

The Top 8 Reasons Remote Monitoring Solutions Fail ...and our approach to overcome them



1

"Tell me one more time: why should I do this?"

We all have a hard time creating new habits. Patients will rarely (if ever) record or upload their vitals just because you asked them to do it. There must be a clear incentive (or disincentive), and to put it bluntly...money talks! The most effective incentive programs use salary or benefits increases and premium or co-pay reductions¹ to drive the desired behavior. *We support patient incentive programs by providing measurable data with a feedback loop to the patient. A simple acknowledgement that 'someone on the other end' has reviewed their chart can go a long way toward motivating a patient.*

2

"Have you ever actually tried this yourself?"

If the monitoring technology is not intuitive, people will give up quickly. Instructions must be simple with a process that has minimal interruption to daily activities. The fewer the steps, the better chance of getting successful data uploads. Products that can accommodate a variety of user lifestyles and preferences will yield the most rewards. *We have a one-button upload feature on both our hardware/phone line and software/internet solutions. We are continuously updating our device support and upload options to support a variety of patient preferences.*

3

"Do you expect me to do this in my spare time?"

Physicians are stretched thin these days, and will not hesitate to remind you of that fact. Solutions must demonstrate time-saving capabilities and provide accurate, between-visit information to capture their attention and participation when necessary. *Our continuous stream of information ensures physicians and other designated care team members have accurate and timely information to make the best decisions without interrupting their normal workflow. We also support pay-for-performance initiatives to help drive physician adoption.*

4

"OK, I have the data. Now what?"

Data capture is only half the battle for effective remote monitoring. Once the information is uploaded into your EMR, make it work for you by creating efficiencies via automated care team alerts and patient reminders. Utilize trend analysis tools to establish intervention standards, reward incentives and measure the success of individuals' efforts and the program as a whole. *The actionable, objective information we deliver enables you to fully utilize your EMR's tools without wondering if the data is accurate or not.*

5

"ONLY five-thousand dollars per patient per year?"

Some remote monitoring solutions are wonderful but cost-prohibitive for deploying to more than a single very ill population. This leaves no resources targeting prevention with other at-risk populations, which could be your best hope for avoiding future costs. Unfortunately, most 'value' solutions lack essential features such as ease of use or patient feedback. *Our approach provides a cost-effective solution that makes clinical and financial sense for reaching a broader population.*

6

"That program was extremely successful...I think."

Too often considered only in hindsight, metrics are the only way to truly gauge your program's success. Upon starting your new program, careful consideration should go into deciding what can be measured, how and when it will be measured, and what will be done with the results. *We provide you with the ability to cost-effectively establish an accurate baseline and capture the objective data necessary to measure your program's true success.*

7

"We got another pilot program kicked off! That's at least five so far this year!"

Kicking off any pilot program is an achievement, but don't fall into the trap of using a kick-off as a proxy for success. Don't forget the true purpose of a pilot program...to determine what's needed to effectively translate a small program into a larger setting. *Our solution is designed to yield tangible results at the scale that today's cost-conscious healthcare environment demands.*

8

"Well, the patient said that he lost 20 pounds this month!"

Trust...but verify. Without an in-home nurse, it's tough to tell what's really going on behind closed doors. As a result, objective data is a necessity to establish meaningful baselines, track progress over time and spot hidden trends. Hoping something is working is good. Knowing something is working is better! Make important care decisions with confidence. *Our information platform and the host of nearly 60 devices we support remove much of the subjectivity and resulting guesswork that has hampered remote monitoring efforts for years.*

¹ Integrated Benefits Institute, Employer Incentives for Workforce Health and Productivity, 2008
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