Nicholas Hall's CHC INSIGHT

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BxA: Simplify Self Care with digital platform power

The Covid-19 pandemic brought healthcare to the forefront of the global conversation and made it an increasing priority for consumers – this offers a unique opportunity for industry development, particularly as we usher in a new era of technology-driven consumer healthcare. As discussed in this guest article, Biograph by Amwell (BxA) is introducing the Engineered Self Care platform, which combines personalisation with technology to meet evolving manufacturer, consumer and retailer needs.

The pandemic changed us

Today, every decision is a healthcare decision. Consumers of all backgrounds, demographics, and geographies have experienced a transformation at the most fundamental level over the past two years. A majority are operating under a new and very different set of motivations. According to a report recently published by Accenture, "a majority of consumers have reimagined their values and purpose over the past 18 months. They've made a consequential shift to focusing on what matters most for them, in life; and their motivations for what and how they buy are, accordingly, meaningfully different."[1]

Perhaps this transformation is most obvious in new consumer attitudes and expectations about health and wellbeing. Today, Self Care is an ongoing focus of daily life. The pandemic caused a shift in the consumer view of Self Care from optional to mandatory. The connection between COVID-19 and Self Care became clear: good health improves one's ability to recover from infection, even a threat as daunting as COVID-19.

These newly activated consumers expect more than ever from the products they buy. Today's consumers want to be confident that every brand they interact with is part of a health-oriented ecosystem that works in their interest. Fortunately, enabling technologies make it possible to deliver products and services that will support consumers to assume greater responsibility for managing their health.

As consumers embrace Self Care, they will experience benefits beyond better management of their common and chronic conditions. As consumers become more competent in navigating and making health decisions, they will realise greater self-efficacy, a scientific principle proven to be essential for overall wellbeing.

At a population level, competent Self Care has the power to change public health outcomes while also reducing health system demands. Because of this, the WHO views Self Care as one of the most innovative approaches to improving health and reducing costs.[2]

Self Care is a personal and individual journey. Because each consumer is unique, efforts to enable Self Care must deliver personalised information and decision support to each consumer at the moment of need. No longer will blunt, one-size-fits-all approaches work; people want to be addressed individually. The most highly valued healthcare brands will reimagine Self Care, with connected and valued consumer support. These brands will have finely tuned capabilities to deliver a timely, highly personalised consumer experience when consumers need it the most.

A New Era of Self Care

Consumers have long relied on information from trusted sources and personal experiences to inform the way they manage their health. Consumers rely heavily on trusted sources, such as the FDA, to ensure product safety; but, at the personal level, Self Care can be complicated. The best treatment for one person may not be best for another person. Effective treatments for some individuals may be inappropriate for others. While consumers express a greater willingness to be responsible for their care and

well-being, the volume of information they must process and decisions they must make has never been greater and will continue to grow.

For many years, we have all shared a vision of a confident and competent self-care consumer. Until now, the enabling technology to support this vision with a data-connected and highly personalised consumer experience was still developing. Until now, consumers were not provided the support to fully and optimally practice Self Care. That is no longer the case. Enabling technologies are now available, and consumers value the importance of effective Self Care practices. It is now possible to "engineer" a personalised Self Care experience for every consumer.

Self Care is an important part of healthcare, and that's why **Amwell** is introducing **Engineered Self Care**. Engineered Self Care aims to create an enabled, individualised consumer experience that delivers optimal health outcomes. With Engineered Self Care, Consumer Health products can be wrapped with immersive support, access to providers, real time curated information, and other services that deliver a truly differentiated consumer experience responsive to the uniqueness of the individual.

By engineering the Self Care experience, certainty is added to the consumer journey. Each step is predetermined and mapped to guide each consumer individually through a longitudinal companionship that begins with selection and continues through use. The path to selection,

purchase and use can be designed and documented in a sophisticated and clinically-validated algorithm that directs consumers through selection decisions, reduces consumer variability, and increases effectiveness.

Proper Implementation

Today's healthcare ecosystem is a complex network of networks. For any organisation to build new infrastructure for the purposes of connecting to the ecosystem would be daunting. Certainly, it is beyond the cost tolerance of any Consumer Health brand or portfolio to embark on such an undertaking. So, here's the good news: this infrastructure exists; Consumer Health brands and businesses only need to connect to it.

With $1 billion of investment in digital integration and interoperability, Amwell delivers frictionless capabilities that span the digital healthcare ecosystem. Consumer healthcare companies can utilise this platform to continue adding value to their brands.

The Amwell platform supports and traverses digital care delivery networks of the world's largest health systems and leading global health plans and employers. The platform is also integrated with large retail and technology companies to support digital care use cases that span the continuum from Self Care to remote patient monitoring to clinical trials and more. The Amwell digital care delivery platform is positioned to deliver the next innovation in Consumer Health, Engineered Self Care.
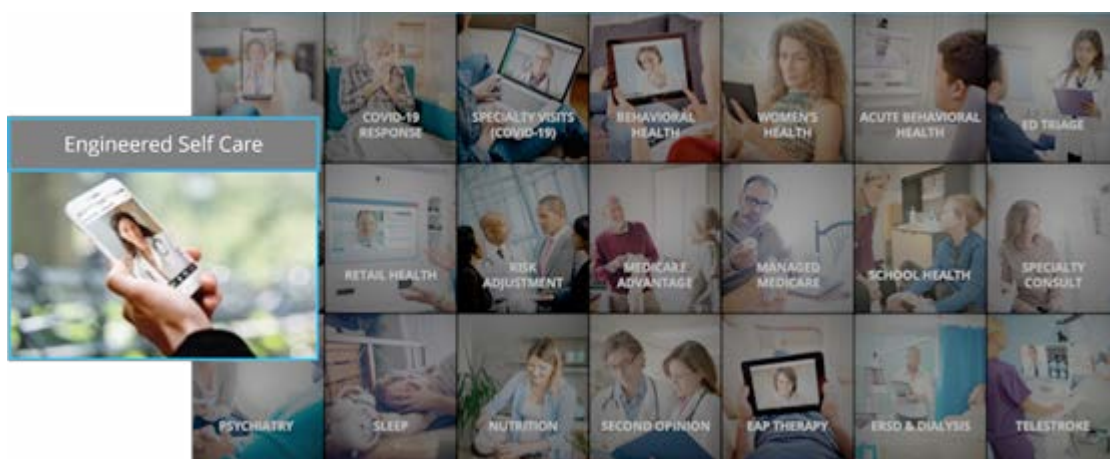
Once Connected, Product Innovation is Unlocked

Every Consumer Health portfolio has an opportunity to improve its current products with platform-powered Engineered Self Care. In some cases, this might be complementary, opt-in support. In other cases, a compelling business opportunity may be in brand innovation with connected services. Let's walk through a few strategic areas of application.

Innovative Approaches to switch

Exciting white space exists for platform applications to address what FDA terms "Proper Implementation of Additional Conditions" for nonprescription products in new categories. FDA has made clear that the undertreatment of some common and chronic conditions is a public health crisis that might be reversed with nonprescription access. The Amwell platform can provide a bridge for proper implementation of Engineered Self Care for approval and commercialisation of the next generation of OTC solutions.

Regimen therapy in the OTC setting

Many nonprescription products are approved with labeling that instructs consumers about using the product over time. Brands can optimise the functionality of the Drug Facts Label with platform-powered and personalised companion services for the consumer. With simple conversations and nudges during use, consumer healthcare brands can support consumers in seeing that the treatment is effective.

Drug interaction awareness

Consumers turn to the OTC aisle to treat acute symptoms like pain, the common cold, and the flu. The OTC shelf for these products is complex, and many options offer multiple ingredients.

For consumers taking certain prescription medications, the consequences of choosing the wrong ingredients can be significant. For example, individuals with hypertension may be on a prescribed beta-blocker or diuretic and should choose an OTC that does not interact with

> **Technology is enabling Consumer Health to enter a new era of Self Care. New products and established brands can innovate by connecting consumers with their own data to make the Self Care experience less variable and more certain, achieving optimal and anticipated outcomes.**

their medications. Connected brand offerings can help consumers make smarter, personal treatment decisions in the aisle.

Contraindication guidance

Labeling instructions on some OTCs have specific directions for the safe use of the product. However, when dealing with a symptom like congestion, a consumer may not fully appreciate the importance of considering their total health status. People with diabetes, uncontrolled high blood pressure, heart conditions, prostate or thyroid problems should be extra careful about their treatment decisions. In other cases, medication ingredients are contraindicated based on age.

The American Geriatric Society recommends against certain ingredients in evidence-based guidelines for people over 65 years. Whatever the contraindication issue, connected products can empower consumers to choose what OTC treatment is right for them. Technology platforms also give consumers the ability to ask a doctor or pharmacist whenever they are unsure. The entire experience can be delivered in one simple, streamlined, retail-integrated consumer interaction.

Complementary care, chronic conditions

Most chronic conditions are best managed with a holistic approach to treating the condition. Often, like in the case of diabetes, there is a foundational prescription drug regimen. However, consumers managing diabetes also need occasional nudges and reminders to add diet and exercise to their routine, remain compliant with medications, and pay attention to eye health, nerve

> In an increasingly dynamic and digital world, one where innovation and disruption feed off each other constantly, no single organization can deliver all the value. Doing what you do best is only half of the solution. As a business, you must make connections and strive for synergy, using cutting-edge tools to identify, develop and deliver next-gen value.
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> – Accenture[3]

health, oral and wound care. Many OTC products can and should be part of the shopping basket for persons managing diabetes.

Supplement selection

Consumers are purchasing record quantities of vitamins and supplements. However, the nutritional aisles are anything but simple. Consumers often make final purchases without as much information as they like and without any personalised support. The next generation of nutritional product innovation will personalise the consumer experience by connecting to data that can highlight specific vitamins or supplements for optimal wellness. For example, some consumers should add the antioxidant CoQ10 to their diet if they take cholesterol-lowering statin drugs. Post-menopausal women might be nudged to ensure they get enough vitamin D.

These applications can be applied to product and business strategies on a case by case basis. They can all be accomplished with an Engineered Self Care approach that introduces consumers to a personalised longitudinal

experience designed by clinical and commercial teams. This is the next great opportunity for transformation in Consumer Health.

The Engineered Self Care ecosystem: co-travellers and data

Engineered Self Care is transformational while respecting and working within existing industry frameworks. Retailers, for example, play a central role in the health ecosystem. Retail is already networked across the total store. Existing digital networks enable the dispensing of 4.4 billion annual prescriptions at retail pharmacies. Many retail organisations are actively investing in upgrading their infrastructure for future readiness. Consumer Health companies and brands must be ready and able to plug into retail systems in a way that is not disruptive to the business and is seamless for consumers. Proper implementation of Engineered Self Care is a two-part system involving both Consumer Health and Retail.

Engineered Self Care also leverages and builds upon the significant and still developing health information networks and systems that work across healthcare. US taxpayers have invested heavily to ensure a gold standard for health data exchange. The work traces its roots back to 2004, when the White House determined that Health Information Technology should be centrally coordinated at the national level.

That led to the creation of the Office of the National Coordinator for Health Information Technology (ONC). ONC set out to design a National Health Information Network to facilitate the exchange of electronic health information across numerous data users. The vision was, and remains, an interconnected healthcare ecosystem that meets the data exchange needs of stakeholders servicing

the nation's health[4]. The work has come a long way in 18 years and is ongoing. A vast quantity of stable data is currently managed and exchanged under gold standard processes – powering the $4 trillion US healthcare system. These current, stable, and rapidly increasing data sources are a powerful resource behind Engineered Self Care.

Tomorrow's leaders

Today's healthcare consumers carry a new appreciation for the importance of effective Self Care, born out of our collective COVID-19 experience. Engineered Self Care can empower individuals with the support they need to become competent and confident self-care consumers. The benefits to Consumer Health companies that engage consumers with Engineered Self-Care tools will be significant. These leaders will develop ongoing relationships with their customers and benefit from the insights developed through the continuous flow

Imagine a future in which metaverse consumers use AI-powered, data-interoperable, and fully personalised services as they make Self Care decisions. Consumers will be confident in their decisions with the knowledge that their their interaction is fully informed by their personal health history and profile. When appropriate, they will be offered a seamless, digital interaction with a healthcare provider. The opportunity for longitudinal support and services will be unlimited. Brand value will extend far beyond pills in boxes.

This is what Engineered Self Care can do.

of consumer information these relationships provide. The winners in CH will be those companies who can strategically and creatively apply this new capability.

Sources

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