What once took an hour to review a case, now takes 15 minutes," says Butters. Data and AI will help reduce those administrative challenges so more time can be spent on patient care.

SPOTLIGHT

CENTIVO®

POPULATION HEALTH MANAGEMENT/PATIENT ENGAGEMENT SOLUTIONS

CEO: ASHOK SUBRAMANIAN
BASED: NEW YORK CITY, NY
FOUNDED: 2017
CENTIVO



WHAT'S THE SCOOP:

Most Americans can't afford their healthcare. The average American family has $500 in emergency savings and over half of Americans have a more than $2,000 deductible for their health insurance.

"The math doesn't work," says Ashok Subramanian, CEO of Centivo. "It's leaving people in financial and healthcare stress. And COVID only exacerbates that."

Looking to restore affordability, Subramanian founded Centivo, a self-funded health plan solution that allows employers and their workers to save 15% or more on healthcare and is easy to use. "It allows a person who's not a doctor or a nurse or an actuary to be able to make good decisions in terms of navigating the healthcare system."

WHAT MAKES IT FIERCE:

"We go to a member and say your healthcare will be clear, predictable and affordable," says Subramanian. In exchange, members partner with their selected primary care team. According to Subramanian, members not only like the affordability, but they like being able to work closely with a care team they trust.

With Centivo, when members choose a plan that organizes their provider network around the highest-quality providers, they save money in their paycheck, as well as have no deducible, free primary care, and transparent copays for all other care.

That's why 85% of employees at an auto dealership in Florida chose Centivo's simple, clear plan over a traditional plan. For Centivo's launch client, members saw their out-of-pocket costs go down 55% year over year without comprising on quality of care.

There's often a worry that lower costs mean lower quality. "Will more affordable solutions leave me hanging in a time of need?" Says Subramanian, "When we organize the plan and the network, we always make sure those god forbid moments are embedded into the design."

One of those moments happened when an employee's 8-year-old daughter was diagnosed with a heart condition. With Centivo, her daughter got high-quality pediatric heart care and "the big bill" her family feared never came. "It's that combination of getting the right care at the time of need, and that it's affordable, transparent and clear."

WHAT TO LOOK FOR:

Centivo is working to bring the positive impacts of affordability and quality to more people and markets around the country.

For Centivo, their innovation is driven by affordability and simplicity, to create the kind of healthcare experiences people would want for themselves, their parents, or their kids. "People won't engage if its complex," says Subramanian.

That's why, he notes, solutions in population health management are critical. Tools such as transparency, advocacy, navigation, organized networks, all aim to move the needle on improving affordability, quality, and simplicity for employers and employees. "We need to reset as an industry what good looks like."

FINALISTS

CLINICAL INFORMATION MANAGEMENT

2BPRECISE(TM)
PRECISION HEALTH(TM) PLATFORM

MEDIMPACT'S
PHARMACOGENOMICS (PGX) SOLUTION

ADHEREHEALTH'S
COVID-19 ADHERENCE SOLUTION

DATA ANALYTICS/BUSINESS INTELLIGENCE

NAVIFY
CLINICAL DECISION SUPPORT APPS

CONVERGE PLATFORM
WITH INSIGHTS

MDCLONE
PLATFORM

DIGITAL/MOBILE HEALTH SOLUTIONS

WALGREENS
FIND CARE®

SAYKARA
MOBILE AI ASSISTANT FOR PHYSICIANS

LARK
HEALTH PLATFORM

FINANCIAL/OPERATIONAL SOLUTIONS

CORTEX,
THE PRECISION UTILIZATION
MANAGEMENT PLATFORM

PARTSSOURCE PRO®
CLINICAL RESOURCE MANAGEMENT
PLATFORM

ATLAS
NAVIGATOR

POPULATION HEALTH MANAGEMENT/PATIENT ENGAGEMENT SOLUTIONS

CENTIVO

SCRIPTA INSIGHTS

CRICKET HEALTH