

# **ARAM DISEASE MANAGEMENT OF AMERICA**

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**WE AT ARAM ARE  
YOUR PARTNER  
IN YOUR QUEST FOR  
BETTER HEALTH CARE  
AT LOWER COST**

# GAPS IN MEDICAL CARE

- NATIONAL HEDIS DATA SHOWS THAT MORE THAN 50% PATIENTS WITH A CHRONIC ILLNESS DO NOT GET THE RIGHT CARE RECOMMENDED FOR THEM.
- SUCH GAPS IN CARE LEAD TO ADVERSE OUTCOMES LIKE ANGINA, HEART ATTACK, STROKE, LEG AMPUTATION, BLINDNESS, IMPOTENCE, KIDNEY FAILURE, RESPIRATORY FAILURE AND DEATH.

# GAPS IN MEDICAL CARE

- 25% WOMEN HAVE NOT HAD A BREAST CANCER SCREENING. IN SOME STATES THIS IS EVEN WORSE.
- 40% DIABETICS HAVE POOR CHOLESTEROL CONTROL PUTTING THEM AT INCREASED RISK OF A HEART ATTACK AND STROKE.
- 35% INDIVIDUALS HAVE POOR CONTROL OF CHOLESTEROL LEVELS EVEN AFTER A CARDIOVASCULAR EVENT.

# POOR COORDINATION OF HEALTHCARE

- A PHYSICIAN DOES NOT KNOW WHAT THE OTHER TREATING SPECIALIST IS DOING FOR THE PATIENT IN MOST CASES.
- THERE IS NO WRITTEN OFFICAL COMMUNICATION AMONGST PROVIDERS.
- MOST EXCHANGES OF INFORMATION AMONG DOCTORS ABOUT THE PATIENT ARE EITHER ON THE PHONE OR IN THE CORRIDORS.
- THIS IS NOT LIKELY TO CHANGE SOON.

# IN THE SHORT TERM

- THIS POOR CONTROL OF CHRONIC MEDICAL CONDITIONS LEADS TO INCREASED EMERGENCY ROOM UTILIZATION AND HOSPITAL ADMISSIONS
- THIS CONTRIBUTES SIGNIFICANTLY TO THE INCREASING COST OF HEALTHCARE AND SUFFERING FOR THE PATIENT

# IN THE LONG TERM

- POOR CONTROL OF CHRONIC MEDICAL CONDITIONS LEADS TO KIDNEY FAILURE, HEART ATTACKS, STROKES, BLINDNESS
- LACK OF CO-ORDINATED CARE CAUSES MISSED OPPORTUNITIES TO PREVENT COMPLICATIONS.

**NO WONDER  
COST OF MANAGING A  
CHRONIC ILLNESSES IS  
OUT OF CONTROL AND  
KEEPS RISING**

# YOUR MEMBERS DESERVE BETTER HEALTHCARE

- OVER 50% OF PATIENTS DO NOT GET THE OPTIMAL HEALTH CARE FOR THEIR CHRONIC MEDICAL CONDITIONS
- OVER 80% COST IS ASSOCIATED WITH 20% SICKEST MEMBERS WITH CHRONIC MEDICAL PROBLEMS

# WE AT ARAM FOCUS ON THOSE GAPS IN THE CARE

- YOUR MEMBERS NEED NOT SUFFER ANY MORE DUE TO FAILURES OF THE HEALTHCARE SYSTEM
- IN ARAM DISEASE MANAGEMENT YOUR MEMBERS WILL FIND A COACH, A PARTNER AND AN ADVOCATE THAT WILL ENSURE BEST POSSIBLE MEDICAL CARE FOR THEM

# WE FOLLOW DMAA'S 6 COMPONENTS OF DISEASE MANAGEMENT

- POPULATION IDENTIFICATION
- EVIDENCE BASED PRACTICE GUIDELINES
- COLLABORATIVE PRACTICE MODEL TO INCLUDE PHYSICIANS AND SUPPORT SERVICES PROVIDERS
- PATIENT SELF MANAGEMENT EDUCATION
- PROCESS AND OUTCOME MEASUREMENT
- ROUTINE REPORTING FEEDBACK LOOP

# WE USE INDIVIDUALIZED APPROACH

- WE DO NOT USE COOKIE CUTTER APPROACH USED BY SO MANY COMPANIES.
- THROUGH YEARS OF EXPERIENCE WE HAVE DEVISED INDIVIDUAL FOCUSED PROTOCOLS THAT ARE GOAL DRIVEN.
- OUR PATIENT MANAGEMENT PROTOCOLS ARE UNIQUE, WITH DEFINITE URGENCY BASED END POINTS THAT MUST BE MET FOR EACH PATIENT.

# WE OFFER HEALTH COACH BASED DISEASE MANAGEMENT

- WE FOCUS ON THE DISEASE CONDITIONS THAT CAN BE HELPED THE MOST; AND COST MOST MONEY TO YOU AND YOUR MEMBERS
  - DIABETES MELLITUS
  - CONGESTIVE HEART FAILURE
  - CORONARY ARTERY DISEASE
  - LIPID DISORDERS (CHOLESTEROL) MANAGEMENT
  - BRONCHIAL ASTHMA

# EFFECTIVENESS OF OUR HEALTH COACHES IN DIABETES

- WE INCREASED THE GLUCOMETER RATE FROM 60% TO 98%.
- WE INCREASED THE FOOT EXAM BY THE PODIATRIST FROM BY ALMOST 100%
- WE INCREASED THE EYE EXAM RATE BY 200%

# EFFECTIVENESS OF OUR HEALTH COACHES IN ASTHMA

- WE INCREASED THE RATE OF USE OF PEAK FLOW METER FROM 16% TO 42%
- APPROPRIATE USE OF STEROID INHALER RATE FROM 62% TO 93%

# EFFECTIVENESS OF OUR HEALTH COACHES IN POST DISCHARGE PATIENT MANAGEMENT

- WE DECREASED 30 DAY READMIT RATE SIGNIFICANTLY IN AN EXTREMELY SICK GROUP OF PATIENTS.

# EXCELLENT PATIENT SATISFACTION

- WE HAVE A SATISFACTION SCORE OF OVER 95% WITH NOT A SINGLE COMPLAINT IN OVER 28,000 CALLS THAT WE MADE.

# MEMBERS WIN

- UNDERSTANDING THE NATURE OF THE ILLNESS
- UNDERSTANDING COMPLICATIONS OF THE ILLNESS WITH OUR NEED BASED EDUCATION
- PREVENTING COMPLICATIONS FROM OCCURRING
- TREATING COMPLICATIONS EARLY TO MINIMIZE ADVERSE EFFECT ON PATIENT'S HEALTH
- REDUCED EMERGENCY ROOM VISIT AND HOSPITALIZATION

# OUR FOCUS IS DISEASE MANAGEMENT

- WE KEEP OUR STAFF UPDATED WITH THE DEVELOPMENTS IN THE RELEVANT MEDICAL FIELDS
- WE ENABLE OUR STAFF TO PRIORITIZE AND FOCUS ON INDIVIDUAL NEEDS OF THE PATIENT
- WE DO NOT INVOLVE IN ANY OTHER ACTIVITY

# WE GO BEYOND EDUCATING THE PATIENT

- WE RECOGNIZE THE PIVOTAL ROLE OF THE PATIENT'S HEALTH CARE PROVIDER AND WORK WITH THEM AS A TEAM
- WE COORDINATE OUR EFFORTS WITH THE PATIENT'S PROVIDER; ALERT THEM ON GAPS IN MEDICAL CARE, IF ANY, THAT NEED TO BE ADDRESSED URGENTLY.
- WE DID NOT HAVE A SINGLE PROBLEM EDUCATING THE PHYSICIANS.

# WE ALSO COORDINATE CARE WITH THE PROVIDERS

- WE DID NOT HAVE A SINGLE PROBLEM EDUCATING THE PHYSICIANS.
- WE FIND IT EASY AND VERY REWARDING TO EDUCATE THE PHYSICIANS.
- PHYSICIANS HAVE ALWAYS EXPRESSED THEIR APPRECIATION FOR OUR COORDINATION OF SERVICES FOR THEIR PATIENTS.

# PROVIDERS WIN

- PROVIDING PHYSICIANS AND OTHER PROVIDERS WITH FEEDBACK, CUES, REMINDERS AND PROMPTS TO DELIVER EVIDENCE BASED MEDICINE TO OPTIMIZE MEMBER'S HEALTH.
- PHYSICIANS BENEFIT FROM OUR COORDINATION OF HEALTHCARE SERVICES FOR THEIR PATIENTS.

# OUR PLATFORM IS UNIQUE

- OUR PLATFORM FOCUSES ON CLINICALLY IMPORTANT ISSUES
- WE HAVE AUTOMATIC TRIGGERS AND ALERTS THAT HELP OUR STAFF ACHIEVE THEIR OBJECTIVE
- WE PROVIDE FOCUSED, SPECIFIC HEALTH EDUCATION LEADING TO PATIENT EMPOWERMENT

# WE CAN ALSO PROVIDE HEALTH COACH BASED DISEASE MANAGEMENT FOR

- EMERGENCY ROOM OVER-UTILIZATION
- POST DISCHARGE CARE
- SMOKING CESSATION
- OVERWEIGHT PROBLEMS
- POST PARTUM CASES
- HEPATITIS
- HIV DISEASE

# INNOVATIVE SOLUTIONS

- OUR UNIQUE NEW WEB BASED PLATFORM HELPS MEMBERS START THEIR HEALTH MANAGEMENT IMMEDIATELY.
- THIS PROGRAMME CAN BE FURTHER SUPPORTED BY THE AVAILABILITY OF A HEALTH COACH TO GUIDE THE MEMBER THROUGH THE DECISIONS ABOUT THEIR CHRONIC MEDICAL CONDITIONS



# ARAM



## Health Management of America

### INDIVIDUALIZED REPORTS AND PRIORITY BASED SERVICES

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

Basic Plan    VIP Plan

#### Web-Based Basic Health and Disease Management

- |  | Basic Plan                          | VIP Plan                            |
|--|-------------------------------------|-------------------------------------|
| 1 Customized and Individualized Assessment of Member's Health Status | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2 Personalized, Specific, Goal Oriented, Focused Actions for Members | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 3 Guidance for Discussion with the Providers on the Next Visit       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 4 Extensive, Comprehensive and User-friendly Program                 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 5 Multiple Learning Opportunities and Formats for Members            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 6 Recommendations are Based on Standard National Guidelines          | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

#### Health Coach Based Total Benefit has Additional Priority Support Based on Risk Stratification

- |   | Basic Plan               | VIP Plan                            |
|---|--------------------------|-------------------------------------|
| 7 Interactive, Dynamic, Real time Short and Long Term Risk Stratification for best Resource Utilization | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 8 Proactive Prevention of Emergency Room visits and Hospitalization                                     | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

If you have any questions, contact ARAM at 800.941.2726.

\*For customization to meet your needs call 732.222.2006

**WE CAN PROVIDE  
EITHER SEPARATELY  
OR IN COMBINATION,  
OUR HEALTH COACH  
BASED AND WEB  
BASED PROGRAMS**

# REGULAR REPORTS

- WE PROVIDE BASIC QUARTERLY AND ANNUAL REPORTS FREE
- ADDITIONALLY WE CAN PROVIDE CUSTOMIZED REPORTS ON REQUEST FOR A SMALL CHARGE

# WHAT WE WILL NEED FROM YOU

- YOUR OBJECTIVES AND GOALS
- MEMBER'S DEMOGRAPHIC DATA
- MEMBER UTILIZATION OF SERVICES
  - EMERGENCY ROOM UTILIZATION
  - HOSPITALIZATION
  - PHARMACY USE
  - DOCTOR VISIT
  - OTHER RELEVANT INFORMATION

**WE WILL PROVIDE A  
CUSTOMIZED PROPOSAL  
BASED ON YOUR NEEDS  
AND PRIORITIES**

**WITH ARAM YOU WILL BE  
A WINNER**

THROUGH OUR  
DISEASE MANAGEMENT PROGRAM

WE CAN HELP YOU REDUCE COST  
AND ENHANCE QUALITY OF  
MEDICAL CARE

**WE WOULD LIKE TO BE  
YOUR STRATEGIC  
PARTNER TO ACHIEVE  
YOUR GOALS FOR  
BETTER HEALTHCARE  
AT LOWER COST**

# CONTACT US AT

- ARAM DISEASE MANAGEMENT  
800.941.2726 OR  
732.222.2006
- ASK FOR
  - M. MUDALIAR, MS, MBA
    - VP MARKETING AND SALES
  - DR ANUP, MD
    - CEO

**THANK YOU**

**ARAM DISEASE  
MANAGEMENT OF  
AMERICA**