

A blue-tinted photograph of a doctor and a patient in a clinical setting. The doctor, a woman with dark curly hair and a stethoscope, is handing a pill bottle to the patient, an older woman with glasses. The background is blurred, showing medical equipment and another person.

emocha Health®

A digital medication adherence program
to support patients at every dose.

www.emocha.com / info@emocha.com / [@emochaHealth](https://twitter.com/emochaHealth)



emocha combines
nurses, pharmacists,
and public health
experts with technology
to radically improve
medication adherence.

Over 10,000 patient interactions a day across
100 Customers

Validated by over
15 peer-reviewed studies

Baltimore-based
Johns Hopkins spin out

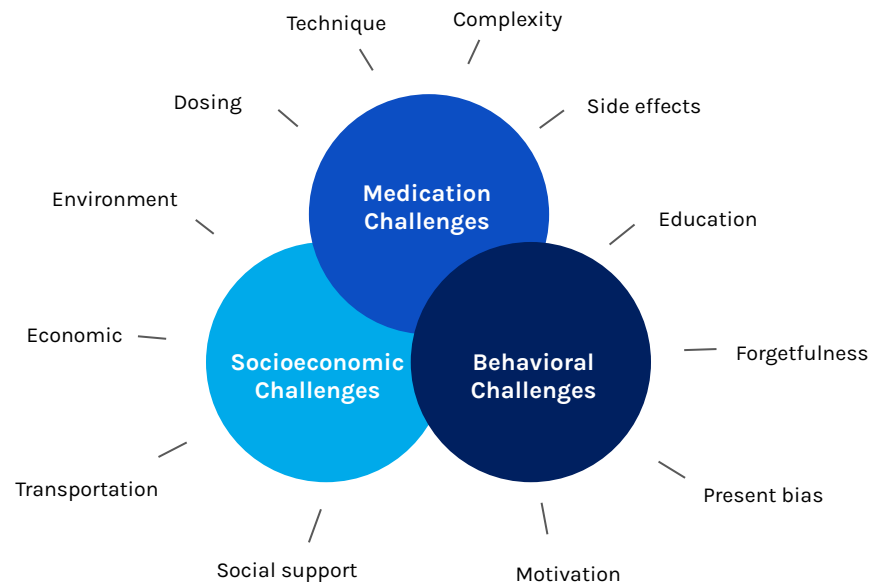
Nurses, pharmacists, public health technologists
70-person team

Problem

50% of people don't
take their medication



Poor outcomes &
\$350B in preventable
hospitalizations



Solution

emocha scales a
proven solution from a
hidden corner of our
healthcare system:
Directly Observed
Therapy (DOT)

Directly Observed Therapy

is the practice of conducting a medication appointment, typically in-person, at every dose of medication. A CDC-endorsed model, it is the only technique proven to consistently secure adherence rates greater than 90 percent. DOT includes a daily medication appointment, confirmation of adherence at every dose, and most importantly human engagement.



Digital Medication Adherence Program

emocha Health®

Our programs for asthma, diabetes, hypertension, and transplant patients scale each element of Directly Observed Therapy, delivering high adherence and improved outcomes at a fraction of the cost.



Adherence Coach



Nurse



Pharmacist



Pharmacist-led
Medication Review and
welcome kit

3 months Daily Directly
Observed Therapy

80%

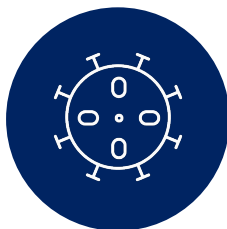
Financial reward for
high adherence

Hi there - I see that you
didn't pick up your
medications this month.
Everything ok?

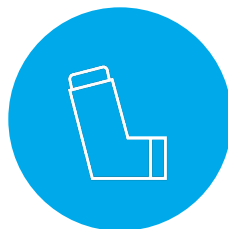
8:00 AM EST

Ongoing Support
& Medication Management

One platform supporting multiple programs



**Infectious
Diseases**



Asthma



Hypertension



**Type 2
Diabetes**

Asynchronous video check-ins are a critical tool for populations facing significant health challenges. Daily videos allow coaches to gain insight into adherence barriers and address their root causes, which may be influenced by complex regimens, routines, or social determinants of health. emocha's medication adherence program is designed to help patients tackle each and every challenge – resulting in healthy habits and improved outcomes.

Members love emocha

4.8/5

When interviewing patients on their program experience, we had a 4.8/5 member satisfaction rate.

90%

More than 90% said they would recommend the program to others and would participate in another program in the future.

100%

of patients interviewed reported that they were still taking their medication.

100%

reported that emocha satisfied their needs.

Top Benefits

of the program:

- + The medication action plan
- + Help with establishing routines
- + Frequent support from the emocha care team
- + Education about the importance of taking their medications regularly

Self-management & increased accountability



“Yesterday’s dose was missed. I fell asleep early due to other medications and didn’t wake up until late morning. But I’m still on the grind with the metformin. Just wanted to touch basis with you in regards to last night. Thanks for the accountability.”

Source:

Patient Video Submission

Better understanding of condition & behavior change



“Getting ready to go on a little run. I am hoping to get back into better shape and get my wellness back together. I thank you all for helping me out.”

Source:

Patient Video Submission

Clinical & Commercial Validation in over 15 peer-reviewed studies

Tuberculosis

92-95% Adherence
\$8K Saved per patient



Partners:
Johns Hopkins, State of Maryland

Tuberculosis

87-92% Adherence
100% Treatment completion



Partners:
Puerto Rico Department of Health

Hepatitis C

98% Adherence among drug-using population



Partners:
University of Colorado Anschutz Medical Campus, Gilead-supported

Asthma

92% Adoption
96% Issues handled remotely by nurse

**Severe Asthma Clinic,
Baltimore Health System**

Type 2 Diabetes

83% Median adherence
50% Reduction in ED visits
27% Diabetes-related hospital admissions post-program
0 Increase in PCP visits

**Medicaid Health Plan
Baltimore, MD**

Improve Outcomes Within 90 Days



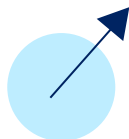
Achieve True Medication Adherence

Members using emocha often achieve 80-100% adherence. When patients take every dose correctly, they refill on time, improving possession metrics such as Medication Possession Ratio (MPR), Portion of Days Covered (PDC), and Asthma Medication Ratio (AMR).



Meet and improve Quality Measures & CAHPS Scores

Medication adherence enables plans to improve Star ratings, HEDIS scores, and specific Medicaid quality measures across multiple domains of care: including AMR, Comprehensive Diabetes Care, and Controlling High Blood Pressure. emocha has achieved a 4.8/5 member satisfaction rate, helping health plans improve their CAHPS measures.



Improve Clinical Outcomes

Within 90 days, members with asthma, diabetes, and hypertension improve clinical measures: asthma control scores, HbA1C, and blood pressure. They feel better and learn to self-manage.



Decrease Utilization

When members take their medications they have fewer hospitalizations, readmissions, and ED visits. True adherence also helps prevent disease progression and more expensive treatment, avoiding thousands of dollars in cost per member per year.

Outcomes, Utilization & Quality Measures

Diabetes



Outcomes:

- + Controlled HbA1c (<9%)
- + Decrease risk of expensive comorbidities
- + Improved MPR

Est Cost Savings:

Up to \$6,738 / patient / yr

Quality Measures Impacted:

- + Controlled HbA1c
- + Statin therapy adherence > 80%
- + CAHPS

Asthma



Outcomes:

- + Improve technique & motivation
- + Decrease exacerbations & ED visits
- + Improve ACT values
- + Decrease absenteeism

Est Cost Savings:

Up to \$3,929 / patient / yr

Quality Measures Impacted:

- + Asthma Medication Ratio (AMR)
- + Medication Management for people with Asthma (MMA)
- + CAHPS

Hypertension & Heart Disease



Outcomes:

- + Decrease hospitalizations & ED visits
- + Controlled high blood pressure
- + Detect early warning signs
- + Improved MPR

Est Cost Savings:

Up to \$4603 / patient / yr

Quality Measures Impacted:

- + Controlled high blood pressure
- + Statin therapy adherence > 80%
- + CAHPS

Mental & Behavioral Health



Outcomes:

- + Improved adherence & stability
- + Reduction in episodes
- + Fewer readmissions

Est Cost Savings:

\$3,227 / patient / yr

Quality Measures Impacted:

- + Adherence to antidepressant and antipsychotic medication management
- + CAHPS

Over 100 customers across the healthcare landscape

Health Plans



Health Systems/ Providers



Public Health



Life Sciences & Trials

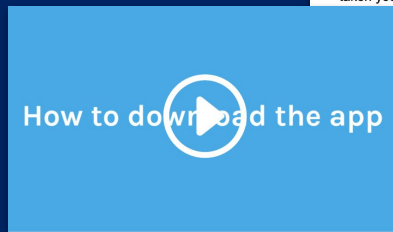
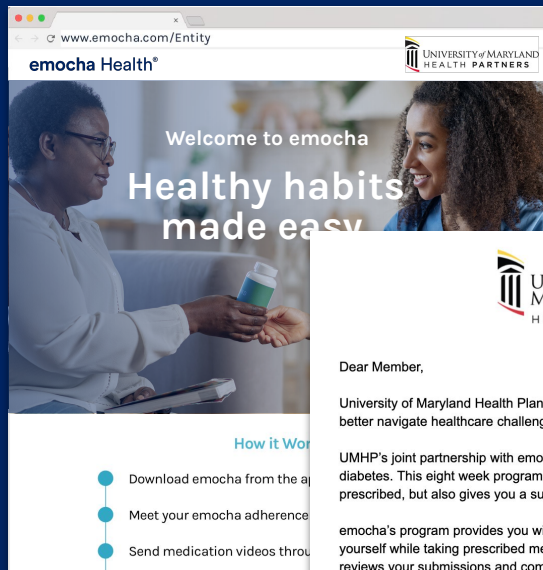


Connect with us!

www.emocha.com / info@emocha.com / [@emochaHealth](https://twitter.com/emochaHealth)

Outreach & Enrollment

- + Provider/ Pharmacy enrollment
- + Dedicated phone outreach team
- + Email campaigns
- + Direct mail pieces
- + User guides
- + Co-branded website
- + Financial incentive



SMS
Enrollment
Campaign

Hi Jane. You qualify for a medication support program that allows you to earn rewards for taking your medication. Reply Yes to enroll or click below to learn more.

Print Mail
Campaign

Dear Member,

University of Maryland Health Plan is excited to offer a new program designed to help members better navigate healthcare challenges and medication needs.

UMHP's joint partnership with emocha Mobile Health will focus on members with Type 2 diabetes. This eight week program not only rewards you for taking your medication as prescribed, but also gives you a supportive partner in care.

emocha's program provides you with a personalized mobile app that allows you to video yourself while taking prescribed medications. After sending daily videos, emocha's care team reviews your submissions and communicates with you about your progress. The emocha app is engineered to help track and improve your medication habits through built-in text reminders and notifications. You can view your progress in the app through charts that show when you've taken your medication, giving you the motivation to stick to your prescribed regimen.




Financial
Incentive for
enrollment

Pharmacist-led Medication Review

- + One-on-one medication review
- + Identifies medication errors
- + Educates member on their medications
- + Educates on inhalation technique
- + Informs members on VDOT portion of program
- + Identifies and reports any missing medications to member, provider, and plan

Medication

Flovent



Pharmacist

Adherence Challenges

Search

Medication Challenge

Takes less than prescribed

Confusion

Add more

Behavior Challenge

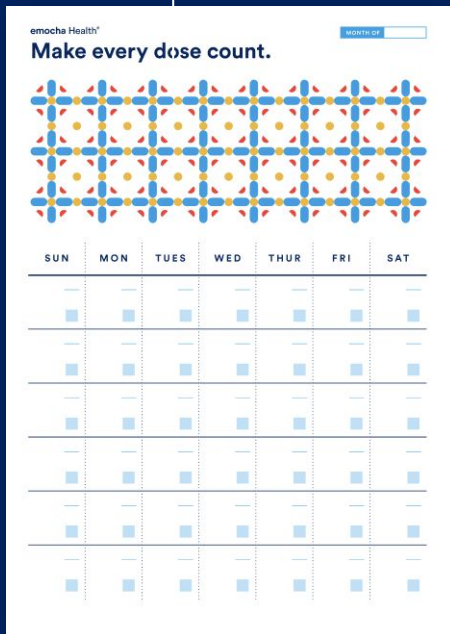
Social Determinant Challenge

Overview

Welcome Kit



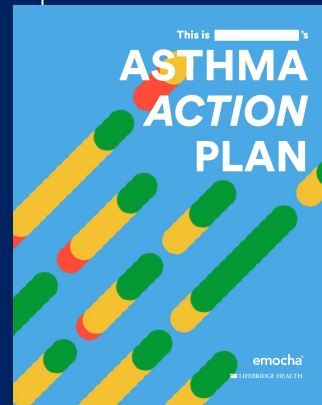
Adherence Calendar



Phone Stand

emocha Health®

Disease-relevant Education



Daily Check-in Experience



Daily check-in experience (side effect list, medication list, and engagement back) is personalized to member and condition.

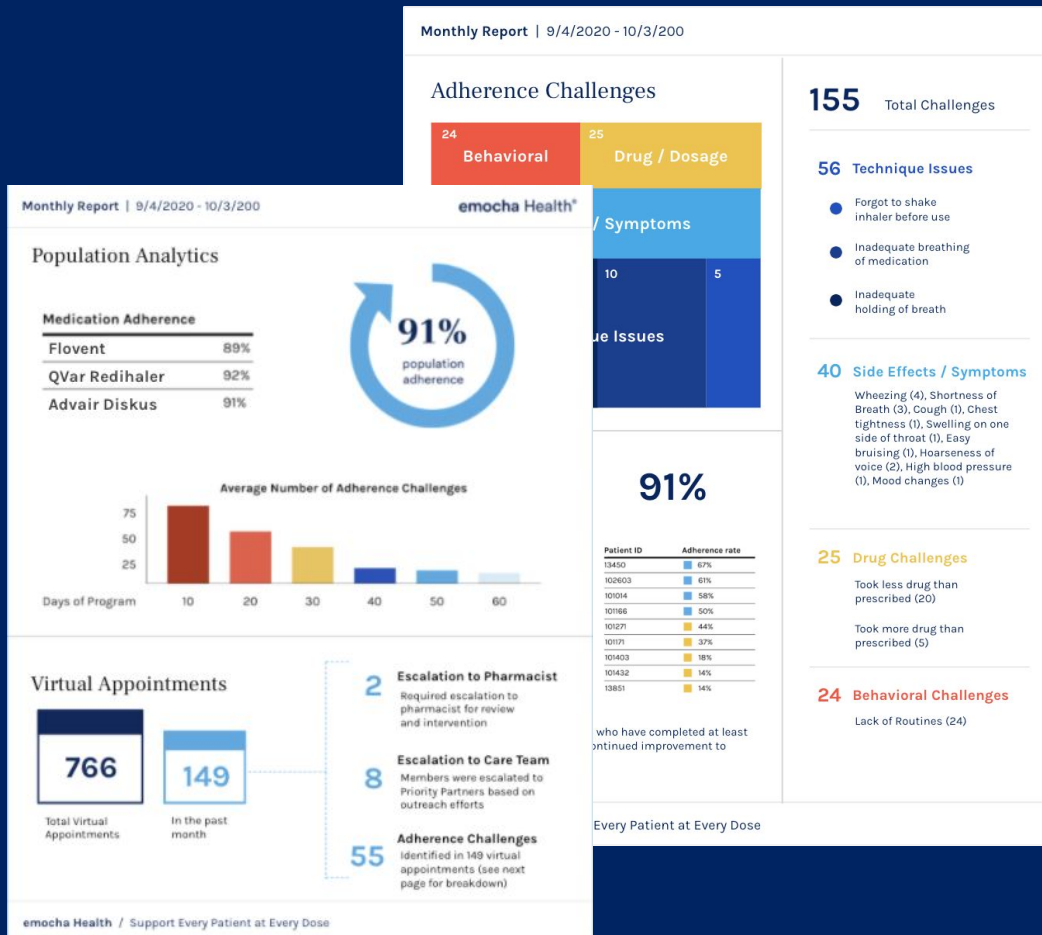
Overview

Analytics & Reporting

Detailed patient and population-level analytics are delivered at monthly cadence, with critical alerts routed in near real-time.

These analytics give both population and patient-level analytics, so care teams can view how their patients are performing.

Reports include a specific breakdown of adherence-related challenges including inhaler technique issues, side effects, drug challenges, behavioral challenges, and social determinants of health.



Member Feedback



“I really like the support from this program because I hate the way I hate the way I feel when I don’t take my meds properly.”



“I like the program because I can be very forgetful. Having emocha helps me stay on top of my asthma meds.”