

COPD Management Powered by Vida



What Is It? Chronic Obstructive Pulmonary Disease (COPD) Management program uses 1:1 coaching, digital tools, clinician collaboration, and education resources to improve patient outcomes.

Clinical Outcomes

- Reduce unplanned hospitalizations:** Patients actively engaged with this solution have 15% reduction in hospital admissions
- Reduce avoidable Emergency Department (ED) visits:** up to 8% reduction in ED visits
- Medication Adherence:** 1 in 3 patients non-adherent with respiratory inhalers become adherent
- Increase Physician Engagement:** 1 in 2 patients non-adherent with physician engagement become adherent
- Cost-Effective Care:** Improving Patient Outcomes and reducing overall cost

¹Third-party validated actuarial analysis. Vida Health Book of Business analysis of a payer client, 2021
²Vida Health Book of Business analysis, 2022

How to Enroll or Refer:

- Clinician or Patient can call: 1-855-506-0856
- MyHighmark App or member website
- Provider referral through Availity Essentials portal

What is Included:

- Live virtual 1:1 support from personal health coaches. Health coaches work directly with patient's clinician.
- Education, symptom management, fitness tracking, nutritional support with registered dietitians, and mental health assessments.
- Digital scales, blood pressure monitoring devices, and pulse oximeters are available as tools for condition monitoring.
- **Program is free to patients who qualify. Co-pays and deductibles may apply for provider appointments or medications**

Who is Eligible:

Inclusion Criteria:

- Patients ≥18 y/o with COPD
- Enrolled in a Highmark Affordable Care Act, Medicare Advantage, or Commercial Plan

Exclusion Criteria:

- Pregnancy, active cancer treatment, LTAC, SNF, PCH, Institutionalization, Hospice, Transplant, CKD 3, 4, or 5, End Stage Liver Disease, Cystic Fibrosis, Alzheimer's, Dementia, LVAD, Hospice
- Enrolled in a Medicaid, FEP, Medigap, CHIP Plan

Frequently Asked Questions:

- **Why should I use this?**
 - Intensive program leads to behavior changes
 - Improved clinical outcomes
 - Increased provider engagement
 - Increased adherence to meds and care
- **When should my patient enroll vs. seeing a Specialist?** Patients should see their Specialist to manage COPD. If patients are unable to see their provider within 14 days, they could have virtual visit through Vida.
- **How will I receive information regarding the progress of my patient using the solution?** Vida can provide reports to physician as requested. Patients must sign a request for information to allow Vida to contact provider.

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