

# Overcoming Geographic Barriers to Care

Explore strategies for expanding care access in rural areas

## Presented By:

Addison Giannini, MBA, *SVP Payor Solutions* - **LetsGetChecked**

Robert Mordkin, MD, FACS, *Chief Medical Officer* - **LetsGetChecked**





THE RISE  
ASSOCIATION

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## MEET OUR SPEAKERS:



**Addison Giannini**  
SVP of Payor Solutions,  
LetsGetChecked



**Dr. Robert Mordkin, MD, FACS**  
Chief Medical Officer,  
LetsGetChecked

## About Us

# Meet LetsGetChecked

We're a global healthcare solutions company that gives you the tools to manage your health from home, providing direct access to:

- Health insights
- At-home diagnostics
- Virtual consultations
- Pharmacy services
- Pharmacogenomics



## Today we'll be talking about...

1. Impact of geographic barriers
2. Disparities in care access between rural and urban populations
3. Bridging the gap with at-home healthcare
4. Real-world success stories
5. Q&A

# Impact & disparities of geographic barriers

# Causes of inequity in US healthcare

Key SDOH that can contribute to worse health outcomes and more significant healthcare costs:



Geography



Socioeconomic status



Education



Health literacy



# About the report

The United States spends more on healthcare than any other country in the world, yet has a healthcare system that is ranked 11th in overall performance.

Our research reveals key themes about the inaccessibility of healthcare today, as well as ways to address these challenges, which include a more preventive approach and at-home care distribution.



**80%** of counties across the United States lack proper access to the services needed to help people maintain good health



Those in rural and suburban areas are 31% more likely forego care due to commute than those in urban areas

65M

Americans currently live in what is officially referred to as 'primary care' shortage areas <sup>1</sup>



**64%** of respondents have experienced at least one pain point when visiting an onsite lab (e.g. location or wait times)

**34%**

of respondents say it would be beneficial to have blood test results available before a doctor's appointment vs. after



# Bridging the gap with at-home healthcare

## How can at-home healthcare help?

Health testing and care that meets people where they are can narrow disparities across many chronic diseases by removing inequitable barriers to good health.

**Your members could test their health from home, without the need for any travel, confusing health forms, or time off work.**



# Configurable and vertically integrated infrastructure enabling next generation care



## Manufacturing & Logistics

ISO & FDA registered for rapid distribution



## Home Diagnostics

High-complexity labs in US and EU



## Home Genetics

Precision medicine and full genome



## Custom Communications

Dynamic, multi-channel strategy



## Telehealth

Chat and video consultations



## Wearable data & risk scores

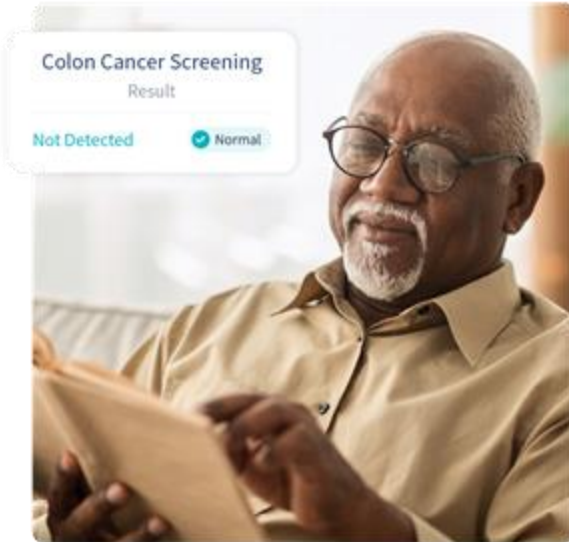
Tracking diet and exercise



## E-Prescriptions

Condition focused prescribing

# Health Plan Solutions



HEALTH TEST	WHAT DOES IT TEST FOR?	STAR/HEDIS
Colon Cancer Screening	Human hemoglobin	✓
Diabetes Test	HbA1c	✓
Diabetes and Heart Test	HbA1c, Triglycerides, Cholesterol, HDL, LDL, HDL % of Total Cholesterol	✓
Kidney Health Evaluation Test	uACR, Creatinine, eGFR	✓
Hepatitis C Test	Hepatitis C	
Pharmacogenomics	25 gene panel covering 120 drugs across 3 major categories - pain, cardiovascular, and mental health	
Lead	Lead	✓
Simple 2	Chlamydia, Gonorrhea	✓
Biometric Screening	HbA1c/Glucose, Triglycerides, Cholesterol, HDL, LDL, HDL % of Total Cholesterol, HbA1c, Blood Pressure, Weight, Height, BMI, Waist Circumference, Hip Circumference	



# Improving access for people around the world with LetsGetChecked

10M+

tests completed

300+

clients with 50+ plans

534K+

abnormal results detected

83

Client NPS



# Success in the real world

# BCBS North Carolina CRC Screening Program

- **Segment A:**

- Returned kit in 2018
- Redeploy with “Welcome back” letter

- **Segment B:**

- Normal Risk and No kit returned in 2018
- Deploy with standard messaging

- **Segment C:**

- High SDoH Risk Factors (3+) and No kit returned in 2018
- Pre-deployment postcards & live agent call outreach & education
- Deploy with personalized messaging

## The results...



6,956

Members eligible



2,090

gaps closed

## The results...



30%

compliance rates



2x

Increased screening rate for  
high-risk members

## FIT ROI Model

- **Kit type:** FIT (Fecal immunochemical test)
- **Eligible members:** 3,000,000
- **Screening rate:** 97%
- **Enrolled rate:** 24%

## The results...



\$51,629,151

Total savings



140%

Return over investment

## The results...



104

Lives saved



47%

Mortality reduction



## What we controlled for...



### Test Kit Branding

Control: Standard Branding

Test: White Label / Co Brand



### Engagement Channels

Control: Print and IVR Reminders

Test: Email, SMS Reminders

## The Results



40%

Improvement in participation  
in Co-Branded Test Kit  
Group



50%

Increased screening rate for  
members receiving Email,  
SMS Reminders

# Hear from a LetsGetChecked patient:



# The impact of health equity



# Q&A

Follow up with the team to receive a free test

# Thank you

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RISE is the premier community for health care professionals who aspire to meet the extraordinary challenges posed by the emerging landscape of accountable care and government health care reform.



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**THANK YOU**



It's good to know.™

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