

Physician-Focused Payment Model Technical Advisory Committee

Session 2: Availability and Effectiveness of Digital Tools for Equipping Patients with Information About Their Health Care

Presenters:

Subject Matter Experts

- [Vishal Gondal](#) – Founder and Chief Executive Officer, GOQii
- [Trevor Berceau](#) – Director, Patient Experience, Epic
- [Pradnya B. Bhattad, MD](#) – Interventional Cardiologist
- [Ricky Bloomfield, MD](#) – Chief Medical Officer, ŌURA

Session 2: Availability and Effectiveness of Digital Tools for Equipping Patients with Information About Their Health Care

Vishal Gondal

Founder and Chief Executive Officer,
GOQii



The Power and Potential of Wearable & AI Technologies

Enabling Full Stack Patient Ownership by Physicians





Health-tech company with 10+ years of track record of servicing 5+ million customers and 300+ partners. Semi-finalist in the \$101mn XPRIZE Healthspan competition.

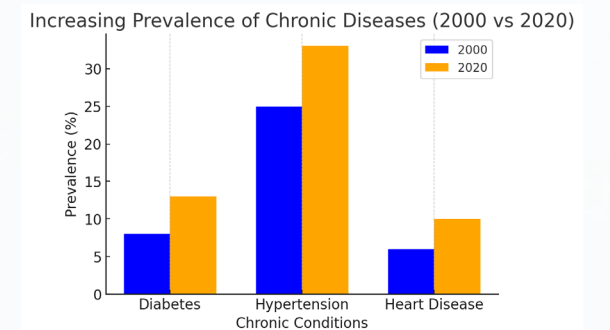
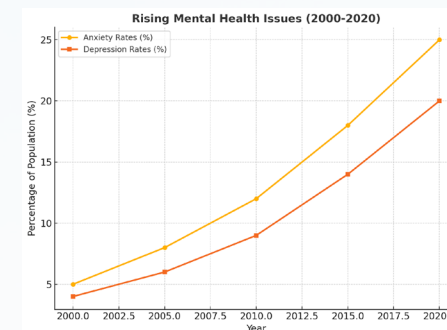
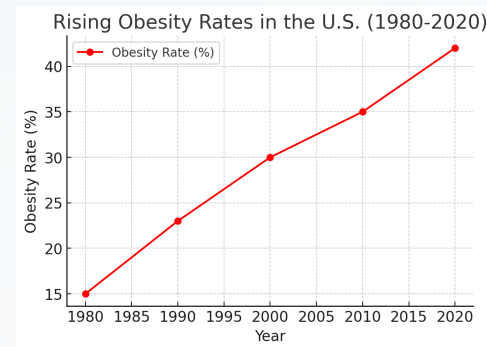


Vishal Gondal (CEO & Founder), serial entrepreneur, recognized digital business leader, notably built and sold his video games company to Disney for \$100 million.



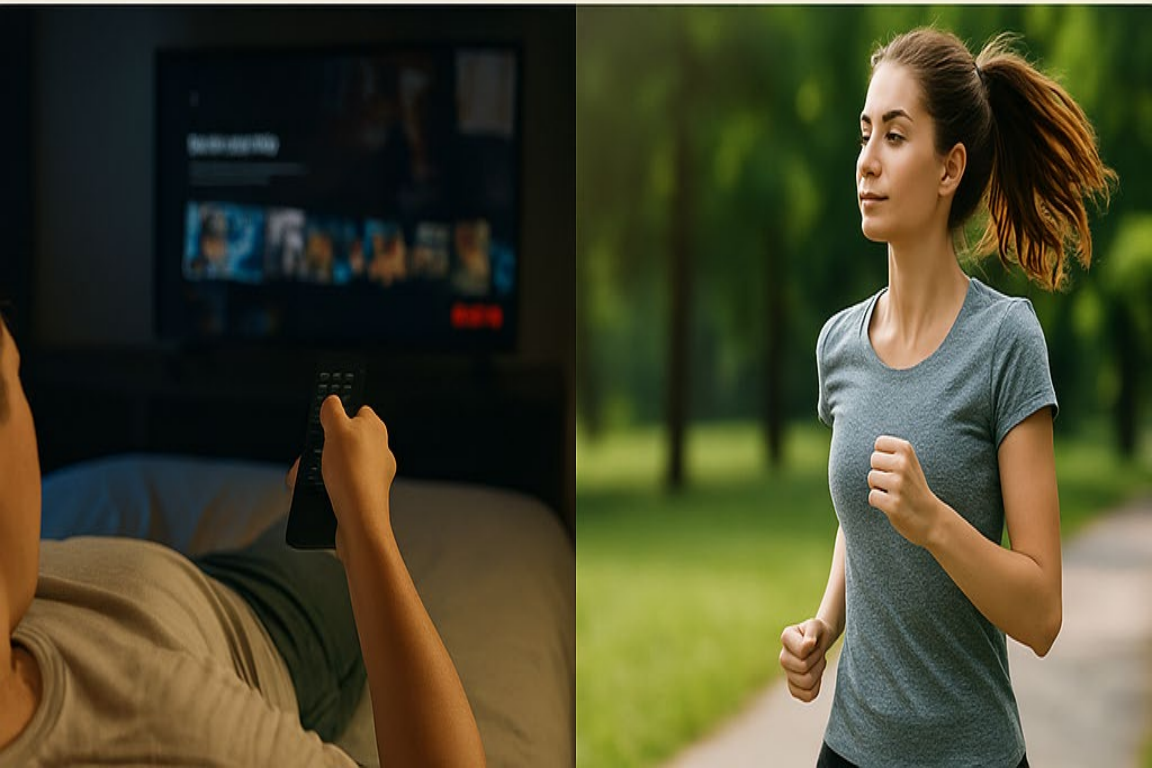
**Access to health information
has increased drastically.**

**Yet, population is more
unhealthy.**



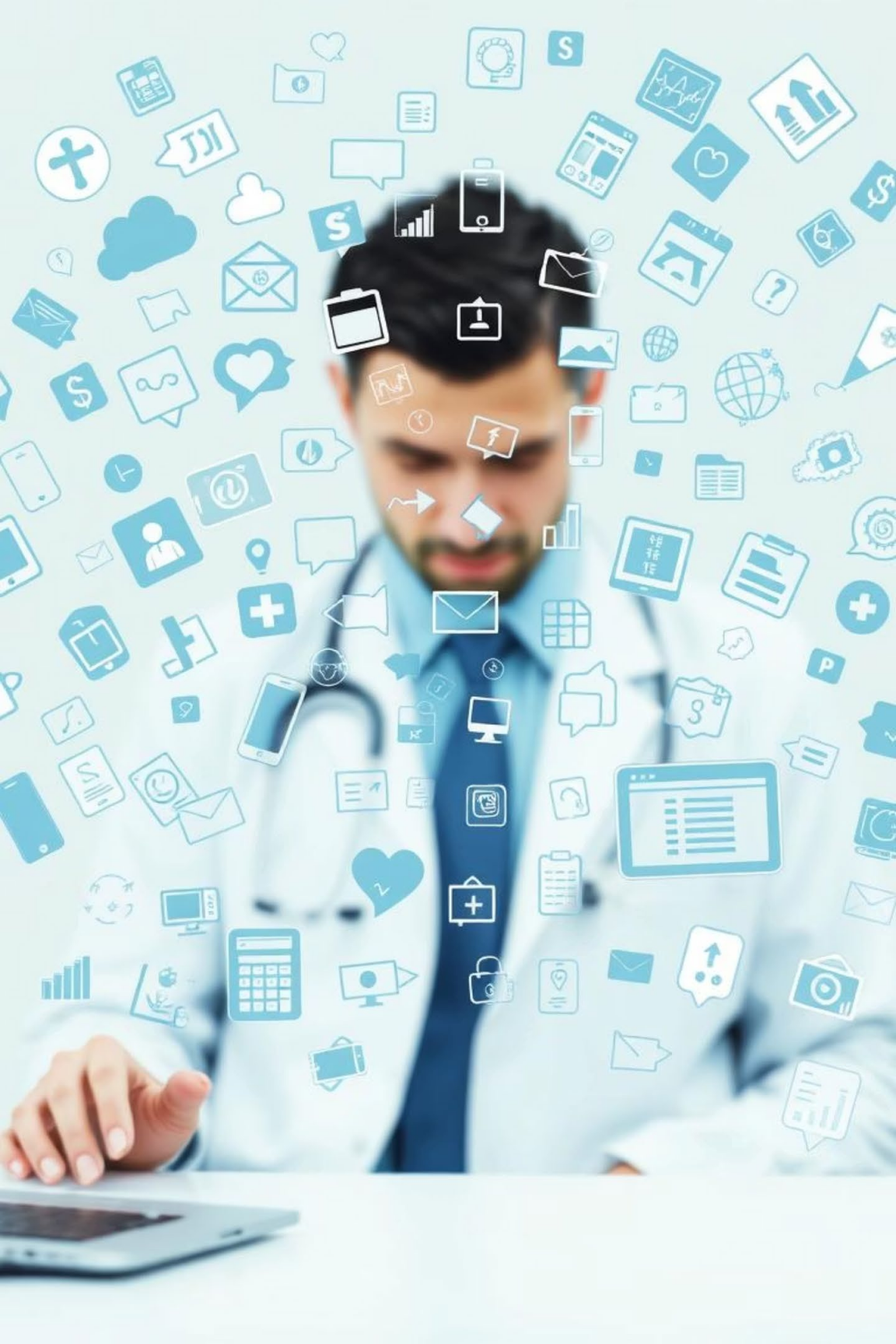


UNHEALTHY VS HEALTHY

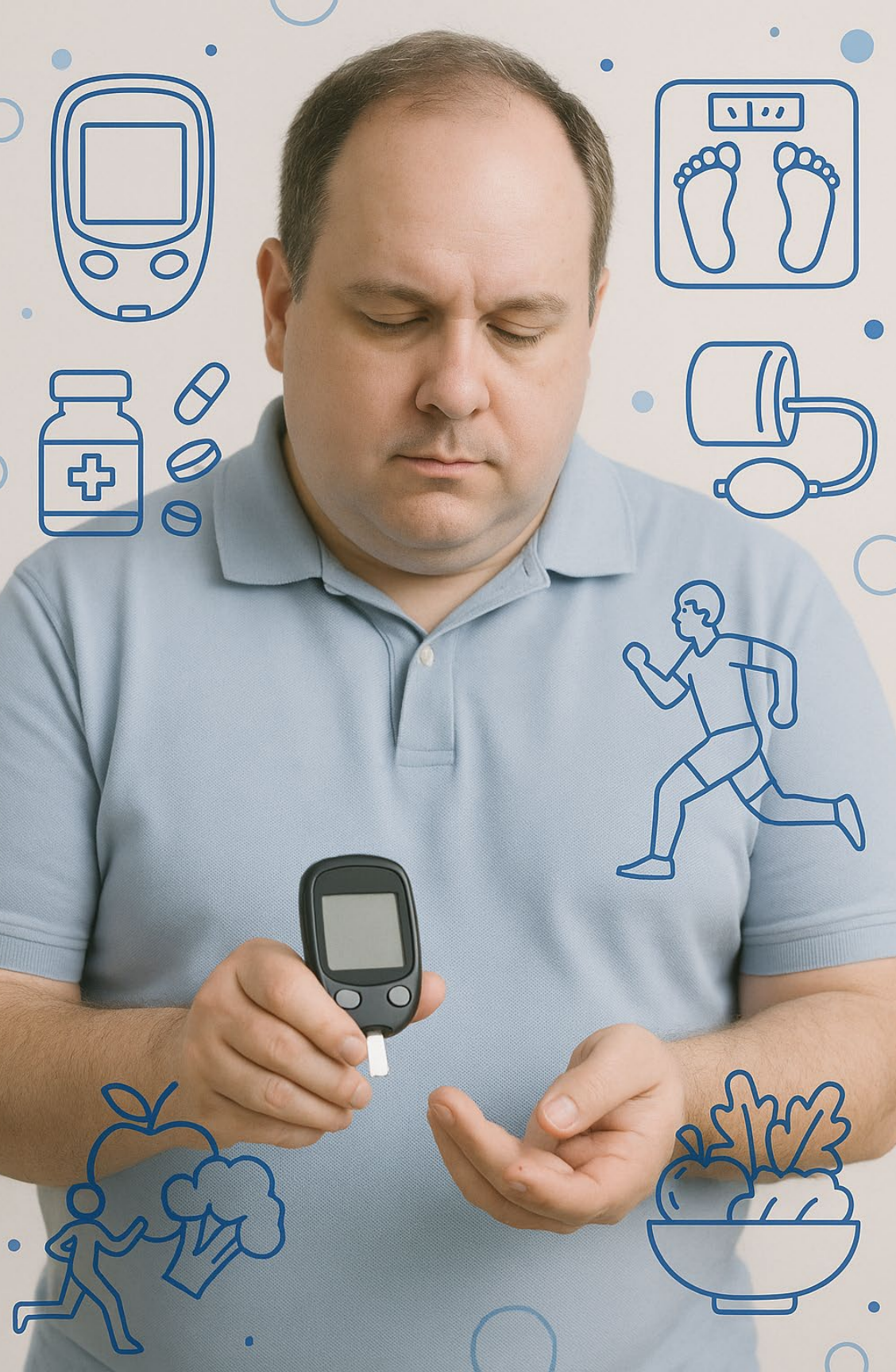


It is NOT an Information Problem.

It is a Motivation Problem.



Problem compounded for Physicians: 350k siloed health apps, unlinked data, flooded EHR inboxes, unbillable physician work.

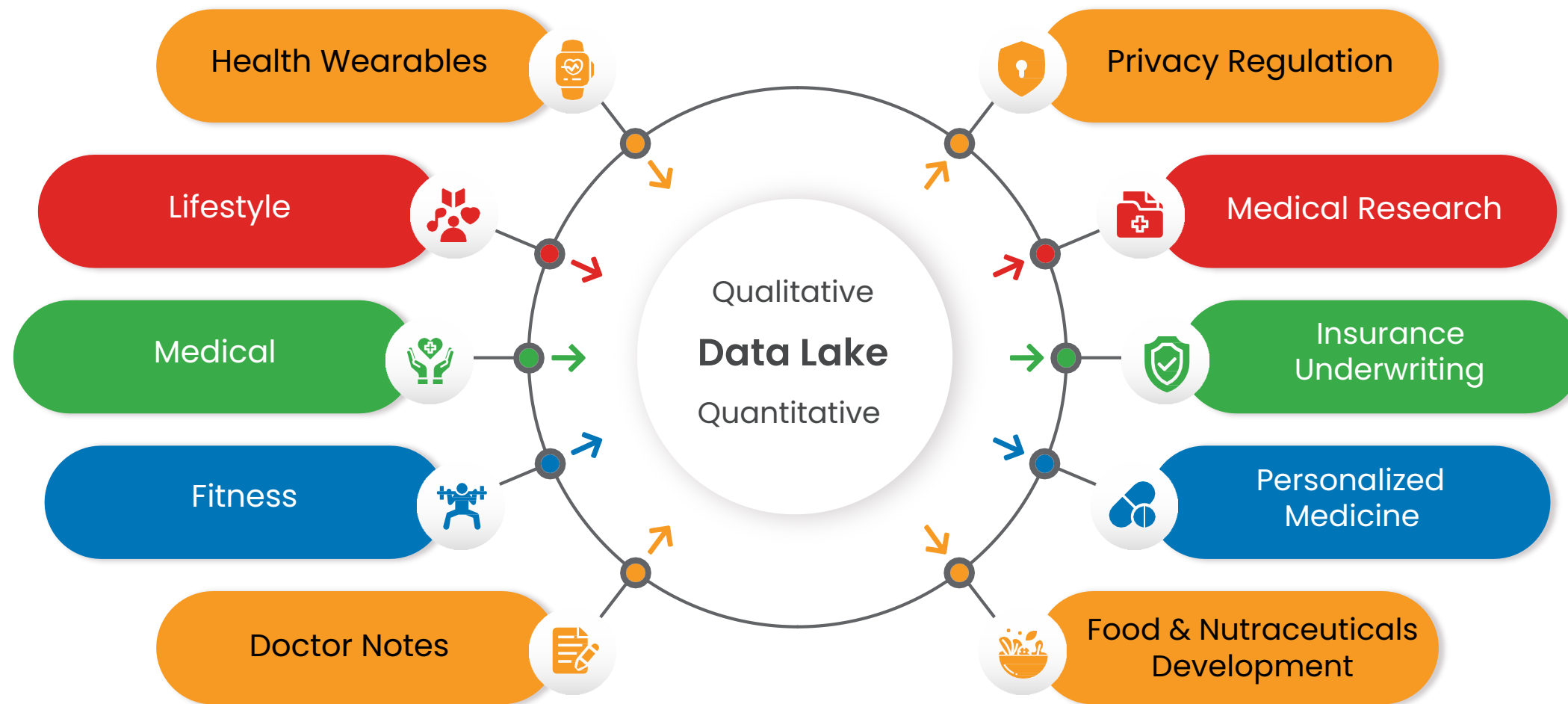


**Chronic conditions = 90%
healthcare spends.**

**Requires continuous guided care
rather than episodic
interventions.**

**Physician increasingly seen as a
Guide in the patient journey.**

Physicians can now Leverage the “Internet of Health” with the Power of Wearables, Data and AI



This “Internet of Health” is Leading to the PPP Revolution in Health



Predictive



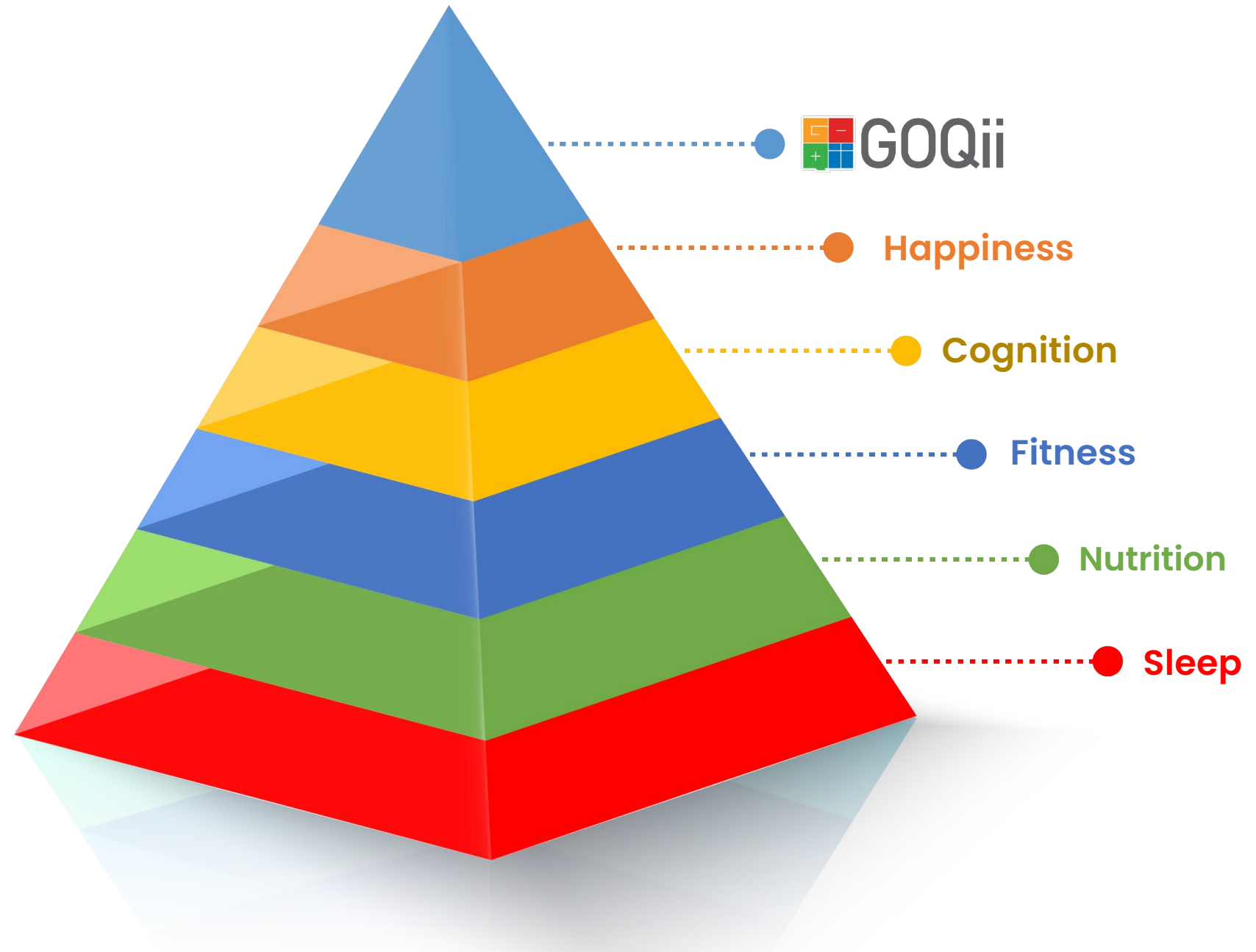
Personalized



Preventive

GOQii Enables 360° Control by Physicians with Wearable Integrations, AI Assistance and a Full Stack Platform

GAMIFIED
AI ASSISTED
INTEGRABLE WITH EHR





Wearables + Data + Gamification + AI will lead to:

Improved Patient Engagement & Motivation

**Better Medical Results & Improved Physician
Efficiency**

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Trevor Berceau

Director, Patient Experience,
Epic



Trevor Berceau



R&D - Computer Science



18 years experience creating software to help clinicians and patients



Director of MyChart & Patient Experience products at Epic



How to Harness the **Power of Digital Tools**



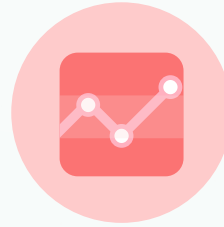
>195M
active users



6.3B
logins

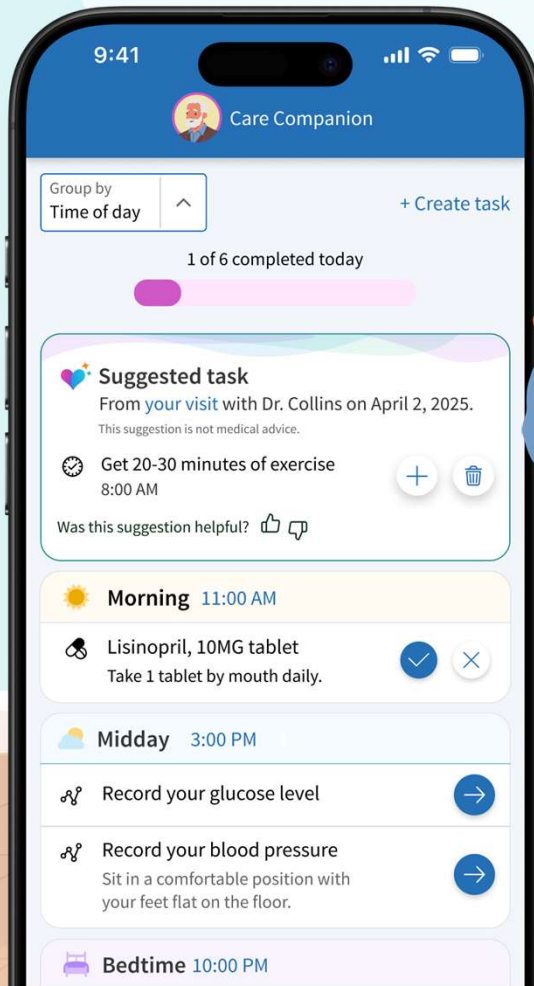


400M
appointments
checked in



>120M
remote patient
monitoring readings

At Home Monitoring & Guidance



UCLA Health

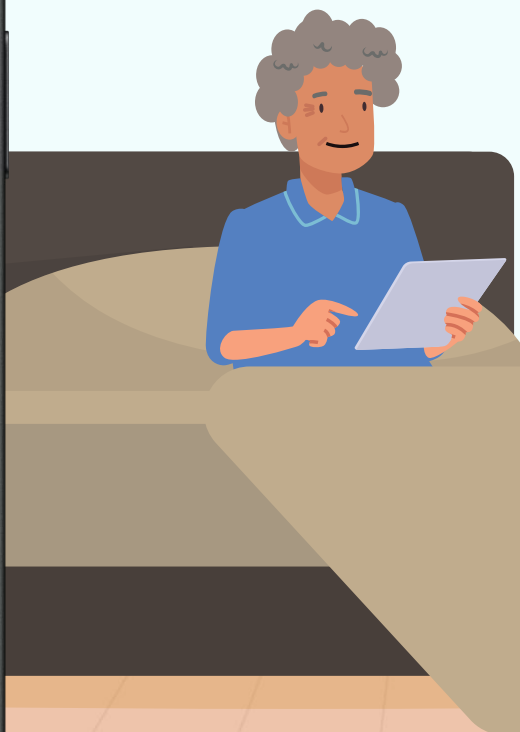
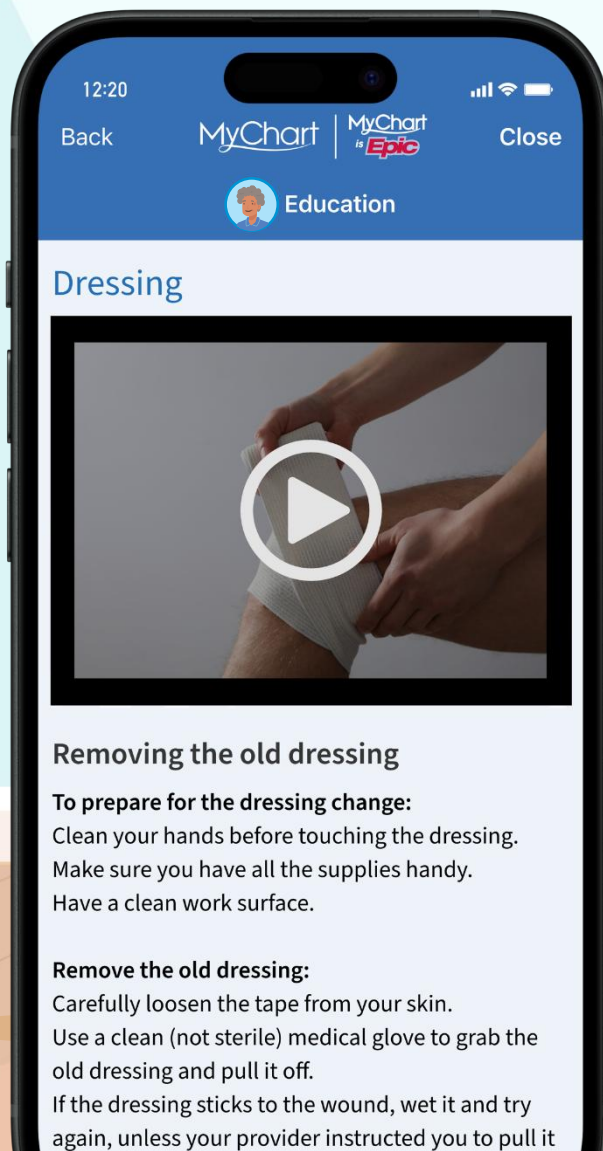
Using MyChart Care Companion to provide standardized postpartum hypertension clinical assessments and management planned **reduced readmissions and ED visits by 75%**

OchsnerHealth

Reduced ED visits and admissions by 33%

for patients undergoing chemotherapy using MyChart Care Companion for home monitoring

Improving Education & Experience



89% of patients

using MyChart Bedside say they better understand their medications

71% of patients

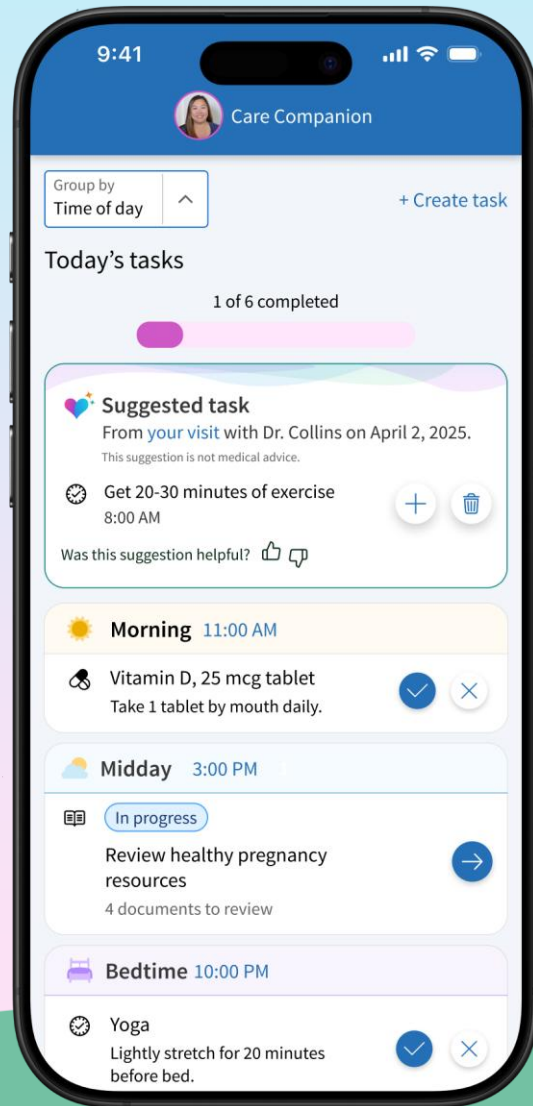
were able to better communicate with their care team



85% of patients

who used MyChart Care Companion before a total joint replacement reported feeling moderately to extremely **prepared for their surgeries**

Turn Instructions into Actions



After Visit Summary

Patient Instructions:

Recommend starting home exercises in two days. Handout provided on performing three exercises: lying hamstring curl, lying hamstring stretch, and lying wall stretch. You should perform them for 20-30 minutes every morning for two weeks.

Clinical Note:

Patient has pulled her left hamstring. She should apply ice to the affected area every morning for 20 minutes.

Now live at

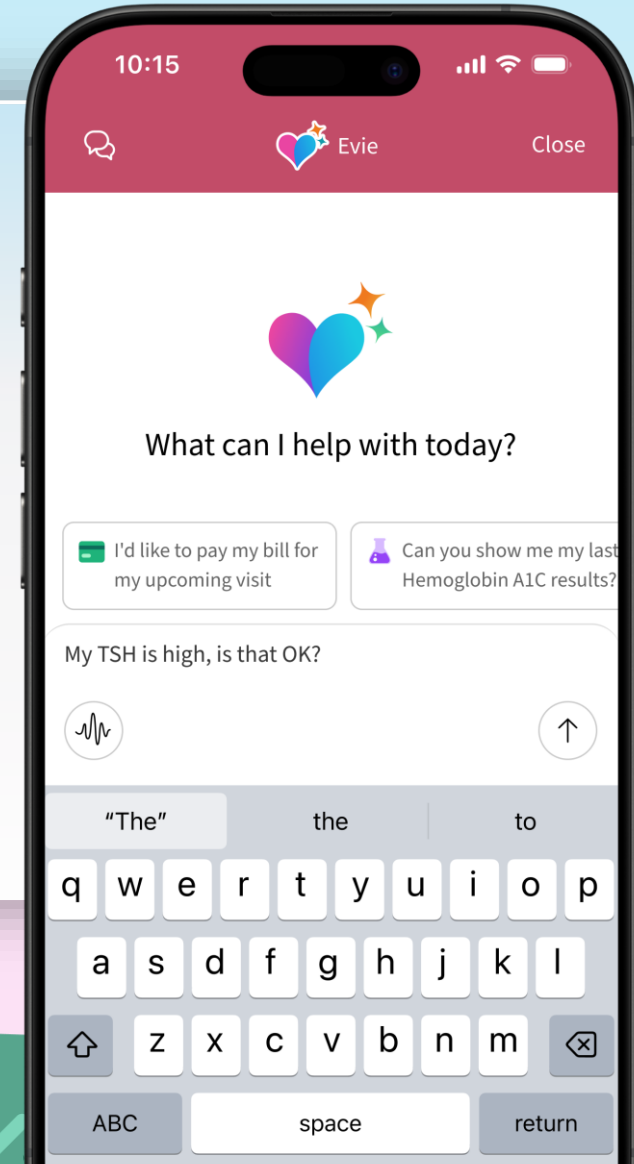


Interactive Education

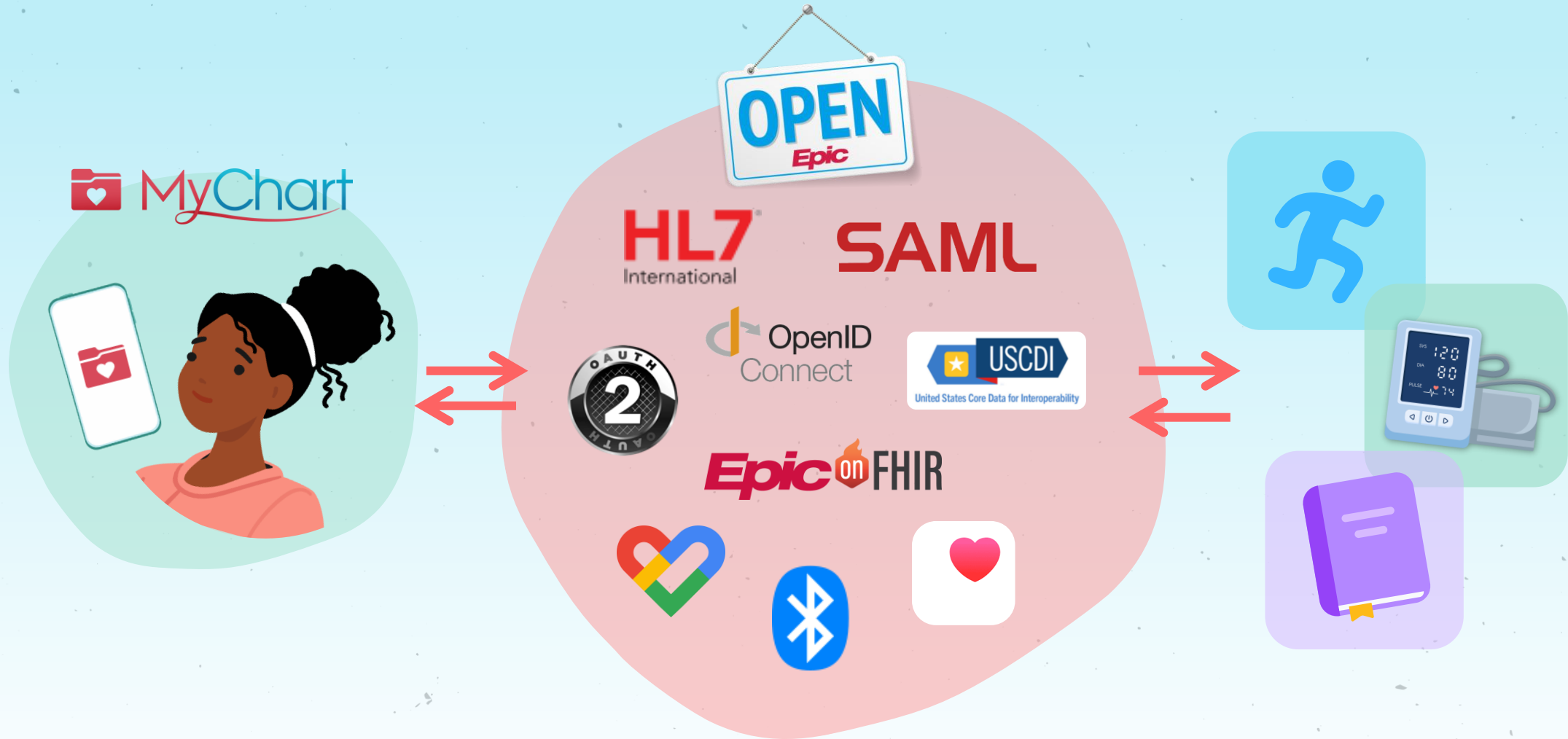
UC San Diego Health

“ This will be wildly popular. I learned a lot about my health without ever leaving MyChart. **This can be to patients what AI charting is to docs.**”

Chris Longhurst, MD



Patient-Mediated Interoperability



Interoperability *At Scale*



869

patient-facing apps
live across Showroom &
Open.Epic.com

539k

app authorizations
through MyChart
in the last year

2 billion

FHIR API requests made
by patient-facing apps
in the last year

Key Strategies



Care model driven

- Led by clinicians, collaborating with IT
- Identify outcomes from the start



Easy for clinicians

- Inline in workflow
- Show insights and filter noise



Simple for patients

- Single app for all aspects of care journey
- Personalized, timely nudges

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Pradnya B. Bhattad, MD

Interventional Cardiologist

Tools to Improve Health Literacy to Empower Patients

Pradnya Brijmohan Bhattad, MD
Interventional Cardiologist, Minneapolis, Minnesota

[N.B.: The views expressed in this presentation do not represent or reflect those of my affiliated organization or employer]

Disclosures

No conflicts of interests to disclose.

Background

- Patients require comprehensive education about their disease, including understanding their condition, recognizing symptoms, knowing diagnostic procedures, proper medication management, and identifying when to seek medical assistance.
- Patient education materials empower individuals to understand their health conditions, boost health literacy, and facilitate informed decision-making by providing access to current medical evidence and incorporating patient preferences.
- Tailored patient education fosters active engagement, empowerment, and informed decision-making, resulting in improved health outcomes, reduced unnecessary testing, and higher patient satisfaction.

Digital Tools in the Current Era

- Telehealth platforms
- Mobile applications
- Patient portals
- Online health resources including interactive tutorials
- Personalized health data and treatment plans

Telehealth

Increased access: Can reach remote or underserved populations.

Enhanced convenience: Lower wait times and travel needs.

Improve continuity: Helps facilitate regular check-ins and monitoring.

Support chronic care: Manage ongoing conditions through regular virtual visits.

Reduce costs: Reduces hospitalizations and unnecessary visits.

Fosters patient engagement: Encourage active participation in care through accessible communication.

By utilizing telehealth, healthcare providers can deliver more accessible, efficient, and patient-centered care.

Mobile Health Applications

Track health metrics: Monitor vital signs, activity levels, and medication adherence.

Provide health information: Offer resources on conditions, treatments, and wellness.

Send reminders: Notify users of medication schedules, appointments, and health tasks.

Support behavior change: Encourage healthy habits through goal-setting and tracking.

Facilitate communication: Connect users with healthcare providers through secure messaging.

Manage chronic conditions: Help users monitor and manage ongoing health conditions.

Patients can thus take a more active role in their health and wellness.

Patient Portals

Provide access to medical records: View test results, medications, and treatment plans.

Manage appointments: Schedule, view, or cancel appointments.

Request prescription refills: Easily request medication refills online.

Track health information: E.g., monitor health metrics, vaccinations, lab results, etc.

Enhance patient engagement: Encourage active participation in care through educational resources.

Patients can stay thus informed, engaged, and empowered in their healthcare journey.

Additional Tools

Decision aids: Tools that help patients weigh treatment options.

Health literacy assessments: Evaluations to identify individuals' health literacy needs.

Personal health records: Individuals' own records of health information.

Visual aids: Diagrams, illustrations, and charts to explain complex health concepts.

Storytelling: Narratives that convey health information in a relatable way.

Peer support groups: Communities where individuals share experiences and support one another.

Health literacy training for providers: Education to help healthcare professionals communicate effectively.

Health Literacy Training for Providers

Teach clear communication: Strategies for conveying complex information simply.

Improve patient-provider relationships: Enhance understanding and trust.

Reduce misunderstandings: Minimize errors due to unclear communication.

Enhance patient engagement: Empower patients to take active roles in care.

Address diverse needs: Consider cultural, linguistic, and literacy levels.

Training Topics

- Using plain language
- Assessing patient understanding
- **Creating accessible and relevant materials-tailored to individual patients**
- Cultural competency
- Effective communication strategies


By equipping providers with these skills, healthcare organizations can improve patient outcomes and satisfaction.

Thank You

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Ricky Bloomfield, MD

Chief Medical Officer,
ŌURA

A close-up, artistic photograph of a person's chest and hand. The person is wearing a light-colored, ribbed shirt. Their hand is resting on their chest, and a silver ring is visible on their ring finger. The lighting is soft and warm, creating a calm and intimate atmosphere.

ŌURA

Availability and Effectiveness of Digital Health Tools for Equipping Patients with Information about their Health Care

Ricky Bloomfield, MD
Chief Medical Officer

September 8, 2025



Your body speaks - Oura translates.




The importance of individual agency and community.
Empowerment in one's own health journey and
the systems that surround that journey.

Give Every Body a Voice.











Inclusive of shapes, colors, sizes striving for
accessibility. Uniqueness of each mind, body,
soul and health needs.

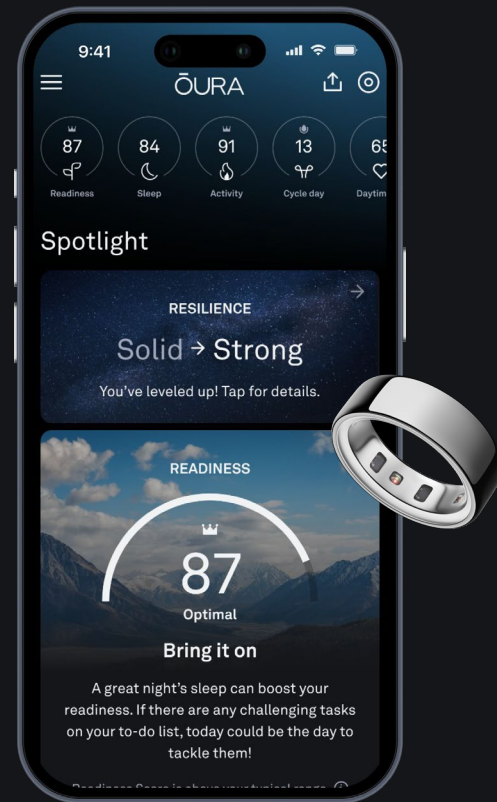
50+ health and wellness metrics and insights

Oura Ring measures 50+ health and wellness metrics, including:

-  Blood oxygen sensing
-  Respiratory rate
-  Sleep timing and quality
-  Resting heart rate
-  Daytime heart rate
-  Heart rate variability (HRV)
-  Temperature trends
-  Pulse Wave Velocity (PWV) CV Age

Collected data provides insights on:

-  Activity levels
-  Step tracking
-  HRV balance
-  Calorie burn
-  Cycle Tracking and Period Prediction
-  Inactive times, naps
-  Automatic activity detection
-  Light, deep, and REM sleep
-  Nighttime movement
-  Stress and Resilience



The world's most scientifically validated smart ring

Oura has a world-class interdisciplinary science team consisting of several decades of combined R&D experience.

The team includes scientists, engineers, and project managers with expertise in a broad range of health and wellness areas, including sleep, reproductive health, cardio-metabolic health, fitness and performance, stress, and behavioral science.

[List of Oura Studies](#)

100s

of granted and pending
patents

30+

PhDs working as part of our
in-house interdisciplinary
science team

170

Published, peer-reviewed
research studies
involving Oura



Built for accuracy

The finger provides the most accurate reading of heart rate, temperature, blood oxygen levels, and more.

99%

Heart Rate
Accuracy

r² compared to ECG

92%

Body Temperature
Accuracy

r² compared to lab standard

98%

Heart Rate
Variability Accuracy

r² compared to ECG

79%

Sleep Tracking
Accuracy

Compared to clinical
polysomnography at 83%

* <https://iopscience.iop.org/article/10.1088/1361-6579/ab840a>

** <https://www.mdpi.com/1424-8220/21/13/4302>

Oura in Practice: Clinical Use Cases



Clinician Burnout

Working with partners like the Defense Health Agency and Cerner on burnout coaching for clinicians

OURA | FOR BUSINESS

CASE STUDY

Beyond the Clinic:
Oura Helps Florence Comite, MD,
Improve Patient Care

DR. COMITE'S CLINICAL CHALLENGE

- It is difficult to accurately monitor patient biometrics outside of a clinical setting.
- Healthcare often relies on broad demographic data, which may not provide personalized insights for individual patients.
- Chronic diseases are often exacerbated by unrecognized unhealthy behaviors.

PATIENT OUTCOMES

- Using insights from Oura Ring, Dr. Comite identified signs of potential sleep apnea in a patient who felt tired despite sleeping nine hours nightly, leading to further medical investigation and intervention that may have been life-saving.
- Metabolic health improved for a patient after optimizing their sleep patterns based on Oura data, eliminating the need for medication. "This patient's body fat percentage decreased, they look years younger, and feel much better today."

Primary Care

Partnered with innovators in precision medicine and primary care

Benefits that Prioritize Your Health

Having the right benefits plays a huge part in your ability to get healthy and stay that way. Here are just a couple of the awesome perks you could have with Essence.



Your Extras. Your Way.

Preloaded Flexible Benefits Card

- Lost your glasses?
- Need dental implants this year?
- Could your hearing aids use an upgrade?
- Want help with medical copays?



Use your extra benefits however you see fit, with the Essence Flex Card.

Introducing the Revolutionary Oura Ring

Step forward with technology that cares.



When you choose the Essence Advantage Choice Plus (PPO) plan, you'll get the Oura Ring to track your:

- Heart health
- Activity
- Skin temperature
- spO2 (blood oxygen)
- Stress indicators
- Plus so much more
- Sleep patterns



Turn your health data into actionable insights.

Chronic Care Management

Oura is a covered medical benefit in a leading 5 star rated Medicare Advantage plan in the U.S.

Expand Users' Access to
Data and Care

Dexcom®

