

  
PREMIER PROVIDER  
NETWORK

2016

A CASE STUDY WITH



VALIDIC



SimplyWell.  
Where Health Counts<sup>SM</sup>



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## A CASE STUDY WITH **Validic + SimplyWell**

### ABOUT **SIMPLYWELL**

SimplyWell LLC was founded in 1998 by a group of pioneering medical professionals in Omaha, Nebraska, who envisioned improving wellness and workplace productivity, while cutting health care costs. Since that time, our team of health-conscious experts has developed relationships nationwide to effectively integrate employers, physicians and individuals in personal and population wellness.

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### ABOUT **VALIDIC**

Validic provides the industry's leading digital health platform connecting providers, pharmaceutical companies, payers, wellness companies and healthcare IT vendors to health data gathered from hundreds in-home clinical devices, wearables and consumer healthcare applications. Reaching more than 220 million lives in 47 countries, its scalable, cloud-based solution offers one connection to a continuously-expanding ecosystem of consumer and clinical health data, delivering the standardized and actionable insight needed to drive better health outcomes and power improved population health, care coordination and patient engagement initiatives. Validic was named to Gartner's "Cool Vendors" list and received Frost & Sullivan's "Best Practices and Best Value in Healthcare Information Interoperability" and "Top 10 Healthcare Disruptor" awards. To learn more about Validic, follow Validic on [Twitter](#) or visit [www.validic.com](http://www.validic.com).

## Quantified Care: Integrating digital health data for population wellness.

To thwart rising healthcare costs and improve employee productivity, companies of all sizes and scopes are turning to health and wellness programs to engage employees and their families in healthier behaviors. As costs increase and organizations and their employees are responsible for a greater share of their healthcare costs, there's an increased emphasis on monitoring, maintaining and improving wellness.

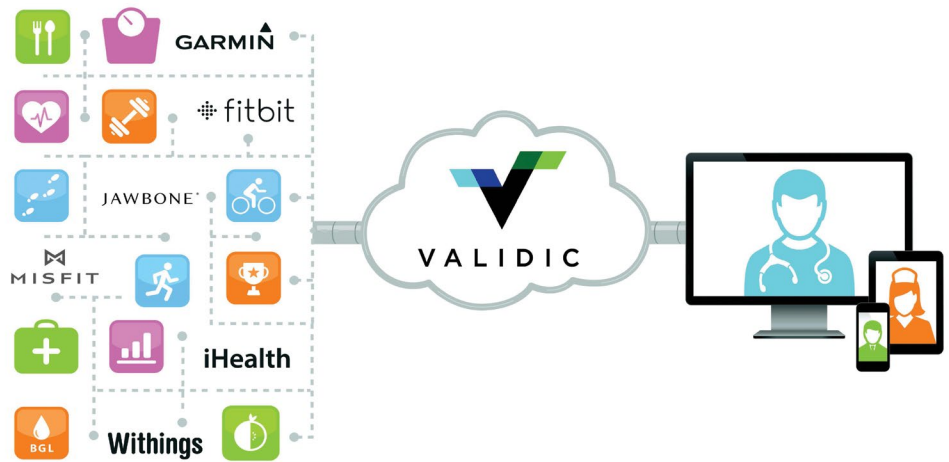
Innovative companies like SimplyWell, a provider of medically-based population health management solutions, help employers manage wellness programs, improve workforce productivity and reduce health-related costs by customizing personalized programs to engage employees. By leveraging a variety of digital tools that both activate and engage employees on their wellness journey, the company is able to incorporate comprehensive health data that is used to build well-integrated, highly personalized health solutions.



### High tech gets personal

SimplyWell takes a medical-based approach to integrating self-reported lifestyle data with biometric and lab data. Digital technologies — from smartphone applications and GPS devices to activity trackers and blood glucose monitors — make it easier than ever to gather and analyze personal data. These devices, and the digital health data they generate, allow individuals to track all aspects of their daily lives, including their activity, nutrition, amount and quality of sleep, heart rate and a1c levels. Such tracking helps with early identification of health conditions, preventive care and individual accountability. It also powers the customization of personalized outreach programs that enable employer programs to be more effective and incentivizing.

”If we’re ever going to successfully tackle the current healthcare challenges, health has to be at the forefront of every decision



we make,” Elise McHatton, Director of Account Management for SimplyWell, said. “Digital health data provides both accurate and timely data that allows individuals, physicians and employers to make informed decisions which provide for the greatest opportunity for positive outcomes.”

**Digital technologies make it easier than ever to gather and analyze personal data.**

## Keeping pace with innovation

Despite the many benefits of these devices and applications, keeping up with a rapidly changing industry is tough and the technical learning curve steep. SimplyWell needed a technology partner and solution that could help it quickly and affordably integrate, manage and update connections to the rapidly expanding ecosystem of digital health technologies.

“We originally integrated the Fitbit application, which was time consuming and costly,” said McHatton. “After we cut our teeth on this first integration, we took a step back and investigated partners who could help us level up in a more cost effective and timely manner.”

SimplyWell leaders searched for a one-to-many connectivity platform that would be able to gather, standardize and share valuable data from a wide variety of sources with all stakeholders — providers, employers and individuals — in a meaningful way. SimplyWell chose to leverage Validic’s industry-leading digital-health platform based on its ability to simplify connectivity and to seamlessly gather data from a wide variety of digital-health technologies.

**Validic helped SimplyWell increase member engagement via the use of wearable wellness devices from 200 users to more than 5,100 members in just six months.**

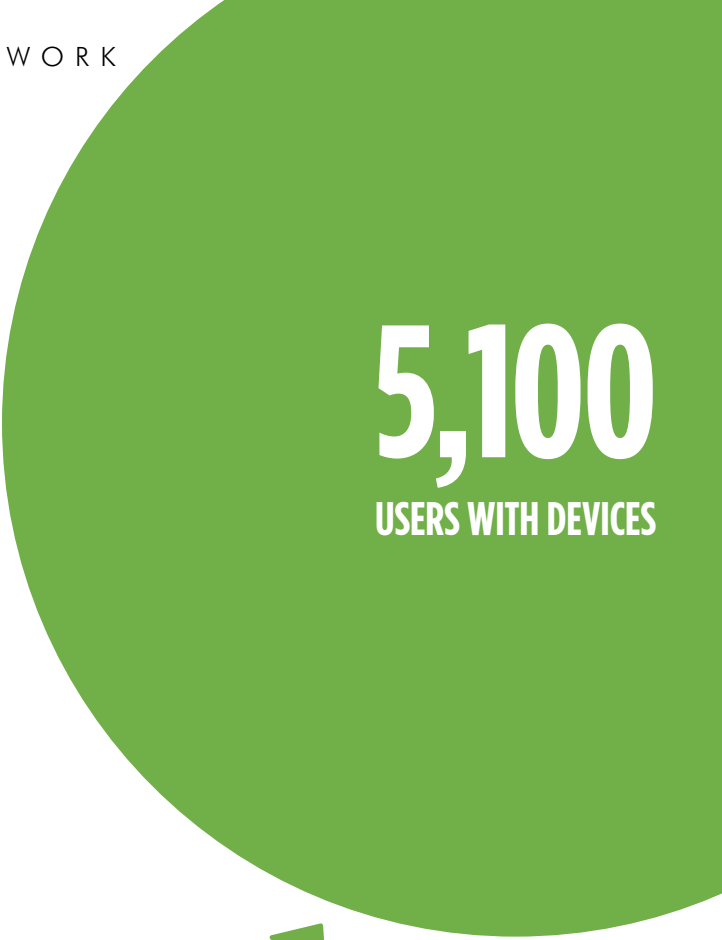
Validic stood out because the company’s platform already integrates with more than 245 devices, wearables and applications. The platform also standardizes and normalizes the data in an easily digestible format for healthcare technology systems. As soon as it enters the system, it is actionable for healthcare providers.

## Expanding the digital health ecosystem

Through its partnership with Validic, SimplyWell has been able to solve a host of challenges associated with accessing and utilizing digital health data. Utilizing this data, SimplyWell provides participation data, cohort participation data and

risk level data to enhance employer claims reporting. Data collected can be used to identify individuals with a defined set of risk factors, allowing employers to create targeted outreach programs, such as disease management initiatives. In addition, SimplyWell can now sync data from a variety of health-related devices, such as glucose meters and blood pressure cuffs, improving employee engagement, and tracking and reporting of health changes.

After just six months, SimplyWell increased member engagement via the use of wearable wellness devices from 200 users to more than 5,100 members - 20 percent of which have more than one application or device synced to the platform.



**5,100**  
**USERS WITH DEVICES**



**200**



In addition, SimplyWell has been able to add device and application integrations into its personal portal quickly and cost-effectively. With the ability to integrate more than 245 health and wellness technologies, the company has saved close to \$1.5 million in application interface build-out costs.

Based on these results, SimplyWell has expanded its Apps Marketplace to include apps and devices from such popular brands as Garmin, Adidas, Jawbone, Nike, Strava, iHealth and Withings, among others. Members can now sync over 100 devices through more than 20 popular wellness apps to help them monitor health conditions, track activity and maintain or improve their health.

## Improving wellness for the next generation

SimplyWell is evaluating the adoption and utilization of devices, as well as the amount and quality of data shared on the portal. Future plans include placing the integrated device in the hands of nurse coaches, allowing them to better support individuals in making long-term and positive health changes.

“With digital health data, an individual can manage their risk in real time — it helps them know if they’re successfully managing their health or if it’s time to see their physician,” said McHatton. “We believe that the seamless sharing of data will allow for even more timely interactions and interventions to assist with lifestyle risk factor management.” PPN

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To learn more, visit [validic.com](http://validic.com)



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