

HOW CARE KITS CREATE MEANINGFUL OPPORTUNITIES TO SUPPORT HEALTHCARE CONSUMERS



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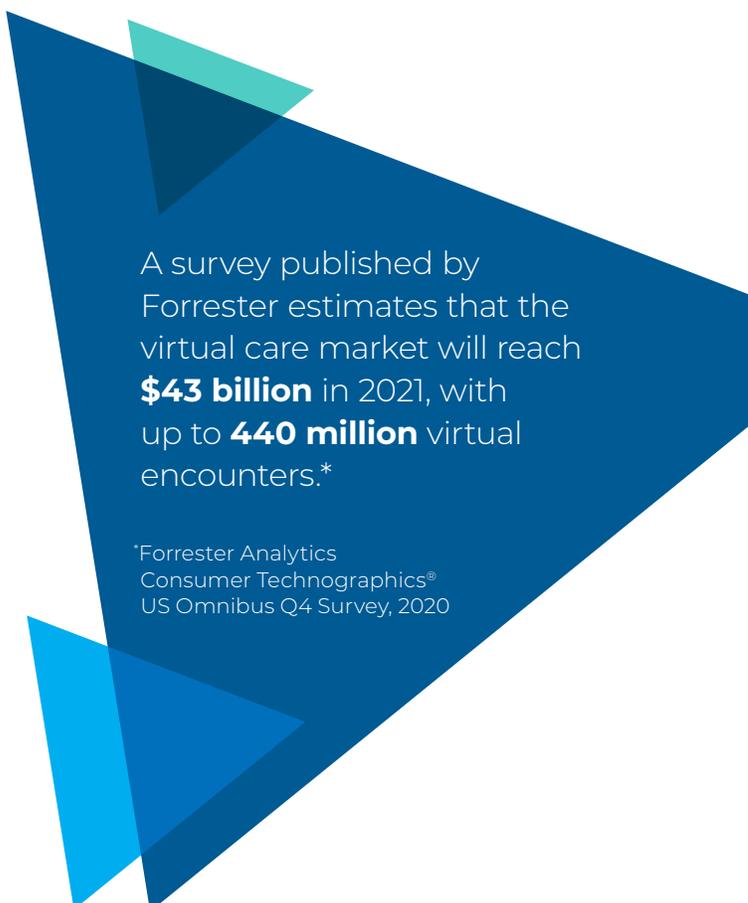
INTRODUCTION

Healthcare – it’s one of the many industries to experience considerable pandemic disruption. The upshot? Care providers and healthcare organizations are facing an opportunity to cater to consumers like never before.

New concepts around how people receive care have emerged, and we know that some of these changes are here to stay.

This new type of patient-provider engagement, along with more changes in how healthcare happens, has given rise to a number of new tools and strategies that can help drive both consumer loyalty and better health outcomes.

It’s wise to take a step back and “think outside of the office” when seeking new ways to provide value to members and patients. Health happens at home, at work, and everywhere in between. It’s worth thinking about what kinds of additional services and capabilities you deliver to augment healthcare experiences that happen not clinically, but elsewhere.



A survey published by Forrester estimates that the virtual care market will reach **\$43 billion** in 2021, with up to **440 million** virtual encounters.*

*Forrester Analytics
Consumer Technographics®
US Omnibus Q4 Survey, 2020

HEALTH HAPPENS OUTSIDE THE DOCTOR'S OFFICE



Access to Services



Home Environment



Social Determinants of Health



Work Environment



Eating Habits



Activity Level



Sleep Habits



Drug Adherence



Social Interactions



Hydration



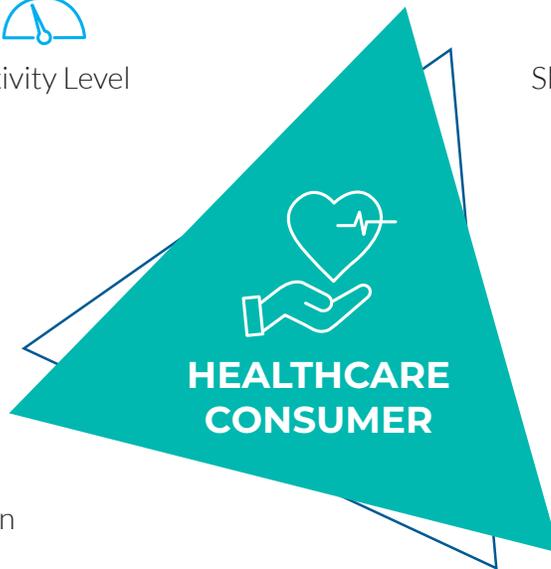
Stress Level



Alcohol Consumption



Smoking Habits



Quite simply, people need support – with mental health, eating well, and exercise, to name a few. Providing practical, real-life support to healthcare consumers has been shown to surprise, inspire, and even delight the people who need it most.

How does this support take shape? It could literally take the form of a physical box, one containing purposefully assembled items designed as a “care kit.”

CARE KITS: A PRACTICAL GIFT



With tools for improving engagement and supplementing healthcare experiences, a care kit can sometimes fill the gap between provider care and healthier outcomes. Care kits that are created for virtual visits, for example, contain several implements that can capture valuable data points that would otherwise be missing: a thermometer, an oximeter, a scale, and a fitness tracker.

These tools give clinicians a better understanding of a patient's physical state, leading to a better overall virtual visit. And, by and large, people enjoy receiving new devices that they can use indefinitely.

Example: Telemedicine at-home tool kit



- Fitness Watch
- Blood Oximeter
- Digital Thermometer
- Floor Scale



DIVERSE KITS FILL GAPS IN HEALTHCARE



Patients don't necessarily have access to the tools they need to adhere to care plans related to their illnesses, conditions, or surgeries. To address this gap in care, healthcare organizations can provide "episodic" care kits. Those who have been given a new diagnosis or cope with chronic conditions can benefit from kits that educate consumers and improve their care.

Episodic kits contain valuable content to sustain long-term positive outcomes when it comes to:

- Diabetes care and prevention
- HIV wellness
- Pre- and post- operative
- Healthy mom and baby
- Smoking cessation
- Heart health
- Mental health
- Healthy weight
- Mental health
- Sleep health
- Oral health

For example, a diabetes care kit can engage members and provide support toward the prevention of further complications. It's not surprising that reactions from members who receive these kits are very positive.



DIVERSE KITS FILL GAPS IN HEALTHCARE



Tools to help manage your Diabetes

Your Diabetes At-Home Care kit includes the following:

-  Fitness Watch
-  Portion Plate
-  Digital Thermometer
-  Food Scale
-  Adjustable Measuring Spoon
-  Recipe Book



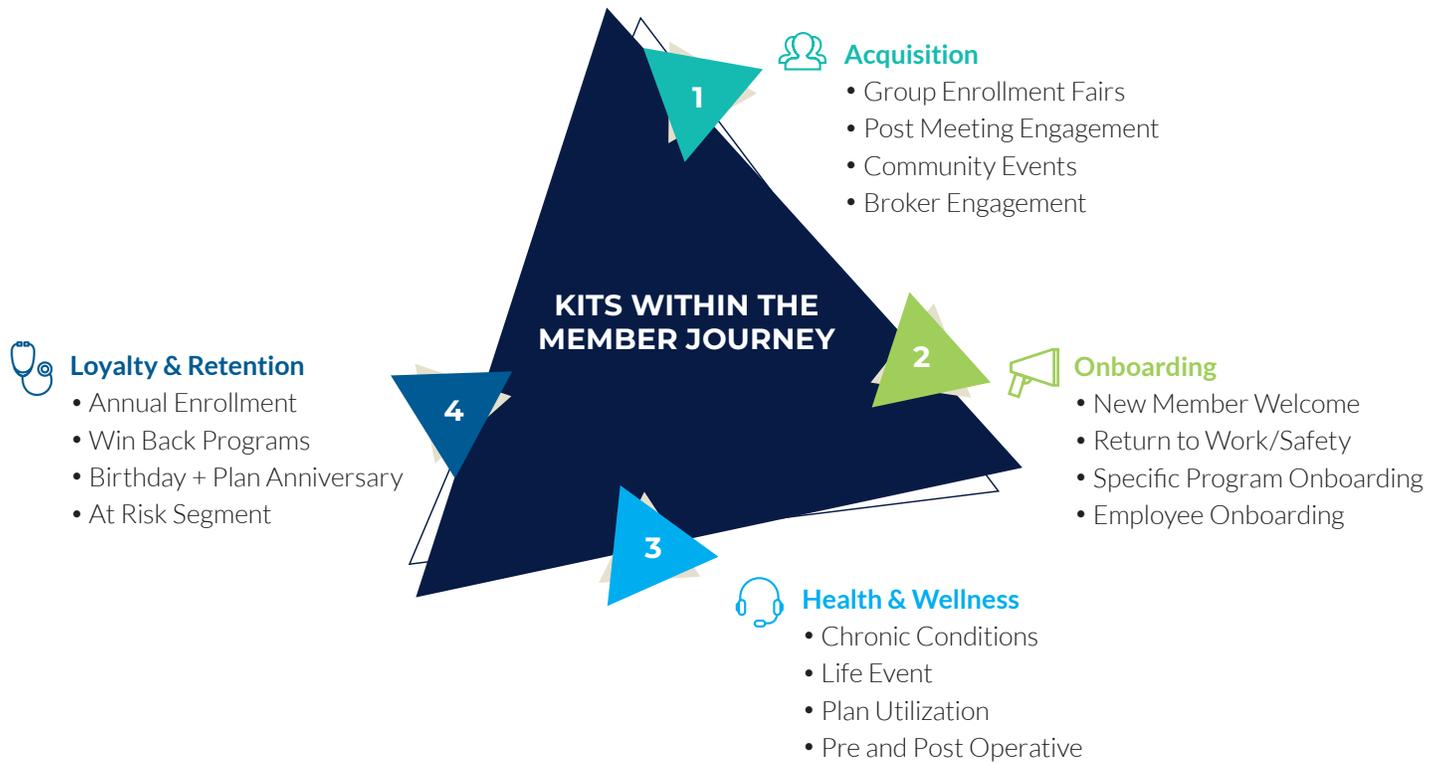
Selecting what goes into these care kits calls for an approach similar to medical device distribution. Instructions for use (IFU) is an essential component. Proper guidance is key to making the kits usable. Compliance is critical, too. Kit items considered cGMP or FDA-regulated have to be handled safely, with necessary tracking and tracing capabilities in place to facilitate recalls or identify expiration dates.

Care kits present a safe, purposeful, and legally sound opportunity to foster relationships with loyal, healthier consumers.

FROM NEW MEMBERS TO SUSTAINING MEMBERS, CARE KITS CONNECT AT THE RIGHT TIME



Kits can create patient and member satisfaction. But when and where do these experiences happen in order to drive value for them? This illustration shows points along the member journey where kits can play a meaningful role.



At the acquisition stage, where new members are recruited, care kits can represent a healthcare organization and let prospects sample the experience it intends to deliver. When onboarding that new member, kits can serve to support a terrific kick-off to the membership.

If a member experiences a change in health status, the right care kit can help support them going forward. A kit can also be geared toward chronic condition management for a given diagnosis or post-operatively to ensure a successful recovery. Providing health tools shows that members are valued, shaping their opinions of the organization in a positive way.

CARE KITS HELP BUILD LOYALTY

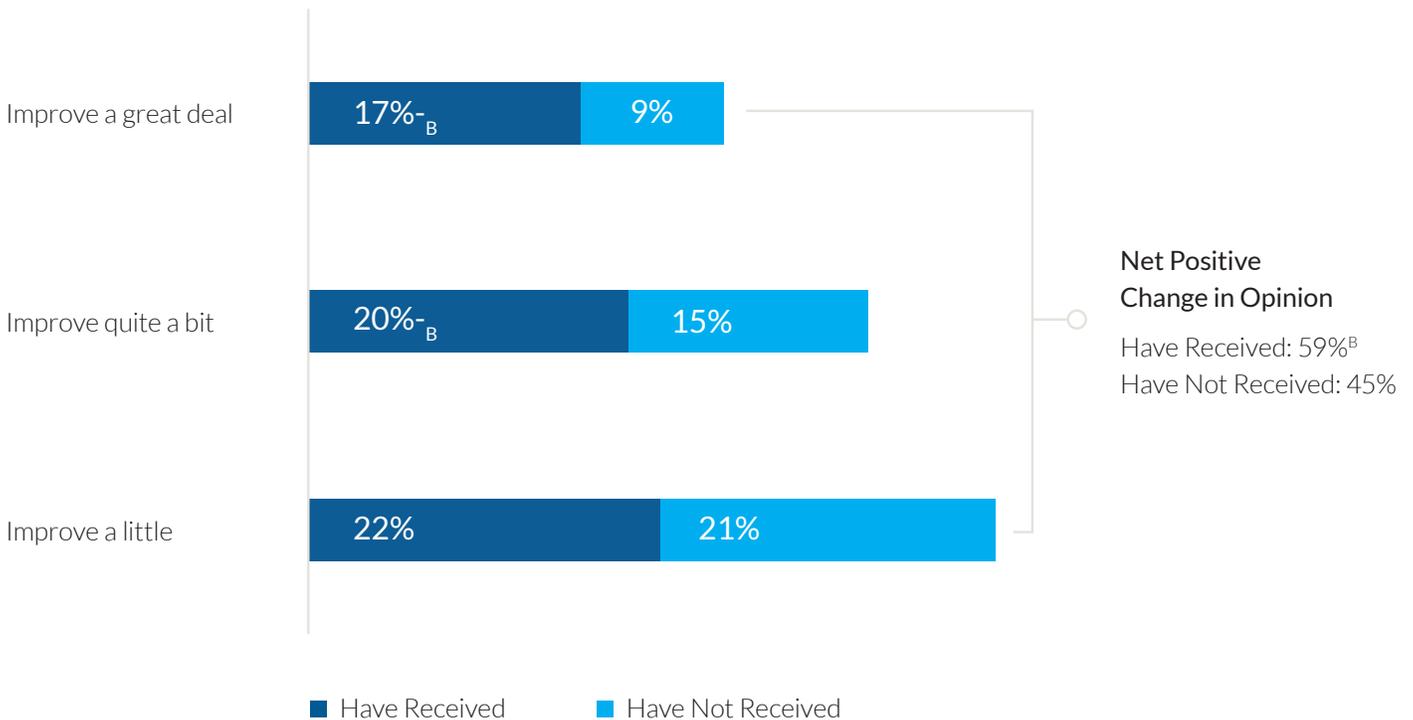


Branding and messaging are part and parcel of the kit's packaging, and the resources don't end with the kit itself. There is a practical way for recipients to access additional information; a QR code (no need to download an app) can drive users back to a landing page or a program with information about the kits' contents.

The right messaging and the right packaging are fundamental from a marketing and educational standpoint. Connecting users to further support takes them one step further in the membership journey.

Many of the care kits sent to consumers in 2020 addressed COVID-19 and the flu season. The DEFT research group, specializing in Medicare consumer insights, conducted a study around the impact of these COVID/flu kits. The study showed that Medicare Advantage members' opinion of their health plan improved by 59% based on whether or not they received a kit.

How did/would insurer sending COVID-19/Flu kits change opinion of them?



^BDeft Research, 2020 Medicare Member Experience and Engagement Study

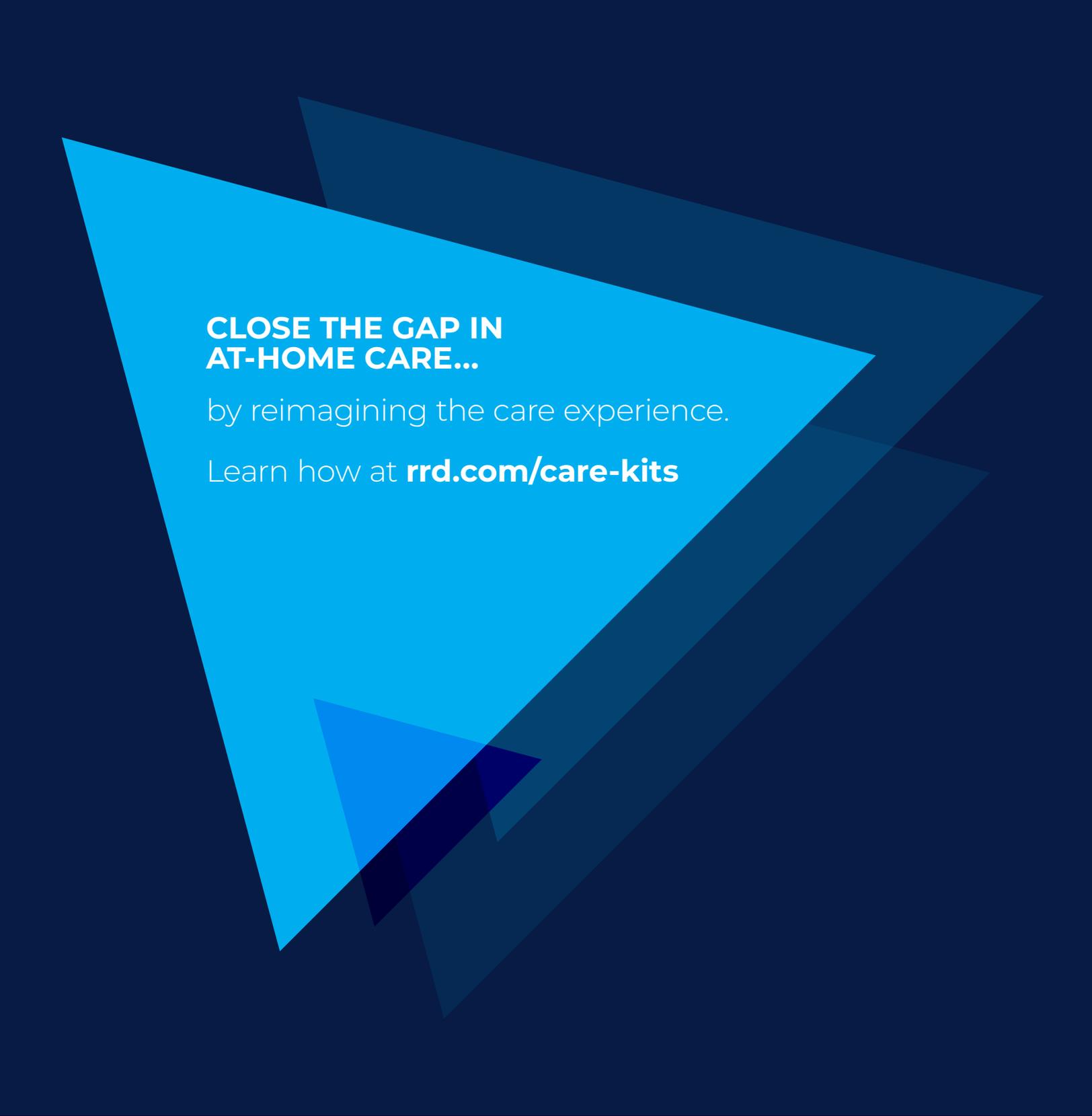
CARE KITS: A PRACTICAL GIFT

Creating unique experiences that address a variety of different health-related needs has a lasting, positive impact. A well-timed care kit shows that a healthcare organization understands its members. Providing the right care experience and the right time puts members at the center of care.

Incorporating care kits into a larger, ongoing program can drive better outcomes. Weaving care kits into a curriculum of supplemental programming fills the gap for people who have limited access to resources.



According to the Deft Research study:
“In future years, carriers may want to continue sending COVID/Flu kits (assuming COVID-19 is here to stay), and also apply the practice to other types of illness or procedures, such as post-surgery wellness kits or preventive screening prep kits, for example. Plans may want to explore this concept as a strategy for building loyalty.”



**CLOSE THE GAP IN
AT-HOME CARE...**

by reimagining the care experience.

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