



1UPSTREAM HEALTH

Team 8: Ayushi Batwara

The Need

- People in the US do not understand how to navigate their healthcare journey, as the road is inherently complex and they receive no instruction for how to do so.
- Low health literacy is a recognized challenge, which limits the development of skills and resources to maintain and manage health, navigate the healthcare system, and support family members in times of need.
 - Populations may experience this challenge disproportionately, as social determinants of health and systemic factors like access to education, socioeconomic status, food insecurity, and housing instability are more prevalent in minority populations
 - In fact, 80% of health status is attributed to social factors.
- Most individuals do not receive *timely* health education to build values, behaviors, knowledge, and attitudes in order to become resilient, empathetic “health citizens.”

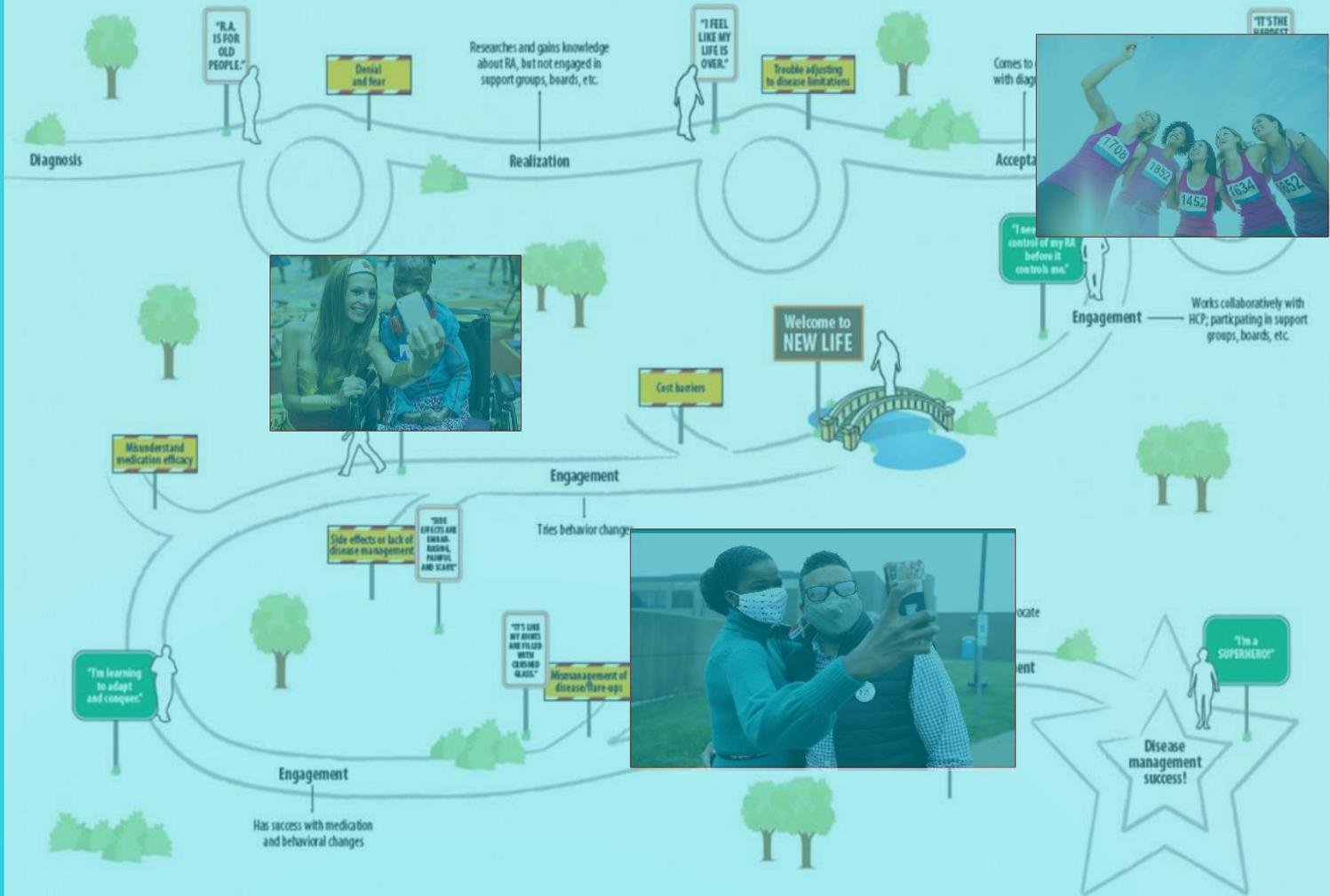
Solution Overview:

An interactive, evidence-based health education program that integrates into multiple platforms

1Upstream Health will use innovative behavior change methods (gaming/gamification) to educate, impart empathy, promote resilience, and activate young people to take ownership of their own health and healthcare.

License Modules to integration partners

Maria's Journey (She/Her)



Target Market and Benefits

- Initially: young adults (18–29)
 - 53.7 million young adults in the US (Census data)
 - 82% would engage in telehealth, given the option
 - **>44 million adults**
- Eventually: youth (<18) & older adults
- **1Upstream Health** will meet their needs through:
 - Interactive, engaging, and incentivized patient-centered learning about health and healthcare
 - Enhanced access to expert healthcare providers
 - Transparency about healthcare costs and system navigation
 - Connecting users by creating support networks across platforms
 - Creating empowered, connected, discerning “health citizens”



Success Looks Like...Short Term (<2 years)

- Number of patient users
- Number of expert healthcare providers prescribing the program
- Average time per use for various app features
- Retention rate over the first two years of use
- Likert scale ratings of program experience by patient users and willingness to recommend
- Number of geographic areas represented and accessing app features
- Extent of media coverage of program rollout and uptake





Success Looks Like...Medium Term (<5 years)

- Increased health literacy among users
- Improved health outcomes (Healthy People 2030 indicators)
- Communities and health systems build stronger responses to social needs in underserved areas
- Enhanced access to telehealth for underserved populations
- Reduced inappropriate healthcare utilization and decreased healthcare costs
- Adoption by large health systems
- Increased average disability-adjusted life years of certain geographical regions (particularly underserved communities)

Improved health outcomes as a measure of success will emerge over many years.



Stakeholder Incentivization Alignment

1 Upstream Health will benefit individual patient health as well as population health, specifically through:



- **Patients:**
 - **Individual:** knowledgeable healthcare consumer and personal advocate for preventative measures
 - **Population:** caregiver molding as young adults step into caregiver role



- **Payers:**
 - **Individual:** better risk share planning based on individual engagement
 - **Population:** diversified covered lives risk pool to supplement expensive aging care



- **Providers:**
 - **Individual:** better awareness of health literacy as social determinant of health to facilitate better patient consults
 - **Population:** better utilization of preventive services for capitated payments

Key Considerations

- Education is an equalizer that cuts across many social determinants.
- Youth gaining confidence in guiding their own journey has many long term advantages:
 - Understand common care pathways to become advocates for their own care and for family members
 - Ask the right questions of their providers to incorporate patient values into the decision-making process
 - Get support for their mental health, either by accessing providers through 1Upstream Health, talking with peers, or engaging with a mental health support app remotely
 - Incorporate their own spirituality into their care
 - Understand where to go for credible health information
- We recognize many health literacy issues can not be resolved with an instant fix.
- Success depends on acceptability and integration of this program by providers, systems, and payers.
- Significant tailoring may be needed to ensure that the innumerable permutations of health experience are “seen”; i.e., health states and individual attributes are vast.
- Health information may not be intuitively appealing, so motivating people to initiate engagement with their care and coverage will take significant effort at the outset.

Future Opportunities for Expansion & Value Creation

- Marketing to individual providers as well as systems to connect to patients across the country
- Collaborating with healthcare services in colleges and universities
- Establishing CPT codes to incentivize providers to prescribe and track utilization of this program
- Target outreach to federally qualified health centers (FQHCs), Medicaid Health Homes, public health organizations, and other outlets focused on patient communities experiencing health disparities
- Adapt program to reach patient populations with different needs and preferences
- Building into future healthcare legislation at the state and federal levels

Our Team

A diverse group
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Guiding Principles

- Marketing
- Alternative Payment Models
- Equity & Inclusion
- Redefining Value
- Social Influences
- Technology

Any Questions?
Thank You!