

# The Ontrak WholeHealth+ Program



## Deeper Engagements That Drive Proven, Durable Outcomes

### A Large and Growing Crisis



Adults with anxiety, addiction, and/or depressive disorders are up **300%** since the pandemic began.<sup>1</sup>



Since 2011 **23.6% of adults** with a mental illness were **not able to receive the treatment** they needed.<sup>2</sup>



~**5.7% of U.S. adults** with chronic conditions have an unmet need for behavioral healthcare, accounting for **44% of total healthcare costs**.<sup>3</sup>

### What makes us different?

We solve the most difficult problem with behavioral health populations: engagement. **We successfully enroll 35% of potential members into The Ontrak WholeHealth+ Program.** We activate members to participate in their health, through a whole-person, member-centered approach to behavioral health management. It is the only effective method for activating behavioral health populations with heavy chronic disease burden.

#### Whole-Person, Coach-Enabled Approach

- › Care Coaches find and remove barriers to care
- › Personal care teams use evidence-based, member-centric approaches to goal management
- › Person-centered, persistent outreach to and through care through telephonic, SMS-based, and in-app chat

#### Program Content

- › Personalized content that increases health literacy and reinforces skill building and behavior change
- › In-app videos, articles, activities, notifications, and reminders
- › SMS-based videos, articles, and interactive activities
- › Informational and action-oriented mail and email

#### Human Care Supported by Technology

- › Advanced analytics, even absent a diagnosis, identify an untreated, high-cost behavioral health population
- › Virtual care and in-person visits with providers and specialists increase access and support member engagement preferences
- › Our AI and machine learning (ML) allow us to understand the complexity and acuity of members' disease burden, and create a personalized treatment plan tailored to members' needs.

#### Sustained Engagement and Member Retention

- › Up to 52-week program to drive lasting behavior change
- › Average member tenure of 8 months
- › Net Promoter Score (NPS) = 77

### Proven Outcomes



**64% reduction** in in-patient admissions



**\$486 per member per month** cost savings durable 24 months post enrollment



**\$11,664 savings** per member over 2 years



**\$110 PMPM increase** for primary care and behavioral health services

## How does the program work?



### Identify: Sophisticated Analytics

- › Claims-based analytics and predictive modeling identify members with high medical costs who also have diagnosed or undiagnosed depression, anxiety or substance use disorder
- › These members may be ready to engage in behavioral health treatment with the Ontrak WholeHealth+ Program
- › Member Engagement Specialists (MES) have unmatched training and skill in engaging members and enrolling them



### Treat: Critical Access to Providers

- › Our extensive behavioral health network and customized Care Pathways match members to the right providers based on their diagnoses
- › Virtual and local resources
- › Industry-leading retention with 40%, 12-month graduation rate
- › Measurement-based care throughout the program
- › Timely care with appointments with providers within 10 days of referral



### Engage: Whole-Person Care

- › MES gets member ready to enroll and transfers the member to the Care Coach in real time
- › Care Coaches gain members' trust and provide the human touch critical to behavior change
- › Early assessments, constant dialogue, removal of barriers, personal encouragement, and monitoring throughout the program



### Activate: Durable Outcomes

- › Validated, durable medical claims savings, and first year ROI
- › Members participate meaningfully in their health, with the healthcare system, and community resources long term
- › Improved preventive and managed care utilization

## Learn More

To learn more about Ontrak and the Ontrak WholeHealth+ Program, visit our enrollment website at [www.StayOntrak.com](http://www.StayOntrak.com) or our corporate website at [www.OntrakHealth.com](http://www.OntrakHealth.com).

Schedule a Meeting

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[www.OntrakHealth.com](http://www.OntrakHealth.com)

<sup>1</sup>Davenport, S., MPH; Gray, T., FSA, MAAA; Melek, S., FSA, MAAA (2020). How do individuals with behavioral health conditions contribute to physical and total healthcare spending? *Milliman Research Report*, pg.9.

<sup>2</sup><https://mhanational.org/issues/2021/mental-health-america-adult-data>

<sup>3</sup>Based on JAMA estimates in Oct. 7, 2019 report that 20% – 25% of healthcare spending is avoidable.