From Hospital to Home: Mobile NICU Program

March 1, 2016
Donna Sexton, Director of Employee Benefits, Costco
Jeffrey Jacques, MD, President and Founder, NeoCare Solutions, A Healthagen Business

DISCLAIMER: The views and opinions expressed in this presentation are those of the author and do not necessarily represent official policy or position of HIMSS.
Conflicts of Interest

Donna Sexton has no real or apparent conflicts of interest to report.

Jeffrey Jacques, MD is the President and Founder of NeoCare Solutions℠ which plans on expanding commercial availability in 2017.
Learning Objectives

1. Identify Costco’s approach to employee health and the role technology plays in its benefits strategy

2. Describe how a mobile health program for NICU parents supports Costco’s engagement and population health goals

3. Discuss mobile health’s positive impacts on NICU care coordination and care management
## Benefits Realized for the Value of Health IT

<table>
<thead>
<tr>
<th><strong>Satisfaction</strong></th>
<th>Support of NICU families reinforces Costco commitment to its employees health, engagement and well-being</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Treatment and Clinical</strong></td>
<td>Results indicate a savings in the 30%+ range, driven by fewer ER visits, re-admissions and lower average allowed costs</td>
</tr>
<tr>
<td><strong>Electronic Data and Information</strong></td>
<td>Mobile NICU program managed through a tablet-based app with 24/7 access to personalized articles and support from coach (RN/LCSW)</td>
</tr>
<tr>
<td><strong>Patient Engagement</strong></td>
<td>100% Net Promoter score. 70% of eligible employees participate and maintain high levels of engagement</td>
</tr>
</tbody>
</table>

http://www.himss.org/ValueSuite
130,000+ employees in the US
89% employees eligible for benefits
97% enrolled
Our Philosophy

1. Family atmosphere and strong core values
2. Good jobs, wages and benefits drive loyalty and success
3. High level of employee trust and low turnover
4. Resources to help employees and families
5. Cost and value conscious
How We Approach Employee Benefits

- Deliver support when it’s needed most
- Fit new programs seamlessly into benefits offerings
- Favor pilots as a way to “try on” new approaches
- Use technologies and programs that are valued by participants
How We Approach Employee Benefits

- Maintain high quality and value while cutting out waste and unnecessary expense
- Meet participants where they are to increase engagement
- Use technology when it makes sense
- Participants are part of the team – we’re all in it together
7 Future Costco Employees Born Each Day

- Highly used maternity benefit
- 2,600+ in 2014
- Average cost of $12,000
- NICU care – $8.8 million
- Needed program that would:
  - support benefits philosophy
  - be convenient for employees
  - help manage costs
Mobile NICU Coaching Program

- Coaches reach out to employees who have a baby in the NICU
- Employees are connected with their dedicated, experienced coach and given access to mobile app
- Coach and app are available to help with the transition through the baby’s first birthday
- Program is 100% free for employees
Our NICU Experience:
The story behind the app
Supporting a Population in Need

10% of newborns admitted to neonatal ICU

$32,000 average medical costs through first year

500,000+ families affected annually

Source: Managed Care, 2010
Compassion, Experience, Convenience

- Highly experienced neonatal registered nurses and licensed clinical social workers
- Available via phone, email or chat to answer questions, provide information and advise on how to best support the team of NICU nurses and doctors
- Wealth of NICU-related information and articles
- Tools to track weight, feedings and important developmental milestones
Coach Profile: Sarah Melberg, RN

“We are changing lives and truly making a difference.”

- Registered Nurse (RN), Certified Neonatal Resuscitation Program Instructor, Certified in Neonatal Intensive Care Nursing (ANCC)
- 20+ years of nursing experience in postpartum, NICU, home health and neurology
- Spent 16 years at Swedish Medical Center in Seattle, WA where she provided primary nursing care to the neonates in the level III NICU
“I had a family who had a long and tough year with their infant – a lengthy NICU stay, multiple complications and surgeries. When this family graduated from the program, I received a picture of the baby sitting on a sandy shore, with a beach hat, matching sunglasses and a big smile on his face. **Happy, healthy and thriving.**”
A Specialized Approach That Works

- Empowers employees during time of need
- Personalized support and guidance
- 1:1 resource
- Integrated with Costco case management program
- Employee engagement + greater clinical care
- Mobile access is key for busy parents

Source: Managed Care, 2010
Clinical History
- Baby born at 38 weeks with left congenital diaphragmatic hernia
- Intubated at birth and placed on a ventilator, had post-operative complications with hypoplastic left lung and associate pneumothorax
- Feeding intolerance and supraventricular tachycardia episodes

Engagement
- Mom enrolled in program a week after delivery
- Frequently asks questions and sends updates on progress via app
- Coach provided weekly updates to Costco’s Case Manager while baby was in the NICU and monthly updates at home
- On-going support for transition from NICU to home, including managing follow-up and specialist visits
- Coach provided education/coaching to parents on empowerment, emotional well-being, infection prevention and safety and preparation for baby going home

Clinical Impact
- Baby has been home for over 3 months now with no hospital readmissions, ER visits, or doctor sick visits
- Baby continues to meet developmental milestones for his age
“Thank you for all the great, helpful material you have given me. I’m so happy to be part of this program and to have all this positive information.”
Clinical History

- IVF twins
- Complications included di-di twins with fetal demise of one baby at 30 weeks
- Mom had a premature rupture of membranes and baby was born at 34 weeks via C-Section

Engagement

- Mom enrolled in program at beginning of hospitalization and communicates with coach via app, as well as accessing articles
- Coach provided on-going grief counseling and emotional well-being assessments to identify behavioral health needs
- Coach provided weekly updates to Costco’s Case Manager during stay NICU and monthly updates while the baby is home
- Mom prepared for baby’s discharge by taking a CPR class, roomed in with baby prior to discharge and required family/friends in contact with baby to be up to date on their immunizations

Clinical Impact

- Baby had a decrease in the length of stay in the NICU and was discharged prior to due date
- Baby is meeting all milestones and hasn’t had any re-admission or sick visits
“I am so appreciative of all the support you have provided to me and my family. Thank you for the great articles!”
Implementation: What We Learned

- Let the experts be the experts
- Connect with disability and EAP partners
- Provide another resource for clinical care team
- Remove barriers to maximize engagement:
  - No cost for employees
  - No travel
  - Meet employees where they are
70% enrollment for eligible families

- Initial disbelief but eagerness to participate
- High engagement:
  - 2,027 chat sessions (20 per family)
  - 2,944 logins (25 per family)
  - 986 articles read (10 per family)
- Employee feedback has been overwhelmingly positive

“I hope other NICU families get the awesome support that we had. The communication, the tracking programs and the articles all helped us understand what was going on and helped us through some challenging times.”
# Benefits Realized for the Value of Health IT

<table>
<thead>
<tr>
<th><strong>Satisfaction</strong></th>
<th>Support of NICU families reinforces Costco commitment to its employees health, engagement and well-being</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Treatment and Clinical</strong></td>
<td>Results indicate a savings in the 30%+ range, driven by fewer ER visits, re-admissions and lower average allowed costs</td>
</tr>
<tr>
<td><strong>Electronic Data and Information</strong></td>
<td>Mobile NICU program managed through a tablet-based app with 24/7 access to personalized articles and support from coach (RN/LCSW)</td>
</tr>
<tr>
<td><strong>Patient Engagement</strong></td>
<td>100% Net Promoter score. 70% of eligible employees participate and maintain high levels of engagement</td>
</tr>
</tbody>
</table>

http://www.himss.org/ValueSuite
Questions

Donna Sexton
dsexton@costco.com

Jeff Jacques, MD
jacquesj@aetna.com
@Healthagen