

The Reimagine Care Effect:

Transforming Cancer Care
in an On-Demand Era



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Introduction

Consumer expectations have been fundamentally reshaped in the last decade, due in large part to many services now being accessible at a moment's notice that don't even require you to leave your home—watching movies on Netflix, getting groceries delivered from InstaCart, checking your bank balance or paying your bills through a mobile app, and receiving online orders within hours from Amazon.

In particular, Amazon's impact on consumer expectations is so noticeable that Forbes has coined it the "Amazon effect." By definition, it is "the effect that the entire digital marketplace has had on traditional forms of commerce, like brick-and-mortar retail. Namely, the Amazon effect has introduced consumers to an almost completely frictionless shopping process with near-immediate results."

Of course, the Amazon effect is permeating other industries, including healthcare. According to our own research,¹ 93% of patients want greater access to their providers, yet the concepts of immediacy and convenience are completely foreign for most people living with cancer. While most health systems and oncology practices want to offer a more convenient and accessible experience, the reality is that it is nearly impossible to build these capabilities internally given the many competing priorities and resource constraints.

However, there is an opportunity for a better future: One where patients have peace of mind between appointments because their care team is just a text away; where oncologists are able to get home for dinner with their family because they're not stuck at the office reviewing and completing documentation; and where the patient experience is coordinated across digital, virtual, clinic, and home settings.

Reimagine Care is committed to creating this future through partnerships with some of the nation's leading health systems and oncology practices by extending the great care provided within the facility beyond the clinic's walls.

This white paper explains, through a 5-part series, that by extending the impact of the care team and proactively engaging patients, we are providing a better way for people to manage symptoms and side effects that come along with treatment.

"Reimagine care has helped reduce the number of acute care visits during the day, reducing schedule interruptions and allowing providers to see more patients. It has also provided our patients comfort and reassurance that they can have their questions and needs addressed in a timely manner."

- APP at a Community Health System

¹ <https://reimaginecare.com/publications/reimagine-care-releases-2023-consumer-research-report-findings>

PART 1

Who is Reimagine Care: Introducing On-Demand Cancer Care

Reimagine Care's goal is simple: **to improve the lives of millions of people being treated for cancer.** We are increasing patient safety and comfort by providing on-demand care virtually and at home, improving work-life harmony for providers by reducing factors that cause burnout, and extending the impact of the cancer center beyond the clinic.

To achieve this mission, we've built a platform that combines technology and clinical expertise to deliver proactive, personalized, and high-touch care across the digital, virtual and home settings. Then together, these four components create a powerful program that gives patients an added sense of timely care and improved access while addressing physician burnout.

Reimagine Care's Proactive Symptom Management Approach

| STEP | |
|------|--|
| 1 | Patient is enrolled into the Symptom Management Program at the beginning of treatment. |
| 2 | Reimagine Care's Virtual Assistant (Remi) engages with the patient and regularly checks in using SMS messaging. |
| 3 | If symptoms are identified, Remi uses advanced symptom pathways to quickly triage the issue and provide targeted education and coaching. |
| 4 | If human intervention is required, Remi escalates to the Virtual Care Center for further management by Reimagine Care clinicians via text message, phone, or video. * A small portion of encounters may be selectively escalated to providers depending on symptom severity and other criteria. |
| 5 | If necessary, supportive care can be deployed directly into patients' homes to avoid unscheduled clinic or ED visits. |

The Symptom Management Program, built on this platform, has four key components:



1

AI-Powered Virtual Assistant

Using an AI-powered virtual assistant named Remi, we engage patients proactively to identify and manage symptoms in real-time. Remi communicates with patients via SMS text, meaning there are no apps to download, passwords to remember, or portals to sign into, making the experience easy and accessible for all patients to use. Remi follows proprietary guidelines and alerts our care team to patient symptoms in need of support, while allowing us to support 3-4x more patients per RN than the traditional, clinic-based model.



2

On-Demand Care Team Access

As Remi identifies patient symptoms and builds a real-time acuity model for each patient interaction, alerts are sent to our Virtual Care Center (VCC), which is staffed 24/7 with experienced oncology clinicians. The VCC then engages patients via text, phone, or video to triage, assess, and resolve symptoms in real-time, giving patients an added sense of comfort and safety without needing to leave their homes.



3

Home Care Services

When patients have symptoms that require in-person care, Reimagine Care and its partner can deploy a care team into the home, often avoiding a trip to the Emergency Room or Urgent Care. For cancer patients, this means greater convenience, lower cost, and more time at home.



4

Data-Driven Personalization

Reimagine Care compiles data from multiple sources to deliver an individualized care experience addressing the unique needs of each person. Using acuity and symptom severity models, our team delivers the right care at the right time for each patient. Additionally, this data is shared with our partners in real-time by documenting directly in their electronic medical record (EMR) and allowing for full visibility into what's happening outside the clinic.

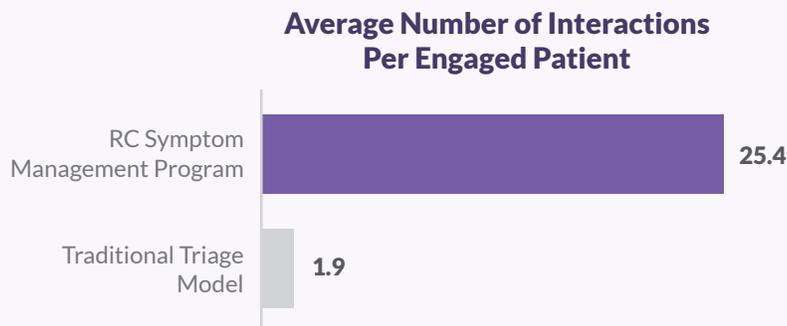
Together, these four components create a powerful program that gives patients an added sense of timely care and improved access while addressing physician burnout.

PART 2

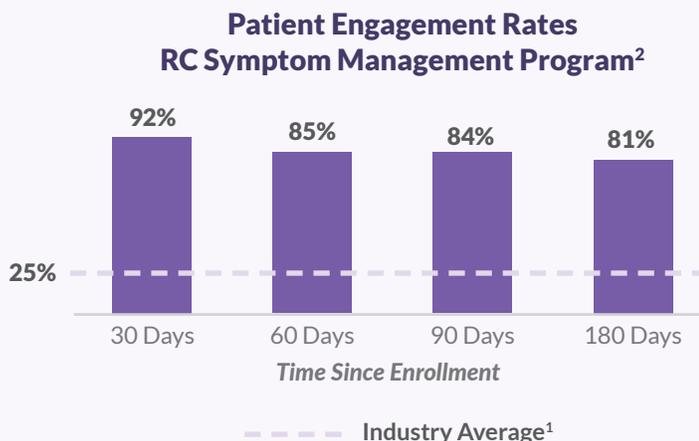
Unlocking Impact: The Power of Superior Patient Engagement

In a world where apps and portals consistently struggle to maintain patient engagement over time, Reimagine Care is demonstrating a better way. With one of our partners, patients are engaging at a nearly **13x higher** rate than they did in the traditional triage model.

Prior to the partnership with Reimagine Care, patients have been trained to expect long wait times for a call back or message response from providers, which disincentivizes them to engage. With the Symptom Management Program powered by Reimagine Care, patients know they can get immediate, automated support from Remi, as well as on-demand care from the VCC at any time, day or night.



Not only do patients engage more frequently with Reimagine Care, but they also sustain engagement over time. Over **80% of patients continue to engage with the program even after 6 months of enrollment**. Compared to the industry average of 25%, we're demonstrating a nearly **4x improvement on the status quo**.



80%

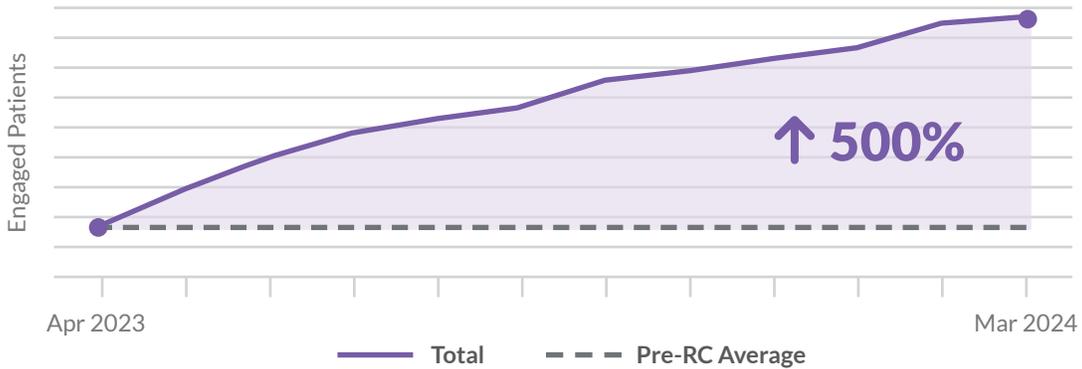
of patients continue to engage with the program even after 6 months of enrollment.

4x

improvement on the status quo

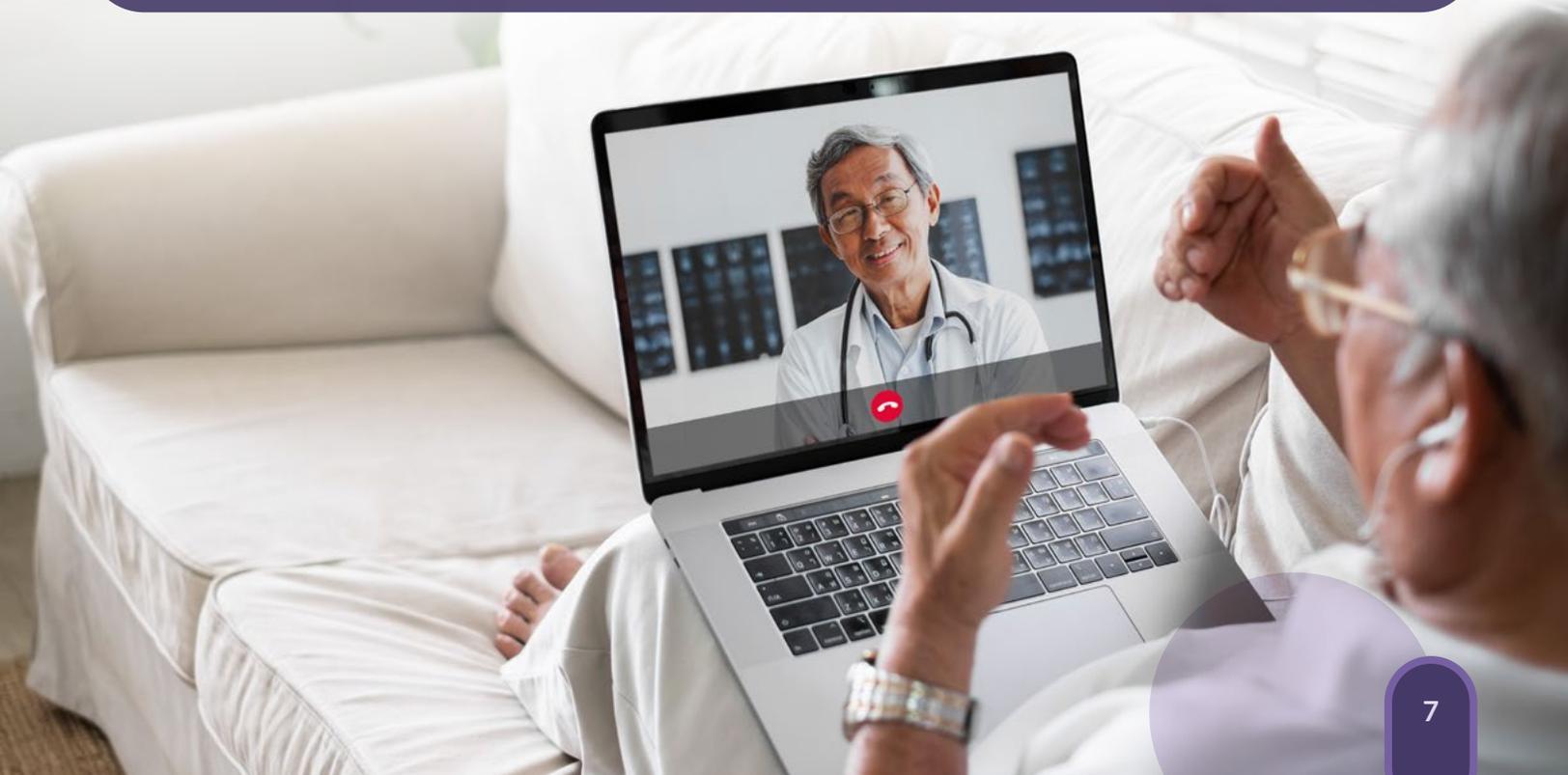
Additionally for this partner, Reimagine Care increased the number of patients engaging for symptom management issues **by 500%** over a 12-month period. Over 1,000 unique patients are engaging with the Symptom Management Program each month, compared to the less-than 200 who had been calling in for reactive symptom support prior to the implementation of the Symptom Management Program.

Number of Engaged Patients Served Monthly by Reimagine Care



“Reimagine Care is a great source of help and provides reassurance for me as I move through my treatment.”

– Reimagine Care Patient

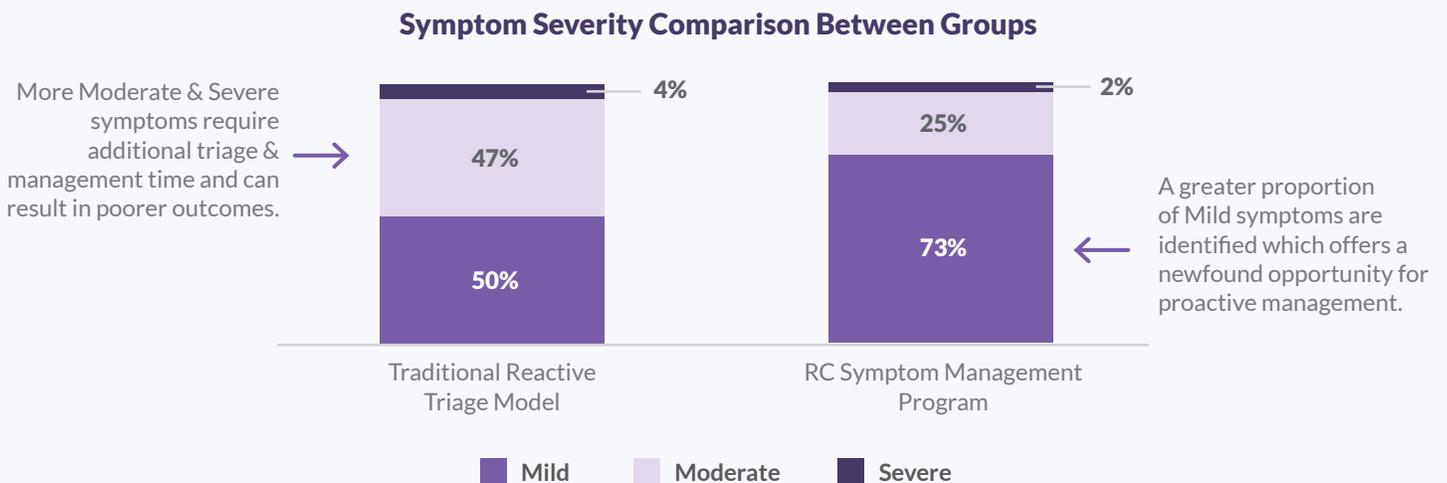


PART 3

Shifting the Paradigm: The Power of Proactive Cancer Care

Patients who engage with Reimagine Care demonstrate lower symptom acuity and require fewer resources to manage their symptoms, largely because **proactive engagement allows us to intervene before symptoms advance. This leads to better health outcomes and prevents unnecessary clinic or hospital visits.**

Patients who are enrolled in the Symptom Management Program also generate a lower proportion of Moderate and Severe level symptoms compared to a population of patients who do not have access to this program.³ The frequency of Moderate and Severe symptoms reported is nearly half that of a traditional phone-based triage model. Twice as many Mild level symptoms surface in the proactive model which also provides an opportunity to intervene early.



In addition to reducing symptom burden, our proactive care model demonstrates an ability to keep patients at home when they would otherwise be forced to travel to an ED or clinic for symptom-related care.

In a check-in conducted by Reimagine Care in 2023, 23% of patients with moderate and severe symptoms reported they would have gone to the ED for treatment and 29% would have scheduled a visit with their oncologist **if they did not have access to the Symptom Management Program.**

³ The definitions of Mild, Moderate, and Severe are based on Common Terminology Criteria for Adverse Events (CTCAE) and Edmonton Symptom Assessment System (ESAS) guidelines. Both are validated tools to grade symptoms.

CTCAE/ESAS grading of a symptom 0-3: mild

CTCAE/ESAS grading of a symptom 4-7: moderate

CTCAE/ESAS grading of a symptom >7: severe

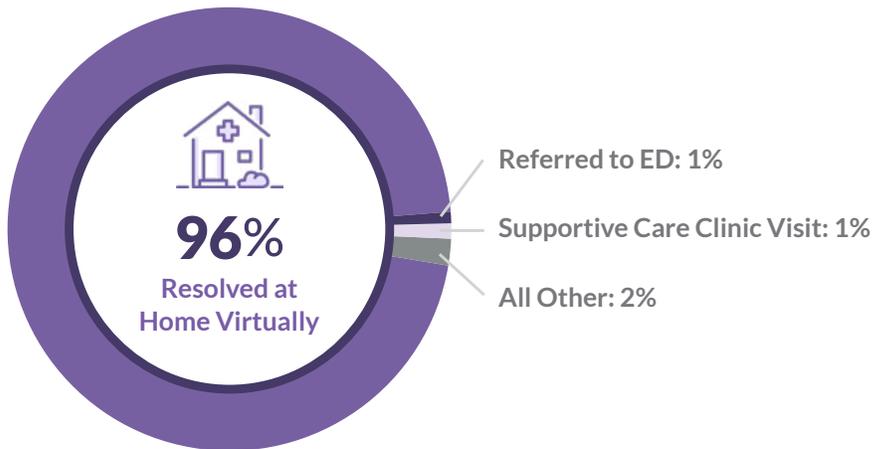
Fortunately, patients enrolled in the Symptom Management Program have their symptoms resolved without having to leave the home **96% of the time**. Proactively engaging patients and providing on-demand care reduces symptom burden and lessens the financial and time toxicities that are common in the traditional care model.

These results underscore the significant benefits our program provides to our clients. Primarily, Reimagine Care enables clinics to support a greater number of patients, thereby increasing revenue compared to traditional, clinic-based models. For clients also engaged in risk-based arrangements, our program helps reduce costs by preventing expensive Urgent Care and Emergency Department visits.

For Every 100 Moderate & Severe Symptom Interactions Without Reimagine Care’s Support

| | |
|-----------|---|
| 35 | 35 patients would have continued to self-manage their symptoms at home. |
| 29 | 29 patients would have scheduled a visit with their oncologist. |
| 23 | 23 patients would have gone to the ED. |
| 13 | 13 patients would have done something else. |

Outcomes of RC Symptom Management Program Interactions⁴



⁴Based on symptom management interactions between patients and RC’s Virtual Care Center from November 2023 – April 2024.

PART 4

High-Tech & High-Touch Delivers High Satisfaction

Patients express a high degree of satisfaction with Reimagine Care's Symptom Management Program. Not only do they engage in large numbers with the program but they fundamentally like the combinations of best-in-class technology with oncology clinical experts who are available 24/7 to help manage symptoms. This level of satisfaction leads to increased loyalty to the practice or cancer center which maximizes patient retention and bolsters an organization's reputation in the market.

A patient recently shared, "The [Symptom Management] program made me feel that somebody actually cares, which is what we cancer patients need more of." This sentiment encapsulates the essence of the Reimagine Care approach, emphasizing its crucial role in providing personalized and empathetic support. By ensuring patients feel heard and cared for, the program not only addresses their physical symptoms but also fosters a sense of emotional well-being. Such positive feedback highlights the program's impact on improving patient experiences, ultimately contributing to better overall outcomes in cancer care.



“The [Symptom Management] program made me feel that somebody actually cares, which is what we cancer patients need more of.”

– Reimagine Care Patient

Patients Reporting “Strongly Agree” or “Agree”



9/10

Average patient satisfaction with the program & willingness to recommend to others with cancer.



88%

The Symptom Management Program made me feel better cared for and connected to my health care team.



87%

My interactions with Reimagine Care were easy and helpful.



78%

The Symptom Management Program made my cancer journey easier.

PART 5

Addressing the Oncology Workforce Crisis: How the Symptom Management Program Alleviates Provider Burden and Enhances Patient Care

As the American Society of Clinical Oncology (ASCO) correctly predicted in a 2007 study,⁵ demand for oncology services is far outpacing provider supply. While these trends were already in motion pre-pandemic, they have accelerated since 2020. Combine the worsening provider shortage with a growing incidence rate of cancer – new diagnoses are expected to surpass 2 million for the first time in 2024⁶ – and the outcome is an overwhelmed and burned-out workforce.

The Symptom Management Program is helping to solve this problem for providers by shielding them from the vast majority of calls, texts, emails and EMR messages that they have to field today from patients outside the clinic. The impact for our providers is enormous – **Reimagine Care independently resolves 92% of all symptoms** without escalating to partner providers. By only escalating 8% of the time, Reimagine Care has resolved thousands of symptom issues without placing any additional burden on the partner’s care team.

Reimagine Care’s Independent Resolution Rate for Symptom Management Interactions

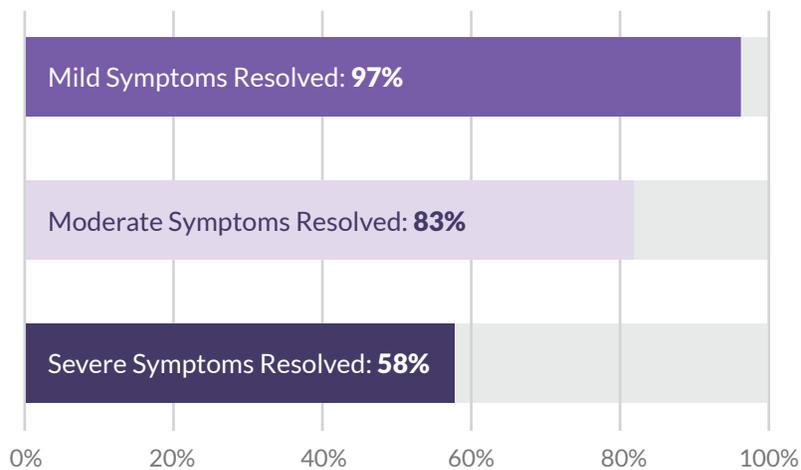
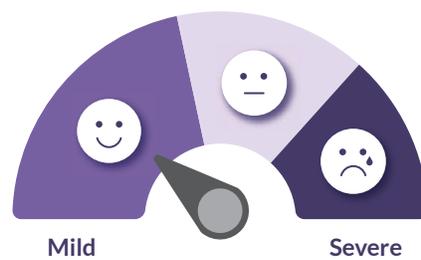


⁵ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2793740/#:~:text=Demand%20for%20oncology%20services%20is,48%25%20between%202005%20and%202020>.

⁶ [https://www.advisory.com/daily-briefing/2024/01/19/cancer-rates#:~:text=While%20the%20risk%20of%20dying,American%20Cancer%20Society%20\(ACS\)](https://www.advisory.com/daily-briefing/2024/01/19/cancer-rates#:~:text=While%20the%20risk%20of%20dying,American%20Cancer%20Society%20(ACS)).

In terms of symptom severity, Reimagine Care independently resolves **almost all mild** and the **vast majority of moderate symptoms** which forms the bulk of interactions with patients each month. Additionally, we leverage our deep oncology clinical expertise to resolve **nearly 60% of severe symptoms** without escalation to providers. Only the most significant and time-sensitive issues are escalated to oncologists. This keeps the care team in the loop on what's most important while preserving focus for everything else.

Reimagine Care's Independent Resolution Rate By Symptom Severity



At a time where staff retention and wellbeing are a key initiative for every health system, shielding providers from the endless notifications and interruptions they must manage in current state is critical. Providers who partner with Reimagine Care report being able to spend more time with patients in the clinic, make it home for their kids' sporting events and dinner with their families, and get quality sleep without being woken up in the night.

Providers Reporting “Strongly Agree” or “Agree”



Reimagine Care adds value to my patients' experience.



Reimagine Care reduces the number of interruptions during my workday.



Average provider satisfaction score.



Reimagine Care reduces my patient's symptom burden.

Conclusion

In their “Future of Cancer Care 2024,” the Advisory Board has shared their predictions on where cancer care is heading. They believe bespoke care will become the standard in oncology, AI will become a complementary team member, and task reallocation will promote top-of-license care. Reimagine Care is well positioned to address their predictions now and into the future.

As the industry is forced to manage a shrinking workforce with growing patient demands, it will become increasingly difficult to satisfy patients with the status quo. The Amazon effect has increased consumer expectations across industries, including healthcare. As Jeff Bezos said, “It’s our job every day to make every important aspect of the customer experience a little bit better.”⁷

At a time when over 70% of adults say the healthcare system fails to meet their needs,⁸ there are countless opportunities to make the experience a little bit better. For people living with cancer, it starts with having 24/7, on-demand access to one’s care team, being able to spend more time at home, and having a personalized experience across all settings – digital, virtual, in the clinic, and at home.

[To bring the Symptom Management Program to your patients, click here >>](#)

[To learn more about Reimagine Care, click here >>](#)

[To read our Q1 impact report, click here >>](#)

“This program has changed my entire experience as an oncologist. It allows me to be in two places at once. I cannot speak highly enough of Reimagine Care and can attest to both patient and physician satisfaction.”

– Medical Oncologist at Community Healthcare System

⁷ <https://www.forbes.com/sites/johngreathouse/2013/04/30/5-time-tested-success-tips-from-amazon-founder-jeff-bezos>

⁸ <https://www.apa.org/news-central/2023/05/u-s-adults-spend-eight-hours-monthly-coordinating-healthcare-find-system-overwhelming>



Extending Care Beyond the Clinic.



reimaginecare.com