KLAS® etech INSIGHT
Separating fact from fiction

BETTER CARE HEALTH

Target Healthcare Market
Population Health, Social Determinants of Health

Makeup of Interviewed Customers
Inpatient, Ambulatory

Bottom Line
Better Care Health clients find value in the solution and see a bright future for the company in connecting patients with available resources.

Number of Customers Interviewed by KLAS
14 individuals from 12 unique organizations

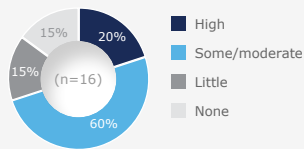**Top Reasons Why Customers Use Better Care Health**
- Address social determinants of health
- Provide referral resources to patients
- Care coordination with community-based organizations

Better Care Health Customer Experience: An Initial Look

Overall Customer Satisfaction Meter

(n=20)
- 24% Highly satisfied
- 60% Satisfied
- 16% Dissatisfied
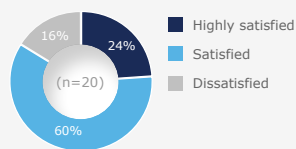
Effort Required to Get Solution Up and Running

(n=16)
- 20% High
- 60% Some/moderate
- 15% Little
- 15% None

Better Care Health Performance (1–9 scale)

Long-term viability in healthcare	Product has needed functionality	Executive involvement	Would recommend to a friend
A+	A	B+	A

Of 20 respondents, 100% would buy again.

Grading Scale

A+ = 8.55–9.0	C = 6.39–6.74
A = 8.19–8.54	C- = 6.12–6.38
A- = 7.92–8.18	D+= 5.85–6.11
B+= 7.65–7.91	D = 5.49–5.84
B = 7.29–7.64	D- = 5.22–5.48
B- = 7.02–7.28	F = <5.22
C+= 6.75–7.01	

Strengths
- Executive are receptive to feedback
- Intuitive and easy-to-use
- Customers are optimistic about future with Better Care Health

One concrete benefit of the system is being able to bring on staff members who don't have a deep understanding of the community resources in the area. With The Better Care Health Platform, they are able to feel relatively confident that they can use the database to make good referrals. The navigators have become experts in our community resources even without The Better Care Health Platform, but having technology that they can rely on to be accurate and do the heavy lifting is really valuable..." —Manager, Community Health Programs

Challenges
- Some implementation hiccups and overselling
- Additional functionality desired by some clients

The tool for navigating patients is very limited. … We need some type of feature in the tool to remind us what we are working on and remind us about follow-up items. Right now, we don't have anything like that. I am not able to schedule a reminder for myself to call a patient at a certain time or on a certain day. Something like that would be very useful." —Population Health Manager

Customer-Validated Features & Services

Customer Satisfaction Score
High ●●● Medium ●●○ Low ●○○

Better Care Health Feature/Service	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5
Percentage of Customers Using	42%	90%	82%	100%	50%
Satisfaction	●●○	●●●	●●●	●●○	●●○

Better Care Health: Company Profile at a Glance

Year Founded: 2016

Headquarters: Salt Lake City, UT

Number of Employees: 101–150

Number of Customers: 10 across 5 states

Funding: No data provided

Estimated Annual Revenue: No data provided

Founders:
Adam Gale, *Founder*
Doug Tolley, *CEO*

Better Care Health: Healthcare Executive Interview

Doug Tolley, President

What is your background?
I am the founder and chief innovation officer at Better Care Health and a practicing physician for nearly 20 years. I studied political science at the University, earned my medical degree and obtained a masters degree in public policy. I was a Robert Wood Johnson Foundation Clinical Scholar and served the National Advisory Committee for the Clinical Scholars Program. I am an Aspen Institute Health Innovator Fellow and president of MAPSCorps.

Why was Better Care Health started?

Better Care Health was founded to make it easy for caregivers to systematically match people to health and wellness-promoting community resources with technology that integrates with EMRs. Our proof of concept study, funded with an Innovation Award from CMMI, demonstrated that it was feasible to develop and integrate an e-prescribing system - analogous to medication e-prescribing. An independent, third-party evaluation showed more primary care use and fewer hospital admissions for Medicare patients and fewer emergency department visits for Medicaid patients who received referrals based on what are today Better Care Health's algorithms.

What is Better Care Health's greatest differentiator?
We deliver high quality, highly personalized community referrals. Referral quality really matters. We relentlessly focus on three components: referral fit, referral efficiency and referral success to drive intervention outcomes. Our referrals fit because they are grounded in science and are highly localized and personalized. Our referrals are efficient because we create seamless workflows through tight integrations with existing operating systems and bi-directional communication, reduce decision fatigue through auto-generation of matched referrals. We maximize referral success and optimize referral partner performance.

KLAS' Points to Ponder

Mike Davis

HCIT market research and analysis expert with 40+ years of experience

The Positives: Better Care Health is experiencing fast growth in the newly emerging market of SDoH solutions. Properly implemented, the Better Care Health solution will improve referral connections between providers and community/public health partners that produce closed-loop care delivery management and metrics. Integrating Better Care Health workflows to supplement the EHR patient care workflow will deliver the optimum performance for extending a patient's care services beyond acute and primary care to drive more informed and effective self-care.

Organizations considering Better Care Health should ask the following questions:

Is the solution architecture flexible, extendable, and standards compliant?

SDoH solutions will be more successful if they are integrated into the EHR patient care workflows. Interoperability between EHR and SDoH solutions should be conducted with FHIR standards. Mobile device platforms should span iPhone and Android environments.

Have the identification of referral and community care partners and data models been completed pre-implementation?

Implementation efficiency and success with SDoH solutions will be improved by identifying the referral and community health partners that need to be connected into the SDoH network. Once identified, these partners can be involved in the design, testing, and training phases.

How will Better Care Health metrics be integrated to deliver useful business analytics?

The ability to analyze the SDoH referral data, as well as closed-loop data for ensuring complete care processes will provide the foundation for improving and extending the SDoH services across the providers network. The analytics data should be timely relative to the needs of the enterprise.

Is the data security strong, and what are key development priorities as the solution matures?

All data transactions between the EHR, Better Care Health, and referral partners should be encrypted and must be managed per HIPAA compliance.

A key missing element of the solution is a "reminder" function related to patient follow-up functions.

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