

Case Studies

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Case #1

RSV in NICU

The Background

- Premature infants represent a significant cost in the 1st year of life
- Re-admission for many reasons is common
- The #1 preventable infection causing re-admission is respiratory syncytial virus (RSV)
- Preventative treatment along with hygiene education has been shown extremely effective
- Objective was to assess the Liberate Health impact in three education outcomes:
 - Parent understanding of instructions
 - Improved patient engagement and satisfaction
 - Parent complying with instructions to follow-on treatment

Benefits of Instruction

Improved RSV Understanding

100%
N=97

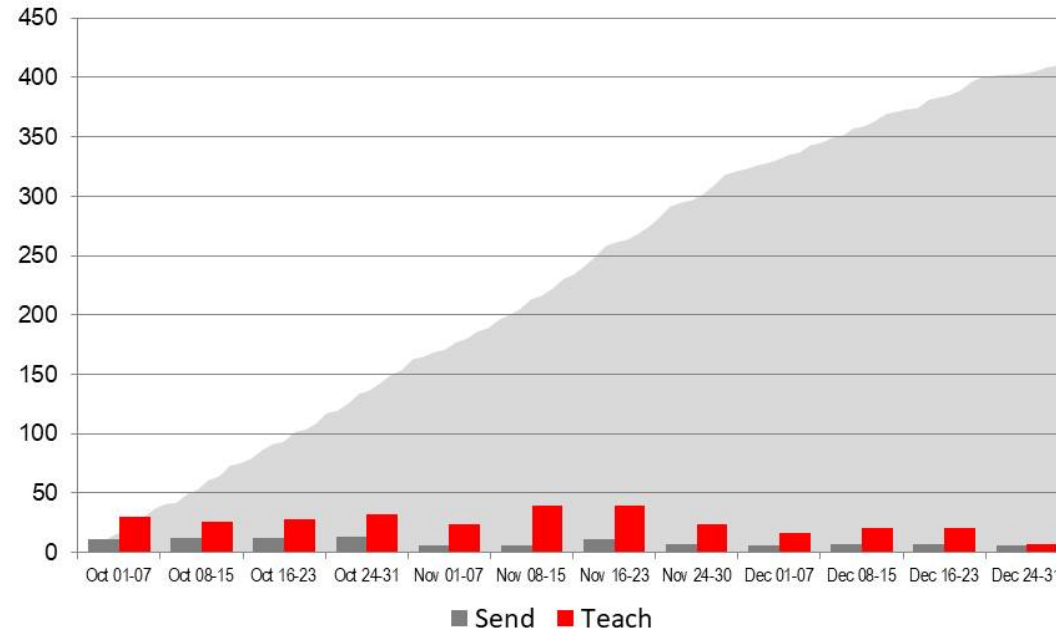
Improved Experience

100%
N=97

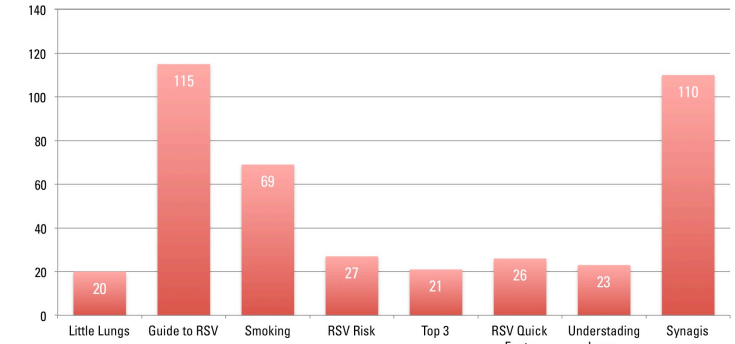
Moved To Action

87%
N=97

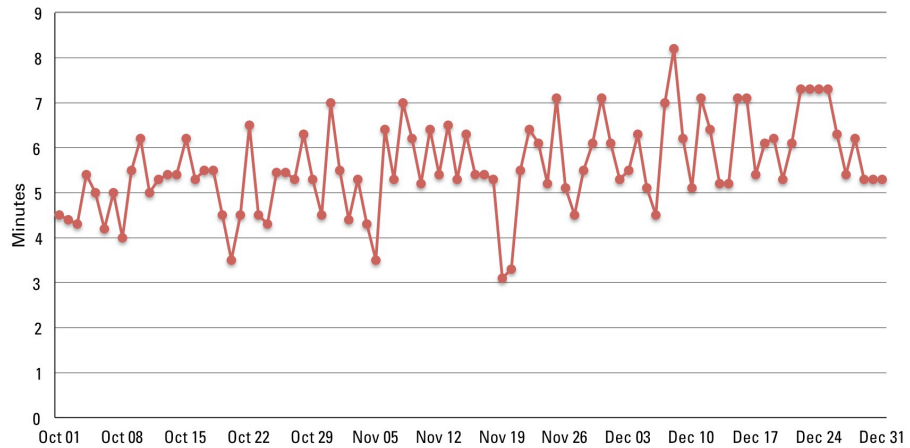
Cumulative Utilization Send versus Teach



Content Utilized



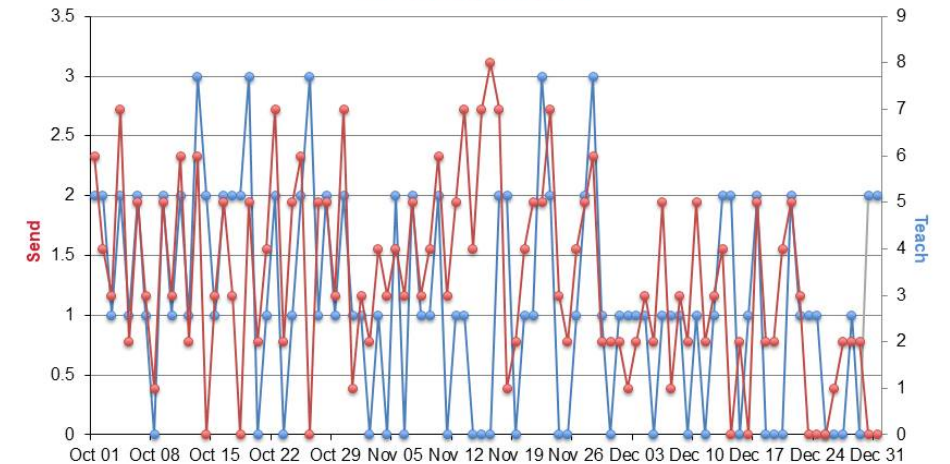
Average Time Spent (Min.Sec)



PORTAL REGISTRATIONS

Parent Viewing Content	157
Video Viewed	110
Decks Downloaded	145
Avg Time Spent Minutes	4.5

Send versus Teach



RSV Case

The Results

Primary endpoints

- Parents of patients reported improved educational and behavior outcomes:
 - 100% Improved RSV understanding.
 - 100% Improved educational experience with healthcare professional versus experience.
 - 87% were moved to action, contacting pediatrician for follow-up vaccination, based on what they learned on Liberate.
- Data overview of over 400 patient interactions in NICU discharge at 3 hospitals:
 - 40% of parents entered the portal to review content
 - 70% viewed the videos provided by healthcare provider
 - 90% downloaded the content
 - The average time spent in the portal was over 4.5 minutes
- Liberate Health impacted healthcare professionals:
 - Presentations with liberate reduced education time by more than 50%
 - Simplified education process and fit into their digital workflow.
 - 100% of discharge educators would recommend Liberate Health to a colleague which is consistent with all 5 of Liberate Health clinical experience trials
 - **Net promoter score 100**

Case #2

Optometry

The Background

- Optometrists are highly involved and invested in cataract diagnosis and education of their patients. They almost always discuss details about cataract surgery with their patients, and usually touch on IOLs as well.
- Many Optometrists (40%) do not currently provide patients with cataract with any materials / hand-outs, and those that do typically do not provide materials on IOL options.
- Alcon wanted to implement an optometry referral to ophthalmology strategy for interocular lens placement in patients with cataracts to shorten the time from cataract diagnosis to lens insertion.
- 9 Optometrist were recruited to educate 10 patients each.
- Objective's were to assess the impact of Liberate Health in three education outcomes:
 - Patient understanding of instructions.
 - Improved patient engagement and satisfaction.
 - Measure impact on time to ophthalmology appointment.

Optometry Case

The Results

Primary endpoints

- Patients reported improved educational and behavior outcomes:
 - 80% Improved understanding of cataracts and IOL's.
 - 100% Improved educational experience with optometrist versus experience.
 - 57% were moved to action, contacting ophthalmologist for evaluation based on what they learned on Liberate.

- Data of over 86 patient interactions in 9 optometrist office suggests a very engaged patient :
 - 21% of patients entered the portal to review content
 - 81% viewed the both videos and PDF provided by optometrist
 - 93% downloaded the content
 - The average time spent in the portal was over 4.0 minutes

- Liberate Health impacted healthcare professionals:
 - Education encounters with Liberate reduced education time from over 8 min on average to <4 min
 - Liberate was seen as valuable addition to the education process by all 9 HCPs.
 - 100% of optometrist would recommend Liberate Health to a colleague which is consistent with all 5 of Liberate Health clinical experience trials
 - ***Net promoter score 100**

*Reflecting on your experience with Liberate Health would you recommend Liberate Health to another eye care professional?

Case #3

Primary Care Physician Assistants

The Background

- Physician Assistants are a large group of advanced medical professionals who provide primary care and specialized medicine care for millions of patients.
- The American Academy of Physician Assistants had identified that education capabilities and patient engagement needed to be addressed. The AAPA were looking to provide a high value educational tool to their 100,000 USA members.
- 20 PA's were recruited to engage 10 patients each over the course of 2 weeks, engage in an educational encounter. Provide answers to a short survey after each encounter.
- Objective was to assess the Liberate Health impact on both PA and patient perceptions:
 - Were the PA's comfortable using a digital tool to replace conventional materials.
 - Did Liberate improve patient engagement and perception of their education session
 - Are the PA's comfortable enough with Liberate Health to recommend adoption to their colleagues.

PCPA Case

The Results

Primary quantitative and qualitative endpoints

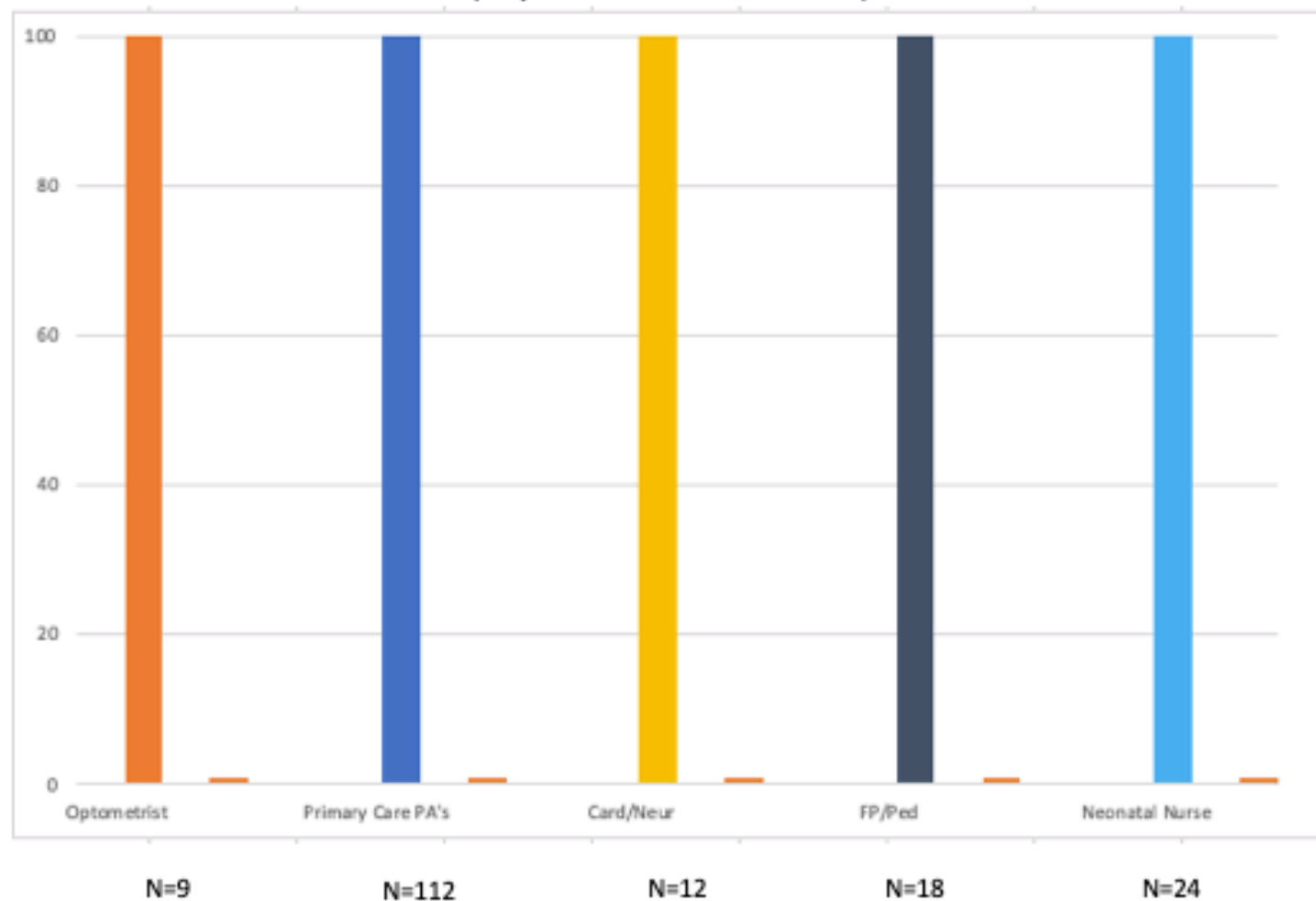
- PA's reported improved educational and perception of the encounter:
 - All PA's stated that Liberate was a significant improvement to educate patients.
 - 100% stated liberate improved the educational encounter versus experience.
 - The PA's used content from a variety of conditions and treatments.
- Data overview of over 172 patient interactions by 20 PA's :
 - 83% of the PA's reported that patients had a positive response.
 - 57% of the PA's sent content to patients.
 - 35% of patients viewed content and 75% downloaded the print information.
 - The average time spent in the portal was over 2.5 minutes.
- Liberate Health impacted the value of PA's in the eyes of their patients:
 - Presentations with Liberate were perceived to significantly reduce education time
 - Of the 92 patient verbatims provided 83% were positive and showed significant improvement in understand by the patient of the material covered during the encounter.
 - 100% of participating PA's would recommend Liberate Health to a colleague which is consistent with all 5 of Liberate Health clinical experience trials
 - **Net promoter score 100**

Net Promoter Score HCP



Q: Reflecting on your experience with Liberate Health, would you recommend Liberate Health to another healthcare professional?

(Top two box scale:1-10)

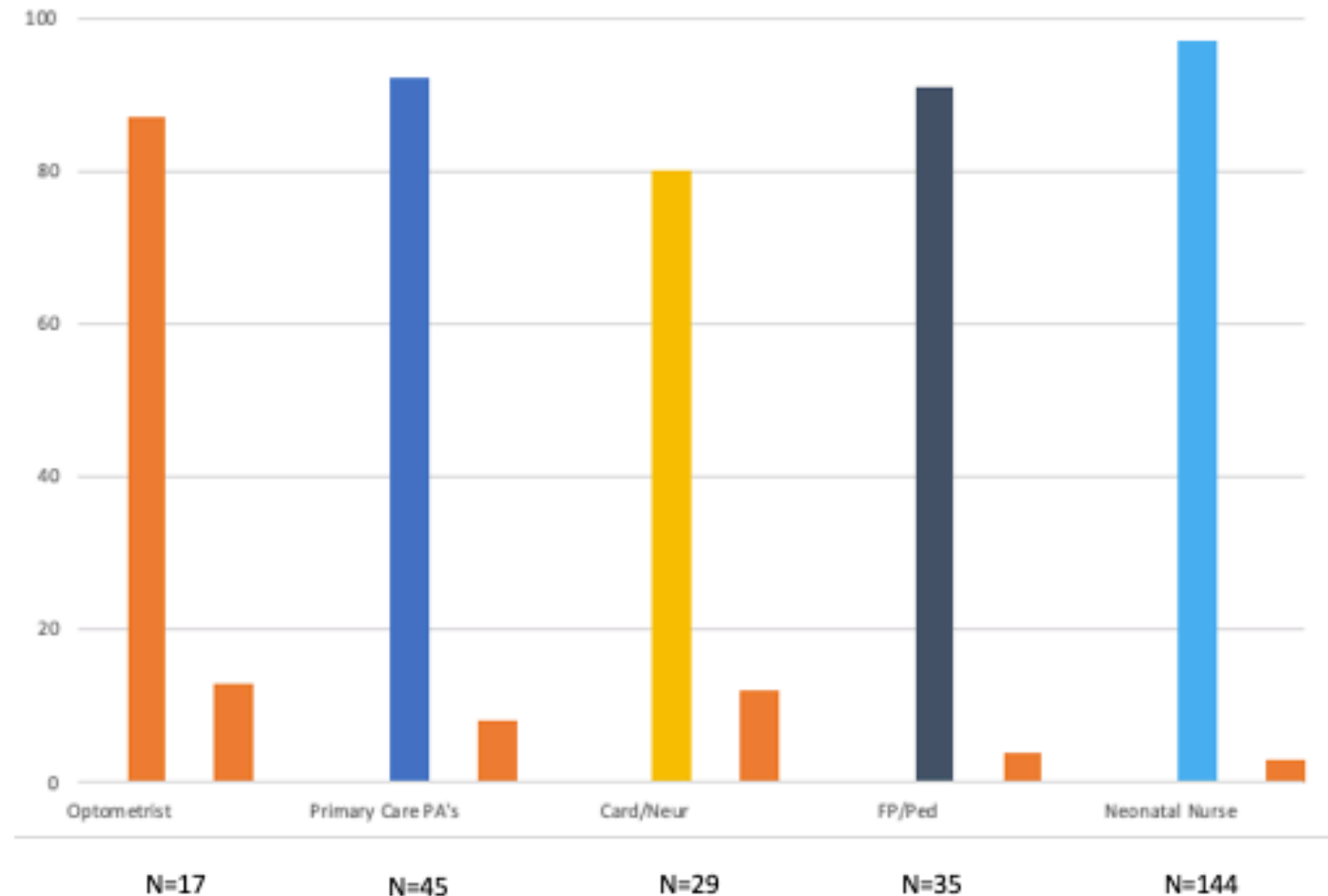


Net Promoter Score Patient Or Parent



Q: Reflecting on your experience with Liberate Health, would you recommend Liberate Health to a friend?

(Top two box scale:1-10)



Benefits of Liberate Health

- Delivers personal HCP digital engagement that can activate patients leading to better adherence
- Reduces HCP education time by as much as 50%
- Addresses the health literacy gap
- Provides deeper level of education in a digestible format.
 - Digital alternative to pamphlets and paper documents