

UbiCare provides **total engagement solutions** enabling hospitals to be at the forefront of **patient-centered innovation** and **value-based care**



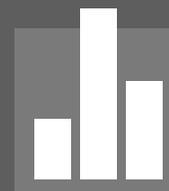
Education

Empower patients with targeted health information before, during and after their care episode.



Mobile Connections

Connect with patients on the devices they use 24/7.



Real-Time Data

Collect actionable data to improve patient outcomes.

INDUSTRY

HEALTH TECHNOLOGY & COMMUNICATIONS

AWARDS

EHEALTHCARE LEADERSHIP AWARDS
 INC 500 | 5000 COMPANY 2010, '11 & '12
 INNER CITY 100 COMPANY 2011 & '12
 GOLDMAN SACHS 10K
 SMALL BUSINESSES ALUM 2014

CERTIFICATIONS

MU2 MEASURE 10 CERTIFIED FOR PATIENT-SPECIFIC EDUCATION RESOURCES
 WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC)
 WOMEN OWNED SMALL BUSINESS (WOSB)
 GSA CERTIFIED



A SAMPLE OF CLIENTS

U.S. DEPARTMENT OF DEFENSE
 BETH ISRAEL DEACONESS MEDICAL CENTER
 BOSTON CHILDREN'S HOSPITAL
 CEDARS-SINAI MEDICAL CENTER
 TEXAS HEALTH RESOURCES

MISSION

Making Us All Better 

HELPING HOSPITALS EDUCATE THEIR PATIENTS SINCE

2002

SOLUTIONS

SmarteXp: proprietary cloud-based engagement solution with condition-specific, evidence-based health content guiding patients through the care continuum

Text: automatic access to patients on the devices they carry 24/7

360well: repository of wellness content for social media

 **DUN & BRADSTREET CUSTOMER SERVICE RATING OF 93%**



Based in Boston's historic Jamaica Plain neighborhood

Fulfills national agency requirements and certifications:

- HCAHPS
- MEANINGFUL USE STAGE 2
- HEDIS
- HIPAA
- RE-ENGINEERED DISCHARGE (RED)
- JOINT COMMISSION
- PATIENT ACTIVATION MEASURES (PAM)
- BABY FRIENDLY HOSPITAL INITIATIVE

Saving time, money and effort.

Our holistic approach to care gives your patients the health information they need, when they need it, in a format and language they can understand.

- Streamlines your educational communications for a more connected patient experience.
- Improves your daily workflow while keeping patients on track.
- Continuously promotes your high quality care.

Disclaimer: UbiCare SmarteXp 3.0.1 is an ONC Certified Modular EHR for Patient Specific Education Resources for Ambulatory and Inpatient Settings — Meaningful Use 2014 Edition. UbiCare SmarteXp 3.0.1 was certified under the vendor name TPR Media LLC (dba UbiCare) on December 23, 2014 by InfoGard. CMS EHR Certification IDs: IG-3230-14-0081 and IG-3230-14-0107. Certification Criteria: 170.314(a)(15), (g)(1), (g)(4). View the EHR test reports online at <http://infogard.com/images/cms/files/14-3230-R-0072-PRA%20V1.0%20TPR%20Media%20PTR.pdf> and <https://www.infogard.com/images/cms/files/14-3230-R-0072-PRI%20V1.0%20TPR%20Media%20PTR.pdf>.

This EHR Module is 2014 Edition compliant and has been certified by an ONC-ACB in accordance with the applicable certification criteria adopted by the Secretary of Health and Human Services. This certification does not represent an endorsement by the U.S. Department of Health and Human Services or guarantee the receipt of incentive payments.

BY THE NUMBERS

Improving care, quality and cost with open rates that far exceed the national average.



HOW WE RATE: SOLUTIONS FOR BEFORE, DURING AND AFTER IN-HOSPITAL CARE:



OPEN RATE:

$$\frac{\# \text{ of emails opened}}{\# \text{ of emails delivered}}$$

ENGAGEMENT RATE:

$$\frac{\# \text{ of links clicked}}{\# \text{ of emails opened}}$$

UNIQUE OPEN RATE:

$$\frac{\# \text{ of emails opened by unique individuals}}{\# \text{ of emails delivered}}$$

Compared to 2015 national averages: 26% open rate* and 11% engagement rate**

*National open rates are aggregated from MailChimp, Constant Contact, Campaign Monitor, Mail Jet and Silverpop.

**National engagement rates are aggregated from MailChimp, Constant Contact and Silverpop.

“ This is the best resource for post-op information. I know several people who had joints replaced at other hospitals and they felt basically tossed out the door. When I told them about this follow up, they were amazed and wished they had something as good. So, thank you for a job well done. ”

– Joint replacement patient, New England Baptist Hospital

Patients who use UbiCare solutions report:

PREGNANCY/EARLY CHILDHOOD

JOINT REPLACEMENT SURGERY

77%

More confident about their care

82%

87%

More connected to their hospital

88%

93%

Take better care of themselves and their child

82%

FINANCIAL IMPACT

Parkview Medical Center in Pueblo, Colo., reduced the average length of stay by 17% and average daily care cost by \$2,000 among patients having hip replacement surgery.

These changes allowed them to perform an additional 30 surgeries per year and add \$421,000 in revenue.

CLINICAL IMPACT

The U.S. Department of Defense improved and standardized care for its most vulnerable patients—new and expectant parents.

- 84% said they take better care of their children and 73% reported taking better care of themselves
- 80% felt more connected to their hospital
- 77% were more confident to manage their healthcare

REPUTATION IMPACT

Baystate Medical Center in Springfield, Mass., drove awareness of classes and increased enrollment by 50–58% in 1 month.

Most patients report they are more likely to recommend the hospital because of UbiCare. That equates to higher HCAHPS scores and CMS reimbursements.

CLIENT SUCCESS I