

The secret to changing Patient Behaviors in Healthcare – How PatientBond is using consumer psychology with adaptive technology to improve outcomes, reduce readmissions and increase loyalty



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CEOCFO: *Mr. Juneja, what is the concept behind PatientBond?*

Mr. Juneja: There are a number of patient engagement solutions that exist in the marketplace today. However, patient engagement is a means, not an end.

What PatientBond is focused on is actually changing patient behaviors. Specifically, PatientBond starts with identifying a patient's psychographic profile to determine his or her core beliefs, values and motivations. We use these insights to create highly personalized multimodal communication protocols that are informed by an individual's psychographic profile which has been proven to significantly move the needle on patient behavior change.

A wide range of healthcare entities such as hospitals, physician practices, urgent care clinics, and payers can use the PatientBond solutions for a diverse set of use cases. We are getting impressive results across the board such as over seventy percent reduction in the hospital readmission rates after Congestive Heart Failure discharges or Spinal Surgery discharges. We are able to significantly improve the care gap screenings for a number of payers and physician practices. We are able to motivate patients to actively participate in care management, such as diabetes management.

Our philosophy is that every patient is a human being first, and a health condition or medical issue or an opportunity second, and if we can involve these patients in their care as that human being -- and not a "walking health condition" -- we can engage them in a way that will resonate with their psyche, so we can get some real behavior change in healthcare.

CEOCFO: *Would you please give us a couple of examples of how that works on a day-to-day basis?*

Mr. Juneja: One example would be in hospital readmissions and hospital surgical discharges. PatientBond has been deployed at a prestigious New England Hospital for all their spine surgery discharges for over 15 months with just a 1% readmission rate during this time period (compared to a 6% readmission rate in the year prior to PatientBond deployment).

The way it works is that at the time of the pre-op appointment, the nurse will sit down with the patient and have the patient complete the Healthcare Learning Style Survey made up of twelve questions. It takes about ninety seconds to complete the survey. Once the patient has taken that survey we have a formula that predicts the psychographic segment of the patient with 91% accuracy. PatientBond will trigger pre-surgery communications, 5 days before surgery and 2 days before surgery, aimed at giving people the right information to prepare for the surgery and hospital discharge. These