

# The next generation of healthcare engagement is at your fingertips.

## AGILE HEALTH, INC. Company Overview

### AGILE HEALTH AT A GLANCE

**Company:**

**Agile Health, Inc.**

A Delaware Corporation

Headquartered in Nashville, TN

Operating Offices in Lincolnshire, IL

**Founded:**

June 2011

**Industry:**

mHealth – Personal Mobile Health Solutions

Agile Health is a mobile healthcare solutions provider, dedicated to changing lives and improving healthcare outcomes. We leverage the mobile phone to engage covered beneficiaries/consumers in an intensive and highly personal process of behavior change.

Our programs target high value opportunities to impact individual health and wellbeing, and improve quality and costs outcomes across covered populations. Each is:

- Enabled via a personal and interactive text messaging based dialogue, so it is widely accessible and easily understood
- Designed to help users develop the knowledge, motivation and daily skills needed to achieve sustained behavior change
- Developed by an interdisciplinary team at a major medical research institution and proven effective via peer-reviewed clinical trials

***We offer proven results comparable or superior to competing modalities for a substantially lower cost per unit of outcome delivered!***

Our founders are leaders in building successful healthcare growth companies and in developing and delivering effective, technology enabled solutions for some of the country's most demanding purchasers of healthcare services.

### Program Overview

Our current programs include **Kick Buts**, which provides comprehensive support to help individuals become tobacco-free, and **MyAgileLife**, which helps people with diabetes adapt successfully to the changes in lifestyle/self-care behaviors required to establish a true personal foundation for glycemic control. Smoking and diabetes are epidemic in scale, rank among the leading causes of mortality in the country and are directly linked to many of the high cost medical complications impacting healthcare payers and benefit plan sponsors.

Both **Kick Buts** and **MyAgileLife** deliver intensive daily coaching and support over a six month period and are available in Spanish as well as English.

	Smoking	Diabetes
<b>Impacted Population</b>	44 Million	26 Million
<b>National Annual Cost Impact</b>	\$193 Billion	\$245 Billion
<b>Excess Annual Individual Cost</b>	\$5,800	\$7,900

- Each combines clinical best practice and a proven behavioral change methodology in order to educate, motivate and develop the daily skills and discipline necessary to achieve sustained behavior change.
- Each involves daily outbound messages as well as 24/7 keyword-driven messaging to provide on-demand support when and where it's needed.



Ad-hoc messaging dialogue is also included to support participants as needed in response to inbound ad-hoc message requests, questions, etc.

**Kick Buts** was originally developed in 2004 by a team of smoking cessation and social marketing experts working at the University of Auckland in New Zealand, clinically trialed and published there in 2005, and trialed again in the UK and published in the Lancet in 2011. Both trials demonstrated that the program more than doubled baseline quit rates on both a chemically verified and self-reported basis. The program has since been validated for consistency with the U.S. Public Health Service-sponsored Clinical Practice Guideline: Treating Tobacco Use and Dependence and with accepted practices in Social Cognitive Theory.

**MyAgileLife** was developed by a team of clinical, research and behavioral scientists at the University of Southern California (USC) Keck School of Medicine, and studied and validated via a six-month Randomized Control Trial (RCT) conducted in the Los Angeles County Hospital Emergency Department (ED). The RCT produced strong results, including statistically significant increases in medication adherence and reductions in hospital ED visits, as well as substantial reductions in HbA1C levels and improvements in a variety of relevant diabetes behavioral measures. The study manuscript was published in November 2013 in the Annals of Emergency Medicine.

### Deployment and Configuration

Both programs can be deployed and supported through well-coordinated multi-channel consumer marketing campaigns and individuals can enroll directly by accessing MyAgileLife.com via their mobile phone or personal computer. Intake can also be integrated with coaching support to help assess, orient and enroll members responding to either population-wide promotions or targeted outreach.

Each messaging program is accompanied by a robust web site which allows program participants to personalize their text messaging experience, and provides informational content, tools and other features designed to encourage them to explore and learn over time at their own pace, preference and level of interest. The program web sites can be linked to or framed within existing sites accessible to each covered population. Program administration can also be deployed to equip client-based or third party coaches with access to full messaging history and functionality to directly support participants during and after enrollment.

Contact us at [info@agilehealth.com](mailto:info@agilehealth.com) to learn more about how we can help...

- Engage targeted beneficiaries/members in a very accessible, understandable and personal way
- Cost efficiently extend relevant daily support for pennies a day
- Deliver clinically validated outcomes in pursuit of high impact health objectives
- Promote efficient system utilization – reducing adverse outcomes and encouraging use of lower-cost treatment settings
- Enable HEDIS, STAR and ACO Reporting Measures
- Extend mobile engagement to support other health and care management objectives over time