

Care Integration

Background

Corporate wellness efforts such as health screens, risk assessments and health fairs have had some success in identifying health risks but have fallen short in their ability to engage at-risk participants into their local healthcare system or other disease management programs. The inherent goal of corporate wellness efforts has been to identify employees at risk and convince them to go see a physician.

There are three primary reasons why these efforts have fallen short:

- 1. Missed window of opportunity** - Once health data is gathered on an employee, there is a brief window of opportunity to engage the interest of that employee and successfully funnel them into the healthcare system. If you expect an employee to independently seek out additional advice regarding their screening results, as most wellness efforts do, this window of opportunity is missed and the vast majority of at-risk employees do not follow-up or act on their results.
- 2. Lack of convenience** - Most at-risk employees do not independently act on their screening results simply because they are busy. Employees are well intended about their health but are juggling their career, family life and other interests. If preventive care with a physician isn't extremely convenient and easy to access, it probably won't happen.
- 3. Risks often are asymptomatic** - In the early stages, most chronic diseases do not have symptoms that attract attention. As a result, those at risk are not aware and have no impetus to seek care. Without convenient access to preventive health counseling with a doctor, these at-risk employees remain unrecognized and at an increased risk for developing a costly complication.

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PathFinder's on-site physical exam improves employee's convenient access to a physician who is solely focused on their preventive health needs. Inserting a doctor into this window of opportunity significantly increases the engagement of at-risk employees into a local healthcare home and disease management programs. This is because a doctor is an accepted authority and carries more influence over health behaviors.

Statistically only about 20% of employees are participating in annual preventive health exams and this number is much lower in the male population. The majority of patients that participate in a PathFinder on-site physical exam either do not have a physician or have a physician that they are not familiar with or have not seen in a long time. Our focus is reaching those employees that are not participating in their own preventive health or actively seeking care and re-engaging them into personal prevention planning and finding a local healthcare home.

Each participant receives a record of their evaluation and this report is designed to be shared with their local primary doctor and healthcare team in a meaningful way. We do not employ any proprietary scoring in our reporting, we follow recognized care guidelines and every participant receives a referral to a local primary care doctor.

Health System Integration

Health systems are looking for innovative ways to bring prevention into their community. They recognized that providing preventive care with a doctor in their community will act as a funnel to a healthcare home and ultimately more appropriate and cost effective care. PathFinder is working with one of the largest health systems in Chicago and their Chief Medical Officer is tasked with this challenge. Together, we believe bringing doctors efficiently to businesses is one of the best ways to accomplish this goal given that people spend the vast majority of their time at the workplace.