

# COPD: A \$49 Billion Healthcare Cost

Chronic Obstructive Pulmonary Disease (COPD) is the 3rd leading cause of death by chronic disease and the 5th most costly chronic condition in the U.S. Emergency department (ED) visits, hospitalizations, and readmissions drive ~65% of the \$49 B price tag.

Proactive, integrated, longitudinal care can improve self-management, which has been proven to reduce ~40% of hospitalizations and readmissions. Unfortunately, people living with COPD currently struggle to access to these services.

**This is where Wellinks comes in.**

## By the numbers

# 11%

Diagnosed prevalence of COPD in a Medicare population

# \$12K

Per member per year (PMPY) COPD-related direct cost for the top quartile of COPD patients

# 65%

Costs driven by ED visits, hospitalizations, and readmissions — many of these are avoidable with improved self-management

### Baseline \$12K PMPY COPD-related Direct Cost Breakdown

Inpatient | 58%

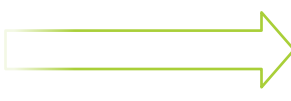
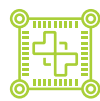
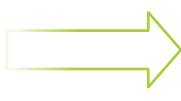
ED | 11%

Other\* | 31%

\* Other includes nursing, home health, ambulance, surgery, etc.

## Wellinks: Personalized COPD Self-Management Support

Wellinks is a virtual-first provider of personalized, comprehensive, and integrated COPD management.



### Identification

We work with our clients to identify the COPD population that would most benefit from Wellinks.

### Wellinks Risk Stratification

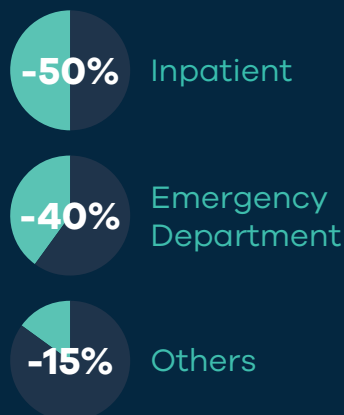
Our proprietary risk stratification allows us to personalize our program and connect members to a solution that works for them.

### Personalized COPD Management

Each member receives a personalized program of health coaching, pulmonary health, connected devices, and an easy-to-use app to support their COPD journey and connect members to a solution that works for them.

# Improved Outcomes, ~40% Reduced COPD Costs

Personalized COPD self-management support has been shown to reduce key COPD cost drivers.



## What You'll Save

With Wellinks, our partners can reduce COPD-related medical expense by up to 40%, which translates to total savings of

**\$4.3M** per 1000 Wellinks members.

This translates to a

**2-2.5X ROI**

Check out our enrollment toolkit and see how we increase member uptake rate.

## Our ROI Calculation Methodology

1. Baseline COPD spend was identified through an analysis of national Medicare Advantage bid data. We placed specific focus on the most severe patients - the top 25% of COPD utilizers who represent a significant portion of COPD costs and can benefit the most from Wellinks solution.
2. Wellinks' projected impacts for COPD-related ED visits, hospitalizations and other costs were estimated through an extensive literature analysis of virtual health coaching, pulmonary rehabilitation, and self-management solutions in COPD care.
3. With a comprehensive internal analysis of similar disease management solutions and initial Wellinks experience, we identified a Wellinks uptake rate and used this to calculate total COPD-related cost savings.
4. We then calculated a range of ROIs with different uptake rate and health plan cost assumptions. Interested in seeing the impact to your business? We will produce a tailored financial impact model within 48 hours. Just ask!

## Our Additional Benefits

### For your plan

In the US, indirect costs from COPD added up to \$20.4 B in spending each year. Taking these into consideration, Wellinks can help save your plan more than what is included in this report.



Reduction of excessive costs associated with comorbidities



Improvement of HEDIS and CAHPS scores (e.g., access to spirometry testing, behavioral health service, etc.)



Improvement of our members productivity and quality of life



Reduction of emotional and physical strain on family and caregivers

## Let's Reinvent COPD Together

For a tailored financial impact analysis for your plan, contact us today at:

[ask@wellinks.com](mailto:ask@wellinks.com)

