



ValidationInstitute

2021 Validation Report

Review for: Welltok - CafeWell

Validation Achieved: Level 1 - Savings

Valid through May 2022



Company Profile



| | |
|---------------------------|--|
| Category: | Digital Health Platform |
| Website: | www.welltok.com |
| Public or Private: | Private |
| Year Established: | 2009 |
| CEO: | Robert Fabbio |
| Company contact: | optimizedhealth@welltok.com |

Description:

Welltok is a data-driven, enterprise SaaS company that delivers the healthcare industry's leading consumer activation platform. **Welltok's** solutions empower leading health plans, employers, providers and public entities to connect consumers with personalized health improvement resources, making it easy and rewarding for consumers to complete actions that optimize their health and wellbeing.





Claim Assertion for Validation

Users of CafeWell, Welltok's online wellness program, had lower per member per month total medical costs than similar members who did not use the program.

Note: This review does not address whether the plan or purchaser saves money in total. See Limitations section for details.



Method / Calculation / Examples

To be included in the analysis, members had to

- Be covered by the Medicare Advantage plan for 48 months, spanning the pre- and post-intervention periods.
- Be at least age 65 in the baseline year.
- Have less than \$56,000 in benefits (allowed amount) in each of the four 12-month periods.

A member was deemed a program user if he or she actively used the CafeWell program in the post intervention period. Users were then matched using Propensity Score Matching (PSM) to similar members on the following traits:

- Cost and use of medical services in the pre-intervention period
- Age and gender
- Number of chronic conditions
- Type of chronic conditions (e.g., diabetes, hypertension, etc.)
- Insurance type (HMO or PPO)

The matched members did not have internet access during the post intervention period. A total of 1,212 users were matched to 1,212 non-users.

The per member per month medical costs were calculated for each group. The frequency of emergency room visits was also calculated by taking the count of visits as a ratio to the count of member months.

In order to evaluate the outcome, the PSM was combined with Interrupted Time Series (ITS) analysis in order to estimate both the level and trend outcomes.

Findings & Validation

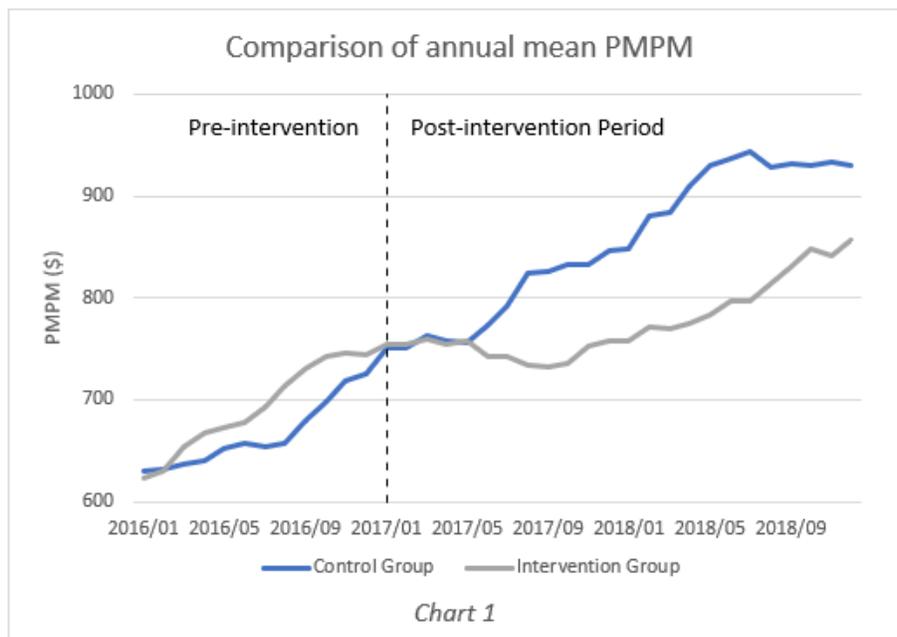


Chart 1 shows the intervention and matched comparison groups per member per month costs in the pre- and post-intervention periods. In the pre-intervention periods, the two groups' costs were similar (not significantly different statistically). By December of 2017, the intervention group's PMPM was \$22 lower and by the end of 2018, its PMPM was \$86 lower than the matched group's. The differences at the end of year one and at the end of year two were significant statistically; this means that the differences were larger than would be expected to happen by chance.



Findings & Validation

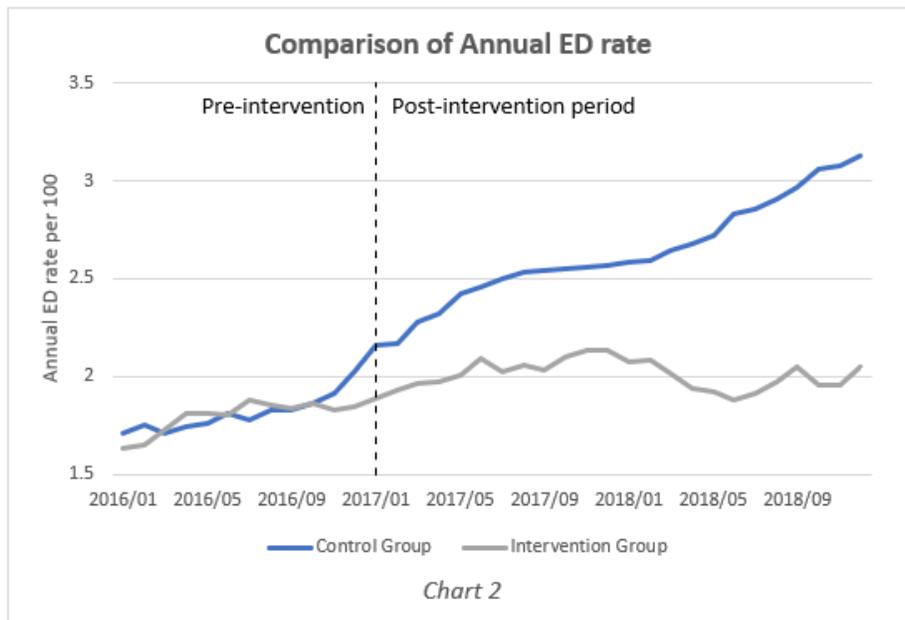


Chart 2 shows the emergency room visits per 100 members for both groups. Similar to the PMPM changes, the intervention group's Emergency Room Visit rate was significantly lower at the end of year one and at the end of year two of the intervention.





Limitations

Members enrolled voluntarily in the CafeWell program and may be different from non-users in ways that cannot be measured. These unmeasured factors may partly explain users' favorable results. See [How to tell if your vendor's claims are valid: Part Two](#) for a discussion of self-selection bias.

Users attribute to less than 1 percent of members who had 48 months of continuous coverage (the criteria for including members in the analysis).

More member enrollment may bring about measurable savings for the plan as a whole. However, the analysis does not address the intervention's impact on plan or purchaser's per member per month medical costs.





Validation and Credibility Guarantee

Welltok's CafeWell achieved level 1 validation for Savings - Participant Level*. Validation Institute is willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit <https://validationinstitute.com/credibility-guarantee/>

Level 1 – Savings

Can reduce health care spending per patient/participant or for the plan/purchaser overall.

Level 2 – Outcomes

Product/solution has measurably moved the needle on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

Level 3 – Metrics

Claims is made that - with sourced, overridable assumptions linked to peer-reviewed or government sources.

Level 4 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees "at risk" as a guarantee.

*Participant level savings means that the analysis credibly shows that program participants have lower costs than a matched group of non-participants (using valid matching techniques). The validation does not address whether the payer or purchaser saves money.





Validation Expiration: May 2022

CERTIFICATE OF VALIDATION

Applicant:

Welltok

1515 Arapahoe St., Tower 3, Ste. 700
Denver, Colorado, 80202

Product:

CafeWell

Claim:

CafeWell users have lower per member per month medical costs than similar non-users. Users also have fewer Emergency Room visits per 1,000 members.

Validation Achieved:

Level 1- Validated for Savings

Validation Award Date:

July 2021

Linda Riddell
VP, Population Health Scientist
Validation Institute

Benny DiCecca
Chief Executive Officer
Validation Institute





About Validation Institute

Validation Institute is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of health care.

