



KePRO Chronic Care Management

Chronic illnesses – incurable illnesses or conditions, such as heart disease, asthma, hypertension, COPD, high cholesterol, diabetes, and depression – are among the greatest health threats. According to the Partnership to Fight Chronic Disease, more than 133 million Americans, or 45 percent of the population, have at least one chronic condition.

The Cost of Chronic Conditions

The cost of battling these chronic conditions is devastating to our health care system, those who pay for treatment, and those who must combat them each day.

- Nearly 6 million hospitalizations occur each year because of cardiovascular diseases.
- Americans make more than 79 million doctor visits every year for treatment and management of cardiovascular diseases.
- Total costs of diabetes: \$174 billion:
 - o direct medical costs: \$116 billion
 - o indirect costs (disability, work loss, and premature death): \$58 billion.
- People with diagnosed diabetes have medical expenditures that are about 2.3 times higher than for people without diabetes.
- In 2010, high blood pressure cost the United States \$76.6 billion in health care services, medications, and missed days of work.

Our Solution

KePRO Chronic Care Management helps you and your participants combat chronic disease, reduce treatment costs, and live healthier, more productive lives. We blend proven principles of effective case and chronic care management to deliver a more measurable return on investment than typical disease management programs.

Our solution goes beyond case management. We identify and focus targeted interventions to help those living with chronic conditions better manage their illnesses. By focusing on overall wellness and lifestyle management, we expect to deliver an enhanced and more measurable ROI than has been provided historically by disease management programs. We use behavior change principles, educational tools and information, and registered nurse (RN) case manager coaching support to get conditions under control.

Unlike typical disease management programs that rely solely on participants to communicate with their physicians, KePRO collaborates with each participant's primary physician. This critical component of our innovative chronic care management solution enables us to align interventions and set program goals with the physician's treatment plan. We work with the primary care team to empower participants and prevent medical complications by applying evidence-based medical guidelines.



ACCREDITED
CASE MANAGEMENT
HEALTH UTILIZATION
MANAGEMENT

The critical elements that set KePRO Chronic Care Management apart from typical disease management programs include:

- Proactive identification of participants using not only medical and pharmacy claims data, but also integrating more timely and comprehensive health risk assessment and biometric data
- Focusing frequency and type of interventions on participants who can achieve the greatest improvement by stratifying them based on their chronic risk score and self management skills
- Closely collaborating with each participants's primary care team to implement appropriate interventions that address gaps in care and achieve targeted results and outcomes
- Using multiple self management tools to effectively educate participants about behavior and lifestyle management changes that will improve their overall health and quality of life.

Proven Results and Improved Health Outcomes

KePRO Chronic Care Management delivers improved health outcomes for participants with chronic conditions, while generating a positive impact on health care costs. By teaching participants to manage their own conditions through behavior modification and compliance to condition-specific medical guidelines, we deliver greater cost savings and healthier, more productive participants.

Put our aggressive chronic care management program to work for you.

Call 1.800.222.0771 or visit our web site at www.kepro.com.



Source: Almanac of Chronic Disease 2009

CONSIDER...

- By the year 2023, the U.S. will experience a greater than 50 percent growth in cancer cases, mental disorders, and diabetes, and more than 40 percent growth in heart disease if changes in lifestyle do not take place.
- About one-fourth of those who suffer from chronic conditions have one or more daily activity limitations.
- Obesity has become a major health concern and cause of chronic conditions. One in every 3 adults is obese, and almost 1 in 5 youth between the ages of 6 and 19 is obese.
- An estimated 935,000 heart attacks and 795,000 strokes occur each year.
- If current trends continue, 1 in 3 Americans will develop diabetes, and those with diabetes will lose, on average, 10–15 years of life.
- 17.5 million adults currently have asthma.
- Nearly 1 in 3 U.S. adults, 31.3 percent, has high blood pressure.