



# A better way to engage patients.

Mobile Health, or **mHealth**, is a tremendous resource for patients who are returning home after receiving treatment at a healthcare facility and require some level of continued care. This innovative technology platform is proven to help lower the patient's cost of care and improve outcomes.



## The Problem

**Far too many patients don't even know that mHealth exists, while many who do are unfamiliar with what the technology actually does.**

According to Office of the National Coordinator of Information Technology, patient portals, which is one of the most common mHealth apps, have very low usage rates among patients. In fact, less than 33% of patients engage with these portals despite significant financial incentives provided to healthcare organizations in an effort to enroll patients. This trend is not limited to patient portals. Data from 2018 shows that only 15% of health-based app users remain engaged with an application after 30 days.

Simply put, there is a severe lack of mHealth awareness and engagement among patients, and this lack of sustained usage leads to underwhelming results. The key to maximizing the benefits and engagement of mHealth, and providing patients with the care they deserve, is education.

## The Solution

**In a word: Ayva. Ayva is a Mobile Health application designed to simplify the complexity of care — for both the patient and provider.**

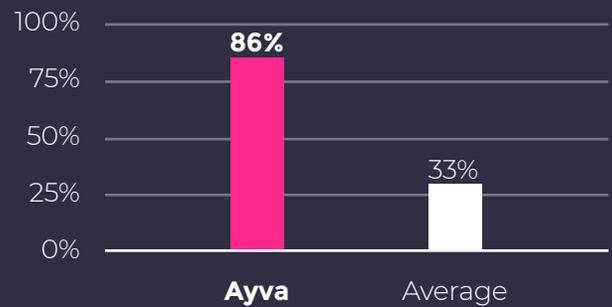
If you're like most patients in need of continued care, your first thought upon leaving a doctor's office or medical facility is "What now?". Ayva answers that question, and so much more, which is a big reason why it has a daily engagement rate of 86% (more than 26,000 patient interactions in Q3 of 2020 alone) among users.

Ayva achieves significantly higher engagement than other mHealth apps, and the patient-centric design makes engagement simple and rewarding, producing better health outcomes with each interaction.



Engagement rates far exceed competitors.

## Daily Engagement Rates



### How does it work?

Ayva's strategy for sustained engagement was born out of a genuine commitment to patient care and is achieved by creating simple solutions for complex problems. But how does Ayva facilitate engagement?

### Empathetic, trusting and personal interactions.

Ayva is a positive guiding hand that gives patients confidence. She presents dry, impersonal information in a way that's compassionate and acknowledges the challenges of dealing with conditions and the lifestyle changes that must be made as a result. Everything is customized to each patient's condition and presented in a clear, concise format that inspires trust.

### Simplifying complex clinical problems.

Ayva understands that patients are provided with a high volume of complicated and technical information. Upon enrollment, providers are able to provide Ayva with personalized information that is relevant to the patient. Ayva parses this information down into small, easy-to-understand messaging that ensures the patient has the right information at the right time.

### Extensive investment in user experience and user interface design.

Ayva understands the importance of a clean and simple interface. The app was developed using a combination of industry-leading design practices paired with valuable patient feedback. The patient's journey is optimized for their mobile device and consistently receives high system usability scale (SUS) scores.

### Low-friction enrollment.

Without the need to download any software, Ayva walks patients through a simple enrollment process that takes less than one minute.