

IMPROVING THE CARE EXPERIENCE AFFORDABLY EACH DAY WITH A GAMIFIED VIRTUAL NURSE MOBILE APPLICATION

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The root of all of this in the beginning started not with an idea of an app but with an idea about what [our clients] need. Our twenty seven member consumer advisory board, people living with HIV, were at the heart of the research and development process.

- Paul Loberti, Administrator for Medical Services, RI Executive Office of OHHSv

1 BACKGROUND

The Rhode Island Health and Human Services (OHHS) Ryan White Part B program provides care to the most vulnerable people living with HIV. Baseline surveys and qualitative research revealed that most clients achieved viral load suppression but struggle with day-to-day health concerns including, mental health, co-morbidities, and substance abuse.

The population is in need of solutions to provide greater continuity of care, address whole health and stay in contact with providers.



Virally suppressed



Report problematic symptoms



Clinically depressed

2 APPROACH

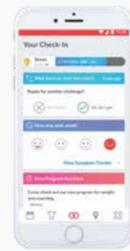
Build a patient companion to provide ongoing care and support between clinical visits.

We adapted a clinically-validated virtual nursing intervention based on user-centered design and behavior change theory. HIV Ryan White Part B clients and their case managers received Android phones and tablets to use the platform.



3 ASSIST: THE TAVIE RED PATIENT HEALTH COMPANION

Users receive virtual coaching, resource maps, announcements and reminders to manage day-to-day care.



Engage
 A "feed" page shows interactive content and announcements from case managers



Assist
 Virtual nurse coach, a resource map, announcements, and calendar with reminders help users manage care day-to-day



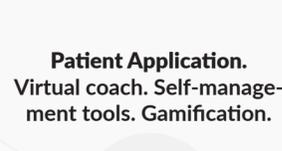
Delight
 Users practice and solidify skills through health-related "quests" and gain rewards as they progress

APPLICATION A PART OF THE LARGER PLATFORM

The application connects patients to providers and researchers to deliver care within a comprehensive program.



Provider Console.
 Remote monitoring. Appointment calendar. Announcements

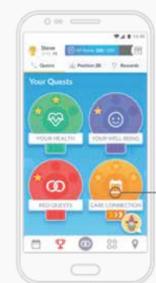


Patient Application.
 Virtual coach. Self-management tools. Gamification.

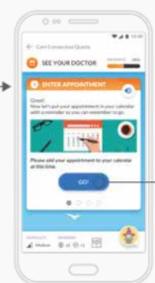


Stakeholder Analytics.
 Customizable dashboards to view clinical outcomes and track engagement.

SUPPORT PROVIDED THROUGH GAMIFIED INTERACTIONS



Client chooses the prepare for a doctor visit quest



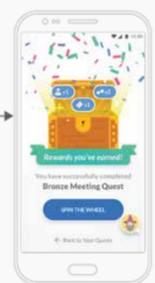
Quest is launched to help the client create and prepare for the appointment



Appointment is saved in the in-app calendar



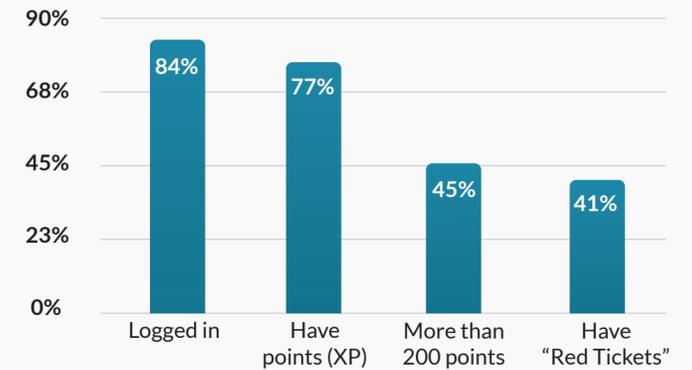
Client receives reminders for the appointment in the feed



Quest completed!

4 FINDINGS: ENGAGEMENT

% Users Engaging



Most RED users actively engaged with the application over time. Gamified elements seem to raise engagement.

5 FINDINGS: USER REACTIONS



Would Recommend



Agree Helps Manage Condition



Agree Helps Manage Medication



Agree Helps with Managing Appointments

6 CONCLUSIONS

Interactive virtual coaching coupled with gamification can create engaging, impactful solutions to improve care.

- Users enjoying the platform
 - Platform helps users self-manage each day
 - Case managers see benefits
- Outcome studies ongoing.