

Kura

# Ouch, That Hurts!

## Providers' Pain Points when Adopting Remote Patient Monitoring Programs



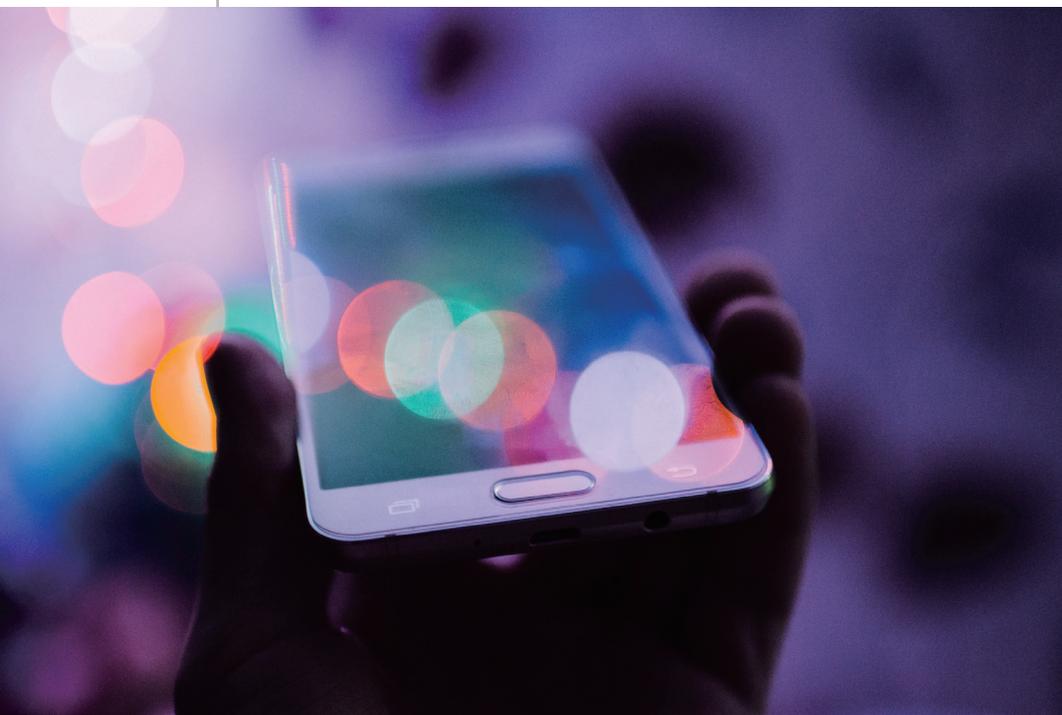


## Remote Patient Monitoring Adoption

Adopting Remote Patient Monitoring (RPM) into clinical practice requires thoughtful consideration in regards to safe and effective implementation. Digital health companies developing remote patient monitoring solutions must identify pain points that will ameliorate the anxiety providers and clinics face when implementing RPM solutions, all while proving financial viability of their model.

## Provider Needs Identification

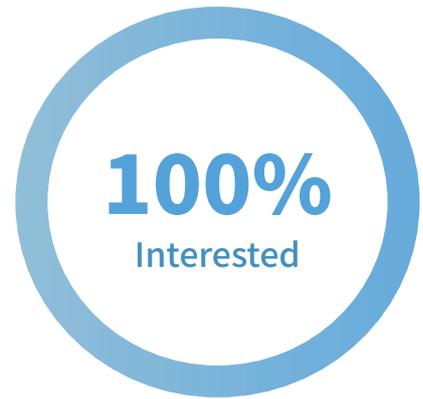
Digital health companies should go directly to the provider they hope to serve with RPM and ask them what they need. Going directly to providers helps to build trust and shows them the care that has been taken to address their specific needs. Special consideration has to be taken to address unique clinical environments, norms, roles, and the various responsibilities of providers. Identification of pain points, along with careful analysis and prioritization of needs will best aid in the adoption of RPM solutions.



## High Interest Level

100% of providers interviewed are interested in adopting RPM solutions into their practice (11 interviews).

Indicated in Providers Interviews



Percentage of Providers Interested  
in Adopting Remote Patient Monitoring

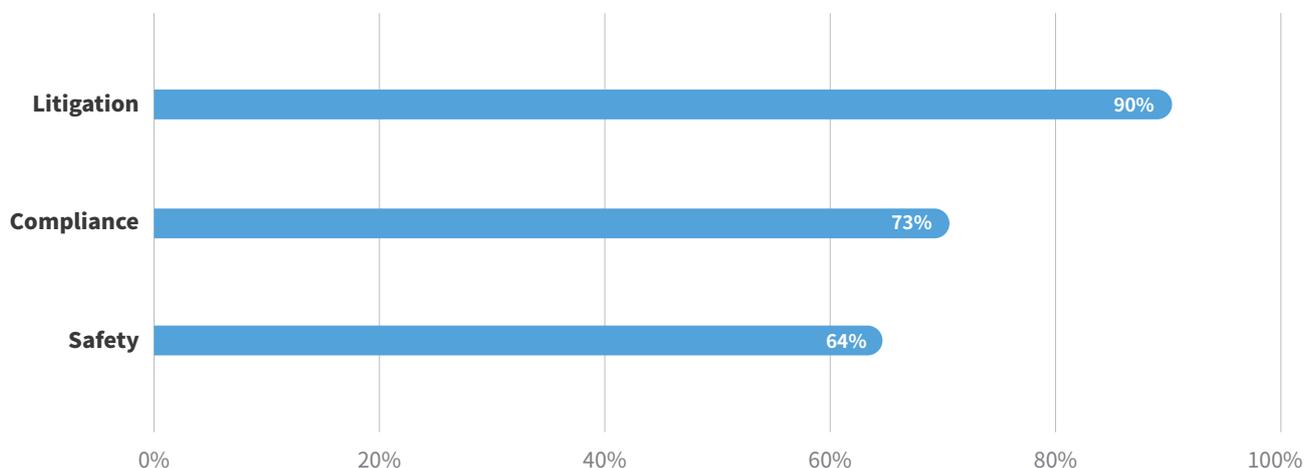
While there is high interest in implementing RPM solutions into their clinics, providers indicated some pain points. Pain points indicated by providers include communication, compliance, hospital CAHPS scores, litigation, and safety.

## Most frequently mentioned pain points in RPM adoption:

**Litigation** - 90% of providers indicated fear of litigation in adopting RPM.

**Compliance** - 73% of providers indicated compliance was a concern in adopting RPM.

**Safety** - 64% of providers indicated safety was a concern in adopting RPM.





# What are providers telling RPM vendors. What is the research telling RPM vendors about specific pain points?

Pain Point	What Providers Told Us During Interviews	What The Research on RPM Tells Us
<b>Litigation</b>	<p>“There are legal challenges. I do not want to get sued during the implementation process or if something goes wrong with the technology.” - Kaiser physician</p>	<p>“It is anticipated that while some claims will be reduced by harnessing a powerful new medical tool, the ones that persist will be more complex, affect larger classes of patients, increase the costs of litigation and, in some instances, be harder to defend” (Keris, 2020, p. 22).</p>
<b>Compliance</b>	<p>“Remote monitoring systems need to nurture patient compliance. Whether it is in regard to medications, diets, or any other lifestyle modification.” - UC Davis physician</p>	<p>“Success factors identified in the study included the extent of patient health education, telehealthsystem implementation style, user training and competence in system usage, active human support from the healthcare provider and maintaining strong participant motivation” (Maeder et al., 2015, p. 440).</p>
<b>Safety</b>	<p>“I want to make sure that remote patient monitoring is safe and effective. Not only will it improve outcomes, it will enhance the healthcare experience while generating revenue.” - Stanford physician</p>	<p>“We conclude that running a Safe at Home program can be financially rewarding, generating significant revenue for a medical practice at a time of declining revenue, while delivering a valuable service to patients in this time of crisis” (Donohue, 2020, p. 600).</p>

# Addressing Pain Points

KURA Care's unique RPM solution works to alleviate both provider and patient pain points. KardioPAC not only offers an RPM solution designed to fit your clinic's needs, but our proprietary patient engagement and provider relief technology can enhance patients' compliance and reduce the care team's workload. KURA's adaptable team will work with you hand in hand to provide the best experience for providers based on your unique needs.

## • Litigation

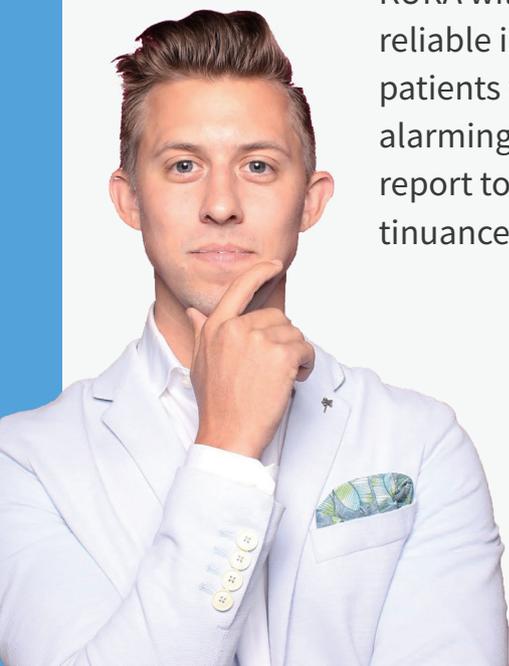
KURA works with expert healthcare attorneys to ensure state and federal laws are followed to protect both providers and patients. All provider and patient interactions will be securely stored in a HIPAA compliant environment in case of future audits.

## • Compliance

KURA understands that improved outcomes cannot occur without patient compliance. KURA's apps work to encourage patient compliance through patient education, push notifications, enhanced communication features, and highly personalized enrollment and patient customer service processes.

## • Safety

KURA will enhance the patient-provider experience through a safe and reliable interface in the KardioPAC app. Providers are able to monitor patients with unprecedented access to patient data and are alerted of alarming trends. KURA will provide a comprehensive reimbursement report to make sure providers are maximizing revenue to allow the continuance of this important monitoring service.



With the rising demand for safe and reliable RPM solutions, KURA is working with providers to make scalable solutions for clinics with a diverse array of needs. KURA aims to :

## 01

Help patients and providers seamlessly track health data through user friendly apps

## 02

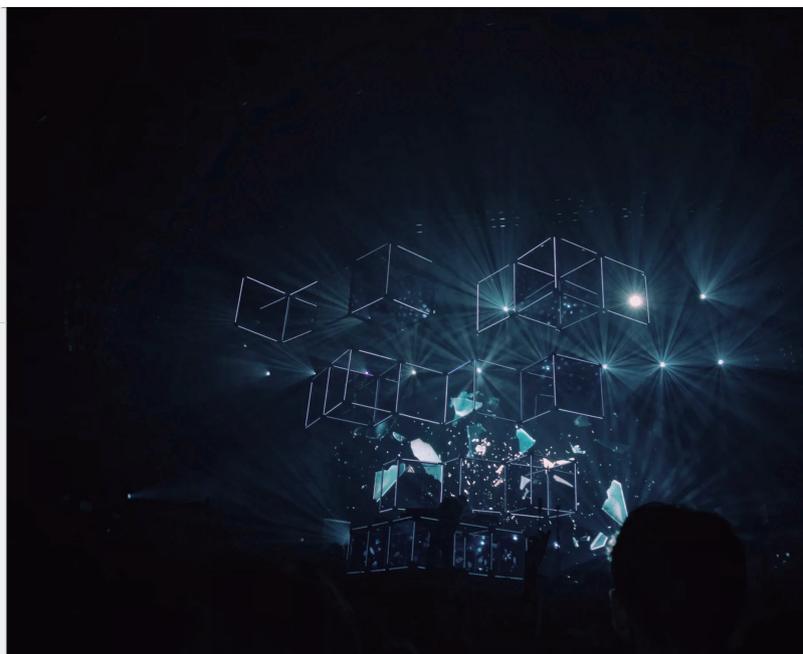
Highly personalize the rehabilitation process using advanced machine learning technology to increase patient satisfaction

## 03

Increase prevention and foster wellness using artificial intelligence

## 04

Help care teams optimize their resource usage to lower provider workload



## References

Donohue, D. (2020). A Primary Care Answer to a Pandemic: Keeping a Population of Patients

Safe at Home through Chronic Care Management and Remote Patient Monitoring. *American Journal of Lifestyle Medicine*, 14(6), 595–601. <https://doi.org/10.1177/1559827620935382>

Keris, M. P. (2020). Artificial intelligence in medicine creates real risk management and litigation

issues. *Journal of Healthcare Risk Management*, 40(2), 21–26. <https://doi.org/10.1002/jhrm.21445>

Maeder, A., Poultney, N., Morgan, G., & Lippiatt, R. (2015). Patient Compliance in Home-Based

Self-Care Telehealth Projects. *Journal of Telemedicine and Telecare*, 21(8), 439–442. <https://doi.org/10.1177/1357633x15612382>