



**Validation**Institute

# 2021 Validation Report

**Review For: Welltok - SmartReach Solution  
for Medication Adherence**

**Validation Achieved: Level 2 - Outcomes**

**Valid through May 2022**



# Company Profile

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<b>Category:</b>	Digital Health Platform
<b>Website:</b>	<a href="http://www.welltok.com">www.welltok.com</a>
<b>Public or Private:</b>	Private
<b>Year Established:</b>	2009
<b>CEO:</b>	Robert Fabbio
<b>Company contact:</b>	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

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Members of Welltok clients that utilize the Welltok SmartReach solution have higher medication adherence rates than similar members who do not use the solution. The program focused on members taking medications for diabetes, hypertension, and hyperlipidemia (cholesterol).





# Method / Calculation / Examples

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The analysis applied the definitions and standards of the Medicare Part D Star measures (CMS, 2019):

- Medication adherence for Diabetes
- Medication adherence for Hypertension
- Medication adherence for Cholesterol

These standards determined how adherence was measured for each drug and how members were selected to be included in the analysis. The rest of this methods section describes how members and a comparison group were selected.

Members who were deemed to be at high-risk for not following their drug regimen (non-adherence) by the Welltok medication adherence predictive models were called by the Welltok SmartReach program via Interactive Voice Recognition (IVR) technology. Note: the validity of the analysis determining members' risk is not the focus of this review. See Table 1 for count of members.

Participating members were then matched using Propensity Score Matching (PSM) to a comparison group on several factors including:

- Age and gender
- Number of medication therapies
- Score on the risk analysis model for non-adherence
- Number of medication adherence programs that had reached the member





# Method / Calculation / Examples

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The last criteria was selected because more than one medication adherence program was available to members. For each criterion, the match between the intervention and comparison groups was evaluated; this step confirms that the two groups were (statistically) similar and could be compared to one another.

The medication adherence rate was calculated for each medication type and both the intervention and comparison groups. The adherence rate takes the number of members who meet the Star Ratings standard (CMS, 2019) for complying with their medication regimen as a numerator; the denominator is all members in the group (intervention or comparison). The medication adherence rates were compared.

Table 1: Count of intervention and matched comparison groups

Medication Type	Intervention (N)	Matched Comparison Group (N)
Diabetes	58,552	31,679
Hypertension	142,356	75,932
Hyperlipidemia	158,833	85,424





# Findings & Validation

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Table 2 shows the results for each medication type. In all three medication types, the percentage of the intervention group who were adherent (following their medication regimen) was higher than the matched comparison group. Because the intervention and the matched groups were matched on their non-adherence risk (scores on risk analysis), the pre-intervention adherence rate is assumed to be similar.

Table 2: Comparison of medication adherence rates

Medication Type	Intervention Adherence Rate	Matched Comparison Group Adherence Rate	Improvement (Intervention – Comparison)
Diabetes	78.8%	76.7%	2.1%
Hypertension	80.7%	79.1%	1.6%
Hyperlipidemia	80.3%	79.3%	1.0%





## Limitations

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Since participation in the Welltok intervention was voluntary, there may be an unmeasured factor that made the intervention group's adherence higher than similar matched members.

## Work Cited

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CMS. (2019). Medicare 2020 Part C and D Star Ratings Technical Notes. Center for Medicare and Medicaid Services.





# Validation and Credibility Guarantee

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**Welltok's Medication Adherence** achieved level 2 validation for Outcomes. 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.





**Validation Expiration: May 2022**

# CERTIFICATE OF VALIDATION

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**Applicant:**

**Welltok**

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

**Product:**

Medication Adherence

**Claim**

Members of Welltok clients that utilize the Welltok SmartReach solution have higher medication adherence rates than similar members who do not use the solution.

**Validation Achieved:**

**Level 2 - Validated for Outcomes**

**Validation Award Date:**

July 2022

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**Linda Riddell**  
**VP, Population Health Scientist**  
**Validation Institute**

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**Benny DiCecca**  
**Chief Executive Officer**  
**Validation Institute**





# About Validation Institute

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**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.

