

GuidingCare and Healthwise Partnership

Enabling integrated clinical workflows and content for better member outcomes

Patient education is a critical part of care management workflows for long-term member success. Health plans with care management systems that can equip care managers and members with the right information at the right time enable effective interventions, increase member engagement, and improve business outcomes.

GuidingCare® and Healthwise®, the leading provider of evidenced-based medical content, have partnered to create seamless workflows that make it easier for care managers to access and deploy health coaching and education resources directly to members from a single source – the GuidingCare interface.

Just 45 minutes of patient education can improve outcomes for patients with chronic diseases.¹

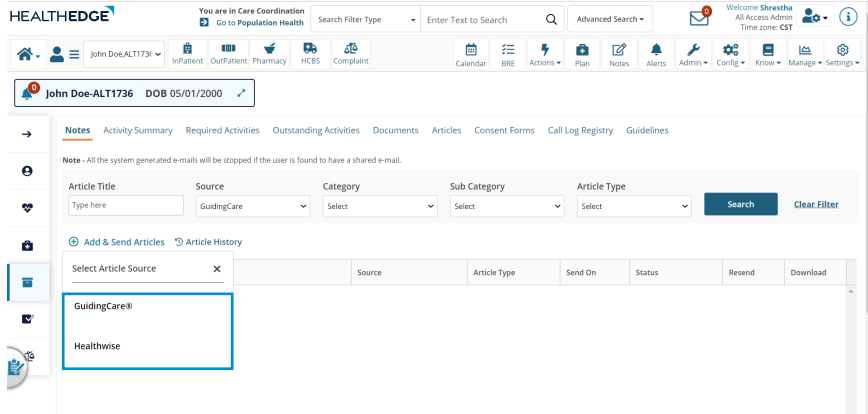
Health Content Integration

The two-way integration allows care managers to launch high-quality content automatically into GuidingCare workflows so members can receive personalized, relevant and timely information. The integration also automatically captures the fulfillment data from Healthwise into GuidingCare, so care managers can monitor member participation directly from their everyday dashboards in GuidingCare and make more informed care decisions.

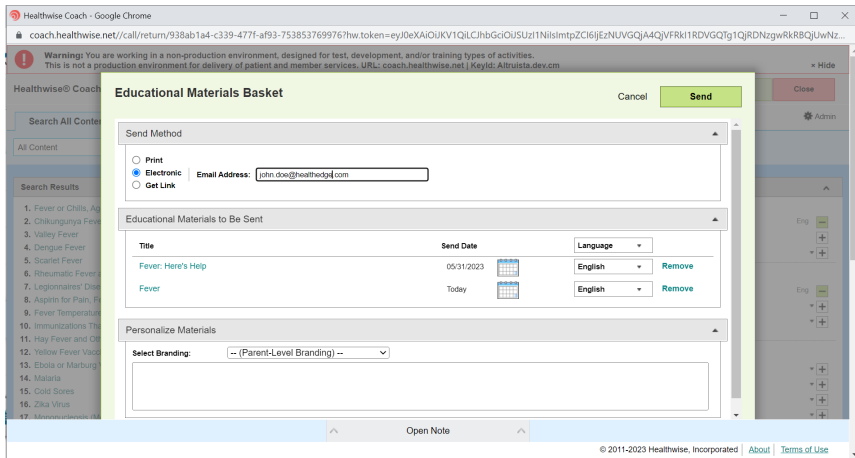


The integration enables care managers to:

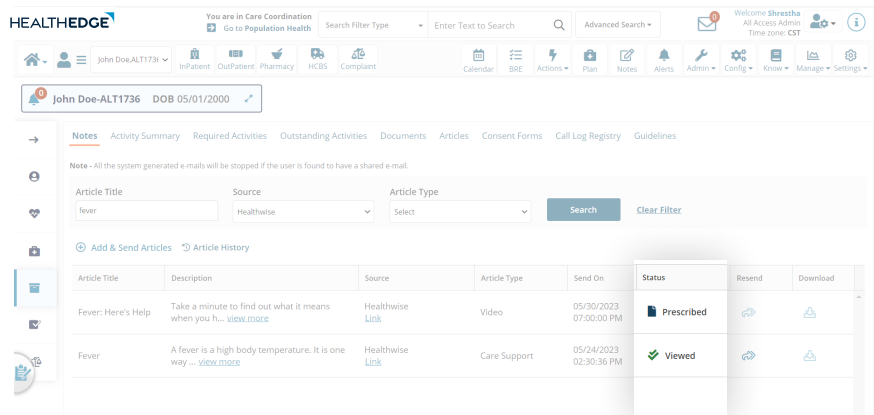
1 Launch Healthwise from within GuidingCare



2 Send curated articles and videos from Healthwise to the member



3 Review Healthwise member engagement data



The Benefits of Bi-Directional Integration

By facilitating the seamless flow and tracking of unbiased, up-to-date health education content, payers not only provide members with agile tools to adopt healthy behaviors, but also experience their own significant benefits, including:

STREAMLINED WORKFLOWS

- ✓ Improved user experience through easy access and **single sign on**
- ✓ Robust educational content for **informed care plan optimization**
- ✓ **Shared decision making** between care managers and members

INCREASED MEMBER ENGAGEMENT & SATISFACTION

- ✓ **Consistent, relevant health information** and tools for members within GuidingCare to understand risks and benefits
- ✓ **Improved health outcomes** through motivation and adoption of healthier behaviors

GAINED ACTIONABLE INSIGHTS

- ✓ Track member engagement and viewing behaviors in GuidingCare **holistically** for an improved **360-degree member view**
- ✓ Access to **member engagement data** makes operational reporting and targeted interventions possible

IMPROVED OUTCOMES AND CONTROL COSTS

- ✓ Share health education content and direct outreach to at-risk populations
- ✓ **Improved compliance scores** within gaps of care and long-term care planning
- ✓ **Well-informed care plans** keep members healthier, costs lower, and frees up time for care managers to focus on highest-risk members



Healthwise provides a vast multimedia library of consumer-friendly health information backed by a clinical review board of 150+ clinician expert contributors from multiple disciplines and a panel of board-certified associate medical directors.

A Productized Integration

GuidingCare and Healthwise work directly together to implement and test customer solutions, providing the most efficient processes through a productized integration – with no custom development required – that uniquely enables:

- ✓ **Lower cost of ownership of both solutions and the integration**
- ✓ **Faster implementation and rapid time to value**
- ✓ **Feature enhancements, product support, and maintenance**
- ✓ **Increased quality and performance**

To learn more about the advantages this new bi-directional integration offers, and for more information on GuidingCare integrations, contracting, version compatibility, API specifications and technical documentation, please contact your Account Executive.*

*Partners must have contract requirements done prior to integration with Healthwise; some partners may have specific contract requirements.

¹ <https://www.modernhealthcare.com/article/20181119/NEWS/181119936/study-finds-45-minutes-of-patient-education-improves-chronic-disease-management>

If you're an existing GuidingCare customer and are interested in the Healthwise productized integration, contact your account executive today.

ABOUT HEALTHWISE

Healthwise, a leader in evidence-based health education, is a nonprofit organization that empowers people to live their healthiest lives. In over 2 billion instances, people have turned to Healthwise information to help navigate their unique health journeys with confidence. Leading hospitals, EMR providers, health plans, care management companies, health websites, and technology innovators partner with Healthwise to provide the world's best health information – and achieve better outcomes for patients and businesses.

ABOUT HEALTHEDGE

Innovating a world where healthcare can focus on people, HealthEdge® is driving a digital transformation through transaction automation and real-time business and clinical engagement among payers, providers and patients. HealthEdge delivers next-generation SaaS solutions for core administration (HealthRules® Payer), payment integrity (Source), care management (GuidingCare®) and member experience (Wellframe). These best-of-breed applications, offered individually or together in an integrated suite, enable health plans to leverage new business models, reduce costs, improve outcomes and streamline workflows across the healthcare delivery cycle. Follow HealthEdge on [Twitter](#) or [LinkedIn](#).