



Lasting LifestylesSM

Nurturing Innovative

Solutions For

Chronic Care and

Disability Services



CHRONIC CARE... LOOMING CHALLENGES



More people are living longer but with chronic conditions or disabilities. And with the aging of the Baby Boomers, the number of persons with chronic conditions is expected to soar.

Already, the cost of medical care for persons with chronic conditions in the U.S. is astronomical – in excess of a trillion dollars a year. Both Medicare and Medicaid spending for medical and long term care is staggeringly high and a huge burden on federal and state budgets.

Current models for care are unequal to the challenges of rising demand and soaring costs of health care.

New ways must be found to promote self-care that can prevent or delay the onset of chronic conditions and lessen the consequences following on-set.

Lasting LifestylesSM is a new model for meeting the challenges of consumers, informal care-givers, professionals and payers dealing with chronic conditions and disabilities.

► *The medical care costs of people with chronic diseases accounts for 75% of the nation's \$1.4 trillion medical care costs.*

► *Seven out of 10 deaths are the result of * chronic diseases.**

Centers for Disease Control and Prevention, 2007.



Purpose

Lasting LifestylesSM has three goals:

- ▶ Enhance the self-care capacities of persons with chronic diseases or disabilities;
- ▶ Help informal caregivers shoulder their caregiving responsibilities; and
- ▶ Help organizations and professionals providing services and supports to person with chronic conditions or disabilities to become more effective.

Model

Lasting LifestylesSM is a comprehensive Web portal that creates an on-line virtual community that unites consumers, informal caregivers, and local professionals. **Lasting LifestylesSM** is community oriented and has a local identity that is trusted, safe and secure.

Through this Web-based virtual community, users share information and work together on-line to better manage chronic diseases and enhance daily living. Professionals are able to more easily reach and assist their clientele using a variety of communication, monitoring, and teaching tools.

Lasting LifestylesSM is not just a Web site. We create educational content that can be accessed through our Web site and through local public access television as well.

Sponsorship

Lasting LifestylesSM is designed for sponsorship by organizations interested in finding new and innovative ways to reach and support persons with chronic conditions or disabilities.

As a service, **Lasting LifestylesSM** is ideally suited for collaboration and joint sponsorship by multiple community or national organizations. Multiple agencies can share **Lasting LifestylesSM** and use it to assist those they already serve. Other organizations can contribute educational content or expertise. **Lasting LifestylesSM** can also be configured to support local or national advertising. And corporations can offer it as a benefit to their employees, especially working caregivers.

VieBridge, Inc. staff help sponsors set up the service and host the Web site and help coordinate the acquisition and placement of content on the Web site.

LASTING LIFESTYLES SUPPORTS:

PERSON WITH
CHRONIC CONDITIONS

INFORMAL
CAREGIVERS

PROFESSIONALS



Lasting Lifestyles is designed to be sponsored by:

- ▶ Community health and social service agencies;
- ▶ Local governments;
- ▶ State agencies with programs that serve persons with chronic illnesses or long term care needs;
- ▶ Associations and support groups focused on specific chronic conditions;
- ▶ Employers; and
- ▶ Corporations with products or services targeting persons with chronic conditions or disabilities.

SUPPORTING CONSUMERS...



► J.D. says...

"I enjoy reading up on issues regarding health and wellness. I email my family and friends on a regular basis using the Lasting Lifestyles™ program. It's a great way to stay in touch."



Lasting Lifestyles™

Many individuals with chronic conditions or disabilities struggle to stay independent and comply with a plan of care. They are forced to navigate a confusing, service delivery system and too often are ill-equipped to self-manage their own care.

Lasting LifestylesSM offers a new way for communities to meet the complex and often changing needs of persons with chronic conditions or disabilities. Lasting Lifestyles helps consumers by:

Promoting Consumer Empowerment & Self Management.

We provide consumers a broad range of information and tools vital to self-management. Among the many tools built into **Lasting LifestylesSM**, we feature:

- ▶ Self-assessment and risk screening tools;
- ▶ Test results tracking;
- ▶ Vital signs monitoring and analysis;
- ▶ Daily task reminders;
- ▶ Medications inventory and reminders;
- ▶ Nutrition planning tools;
- ▶ Fitness planning and monitoring tools;
- ▶ Video library of educational interviews and training resources; and,
- ▶ Disease self-management resource centers.

Focusing On Wellness.

We help consumers embrace wellness and shift their focus from sickness or impairment. We encourage wholeness, balance, and centeredness.

Reducing Isolation.

Lasting LifestylesSM is not just a health and wellness site. We encourage and support social networking for individuals with chronic diseases or disabilities and their informal caregivers. Through **Lasting LifestylesSM** users can find and communicate with others having similar interests, safely and securely.

Acknowledging Diversity

Individuals with chronic conditions or disabilities are remarkably diverse in terms of needs, preferences, and circumstances. **Lasting LifestylesSM** recognizes the unique needs of users and allows for personalization of the information and tools. Users decide what **Lasting LifestylesSM** resources to use and when.

www.lastinglifestyles.net

Helping
Consumers

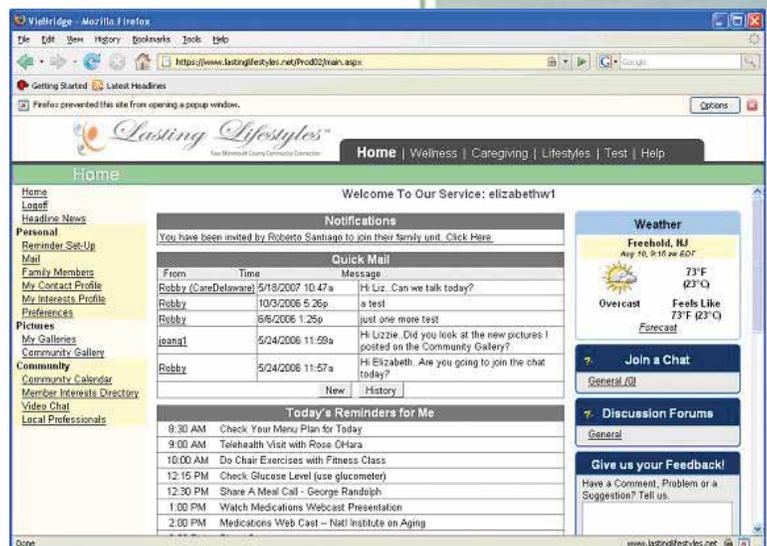
to be

Better ...

INFORMED

CONNECTED

EMPOWERED



SUPPORTING INFORMAL CAREGIVERS...

► *W.M. wife's Norma says...*

"It makes a big difference in my life, because things are easy to find. It tells me what Walter can have to eat and what he can't. Instead of looking in a cook book, it makes it so easy. You just click on the food, and the information comes up on the screen. The numbers, such as calcium and phosphorus are more accurate than in a book, and everything is broken down."





Informal caregivers are the mainstay of support for many persons with chronic conditions or disabilities. Caregiving can sometimes be a lonely, exhausting experience.

Hands-on Caregivers.

For hands-on caregivers **Lasting LifestylesSM** is a resource center with helpful tips, a source of affirmation and reinforcement, and a place to get connected to other caregivers.

Long Distance Caregivers.

Family members are often separated from one other by distance and busy schedules.

Long distance caregiving is often frustrating, inconvenient, and all too often ineffective. **Lasting LifestylesSM** connects distance family members to a loved one in new ways and with new results such as:

- ▶ Expanded options for remote monitoring of a loved one's vital signs;
- ▶ Expanded options for sharing interests with a loved one who is isolated, bored or lonely; and
- ▶ Improved access by the distance caregiver to local professionals caring for their loved ones.

Working Caregivers.

For working caregivers with a busy schedule, **Lasting LifestylesSM** provides tools and information that help make each day of caregiving easier and more productive.

Informal caregivers using **Lasting LifestylesSM** will discover they are not alone. As they connect to community resources and professionals, they will find the information and advice they need to help their loved one make good choices.

We Help...

Hands-on Caregivers

Long Distance Caregivers

Working Caregivers



SUPPORTING COMMUNITY PROFESSIONALS...

Multiple Tools.

Lasting LifestylesSM helps professionals more effectively help persons with chronic conditions or disabilities. **Lasting LifestylesSM** provides a tightly integrated set of tools for:

- ▶ Assessing consumer needs;
- ▶ Developing plans of care;
- ▶ Budgeting services taking into account problem acuties;
- ▶ Authorizing services;
- ▶ Incorporating best practice and disease management protocols;
- ▶ Monitoring the status of clients;
- ▶ Conducting video chats with clients or informal caregivers;
- ▶ Monitoring clients' vital signs using tele-health technologies;
- ▶ Teaching and educating clients through distance learning; and
- ▶ Building professional skills through on-line courses and technical assistance supports.

Lasting LifestylesSM helps care managers and clinicians to tightly manage services, adopt an outcomes framework and support person-centered planning. Professionals will gain new ways to implement disease management protocols and best practice guidelines. And just as important, **Lasting LifestylesSM** introduces innovative methods for client communication and education.

▶ S.H. says...

"After a stroke 3 years ago, it left me not able to full participate in world communication. Lasting LifestylesSM brought the world to me with a library of information regarding any prescription without having to contact my doctor or pharmacist. I can also keep track of my blood pressure, glucose levels, and weight which I can then print and bring to my doctor. My doctor likes this, too. On a lighter note, I am now keeping contact with friends and relatives out of state much more easily. Thank you Lasting Lifestyles!"

NEW OPTIONS FOR COMMUNICATIONS WITH CLIENTS OR PATIENTS

- ▶ On-line messaging;
- ▶ Video chats;
- ▶ Ask a Question;
- ▶ On-line questionnaires for consumer responses/self-reporting;
- ▶ Telehealth functionality;
- ▶ Patient journaling;
- ▶ Consumer access to plans of care;
- ▶ Communicating test results;
- ▶ On-line educational information; and
- ▶ Information on office practice policies and guide.



Integrated with Consumer Version Of Lasting LifestylesSM.

Professionals are able to integrate their tools on Lasting LifestylesSM with our fully-featured consumer version of Lasting LifestylesSM. This unique design forms a communications and support network that makes it easy for professionals to work with patients, informal caregivers, volunteers, and other professionals.



We also provide the option of individual resource centers for specific professional practices. Professionals can have their own resource page on the consumer portal for Lasting LifestylesSM to support their practice. We provide a resource center template that can be customized to fit the preferences for content and tools that the participating professionals want their client to use on Lasting LifestylesSM.

OUTCOMES MANAGEMENT SUPPORT

Lasting LifestylesSM supports outcome identification and tracking. Our Web platform and tools make it easy to set outcomes, collect outcomes data and track progress for individual patients or caseloads.



www.lastinglifestyles.net

Comprehensive *Support For Professionals*

to...

ASSESS

PLAN

AUTHORIZE

MONITOR

EDUCATE

COUNSEL

BENEFITS TO PROFESSIONALS:

- ▶ Enhances assessment, planning and monitoring;
- ▶ Leverages professional expertise;
- ▶ Improves communications with clients; and
- ▶ Supports use of outcomes and best practice guidelines.

DELIVERING TIMELY & RELEVANT CONTENT...

Lasting LifestylesSM is content rich and designed for frequent updating. Both national and local content are brought together in one comprehensive Web portal. We coordinate the acquisition of national content used across the community sites.

Creation of Local Content.

We work closely with community sponsors to create and integrate local content that results in a community "identity" for **Lasting LifestylesSM**.

Community oriented content can be focused and organized in ways that respond to the interests and circumstances of specific target populations. **Lasting LifestylesSM** is designed to make it easy for local agencies and professionals to provide local content in multiple formats including contributed articles, video or audio interviews, serving as an "Ask a Question" expert, facilitating a local discussion forum or moderating a chat room.

Our community sponsors determine the amount and frequency of local content along with the network of contributing organizations and professionals who support **Lasting LifestylesSM** locally.

Content Sharing and Collaboration.

We are able to make **Lasting LifestylesSM** rich in content, yet affordable, by encouraging multiple communities using **Lasting LifestylesSM** to share content and creativity.

► *L.S.. says...*

"The information is just wonderful! I read a lot about diabetes and bronchitis.

The health information that I find really makes a difference in my life.

The health information in the library is nothing like what you find on Lasting LifestylesSM. The website is so easy to use and bright looking.

Lasting LifestylesSM Productions.

Lasting LifestylesSM takes full advantage of the growing availability of broad-band connectivity to extensively use multi-media content as a centerpiece of **Lasting LifestylesSM**. Our **Lasting LifestylesSM Productions** affiliate produces an on-going video and audio interview series on topics related to chronic conditions, disabilities and wellness.

Each professionally-produced show is designed to showcase local experts, caregivers or consumers on key topics related to chronic illnesses or disabilities. Once produced, the interviews are packaged for use on both the Web portal and local public access television. This two-pronged approach to consumer education puts us in the vanguard in the use of Web/TV convergence to support health education and consumer self-care.



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PROVEN TECHNOLOGIES & RESULTS...

Robust Platform.

The **Lasting LifestylesSM** Web architecture is designed to flexibly accommodate small to very large installations at very affordable pricing. Our Web portal is built on the latest Microsoft .NET 2.0 framework and a 3-tier architecture. This robust architecture is the newest and most comprehensive development platform for Web portals today.

Comprehensive Multi-Media Capabilities.

As a Web portal, **Lasting LifestylesSM** is built for broadband access. Lasting Lifestyles integrates rich multi-media capabilities including:

- ▶ Streaming videos;
- ▶ Video conferencing and chats;
- ▶ Webcasting; and
- ▶ Distance learning functionality based on video content.

Integrated Telehealth Functionality.

Lasting LifestylesSM uses a modular model for telehealth that supports remote monitoring of key vital signs (blood pressure, weight, glucose, etc.) using separate devices that can be connected to a regular PC. Users install and use only the devices they need.

Lasting LifestylesSM communicates with vital signs monitoring devices and uploads vitals signs data and patient self-reporting data to **Lasting LifestylesSM**. This information can be used by consumers, informal caregivers, and community professionals. Professionals can monitor vital signs of numerous patients and be alerted to out-of-norm readings.

Security.

Lasting LifestylesSM is compliant with federal health data privacy and security requirements. All users are required to register. Consumer-specific information is protected using a variety of password, encryption and other security measures at our central hosting location.

Comprehensive Support.

Lasting LifestylesSM is easy to navigate and use. We support users through on-line helps, tutorials, and a help desk. We make it easy for community sponsors to set up and use **Lasting LifestylesSM**. Our step-by-step implementation guide, content management tools and marketing kit makes it easy to organize local content, recruit participating organizations and conduct community outreach and marketing.



PROVEN *Results*

Lasting LifestylesSM is a tested product. A two-year evaluation project funded by the Robert Wood Johnson Foundation showed positive results:

- 1 Improved client oversight/monitoring as evidenced by the adoption and use by participants of vitals signs monitoring devices (BP, glucose, and a scale).
 - 2 Enhanced client self-care knowledge as measured by testing of participants' level of knowledge about their conditions and related treatment standards.
 - 3 Reduced utilization of acute care and ER services as evidenced by comparative utilization before and after enrollment in the service.
 - 4 Enhanced patient/informal caregiver capacities to participate in decision-making about treatment/care.
- User input and insights further verify the value and benefits of **Lasting LifestylesSM** every day.



Lasting LifestylesSM was developed by VieBridge, Inc. a leading health technology company providing Web solutions to improve chronic care and disability services. Our health care specialists work with a wide range of local health delivery systems, community organizations and many federal and state agencies who fund or manage chronic/long term care programs.

Our technical staff bring to Lasting LifestylesSM widespread health IT industry experience as well as extensive experience with telehealth technologies in the provision of home care.

When developing Lasting LifestylesSM, we worked closely with community agencies and local health providers. And several major foundations provided financial support and assistance during development and testing of Lasting LifestylesSM including the Robert Wood Johnson Foundation, Verizon Foundation, Merck Foundation, REACH Foundation, and Gannett Foundation.

Lasting LifestylesSM is now being implemented in multiple communities with the support of both large public agencies as well as community organizations that provide services to consumers with chronic conditions.

To learn more about VieBridge, Inc.

go to: www.viebridge.com



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