



Continuum Specialty Care Solutions

Driving better outcomes and value for specialists.

In today's healthcare marketplace, specialists are a vital part of the value-based care model. Since they help heal the nation's sickest patients, they have the ability to reduce cost while improving quality across the healthcare spectrum. Specialists face the same challenges as primary care providers when it comes to patient engagement and care management—but their ability to address those issues head on can drive great dividends.



A Continuum Health Company

Captify Health, a Continuum Health company, helps clients improve medical outcomes for specialty care providers. Based on years of experience serving gastrointestinal providers, Captify and Continuum are helping to change the way specialists engage in care delivery via:

- **Pre-op management and navigation:** Practice revenue, costs, and quality of care all depend on successful patient preparation for procedures. Captify supports pre-procedure patient management with patient education and compliance. We use responsive marketing techniques and robust patient analytics to help all patients complete successful appointments, boosting both clinical and financial performance.
- **Patient engagement and care coordination:** Our patient engagement and care coordination services use a variety of modalities to employ the right touch at the right time to maximize results, achieving better health outcomes without unnecessary or ineffective services. Additionally, our patient-centric procedure approval, prep and scheduling services enable providers to scale their practice resources more effectively and utilize staff more efficiently.
- **Bundled program management and specialty network development:** We combine our value-based analytics, network management, patient engagement and care coordination services to support providers, employers and health plan payers looking to establish digestive health bundled payment contracts or better manage care episodes for patients with chronic gastroenterological conditions by leveraging our best practices and expansive national digestive health network. In addition, our network management services include digestive health network assessments, credentialing development and contracting.

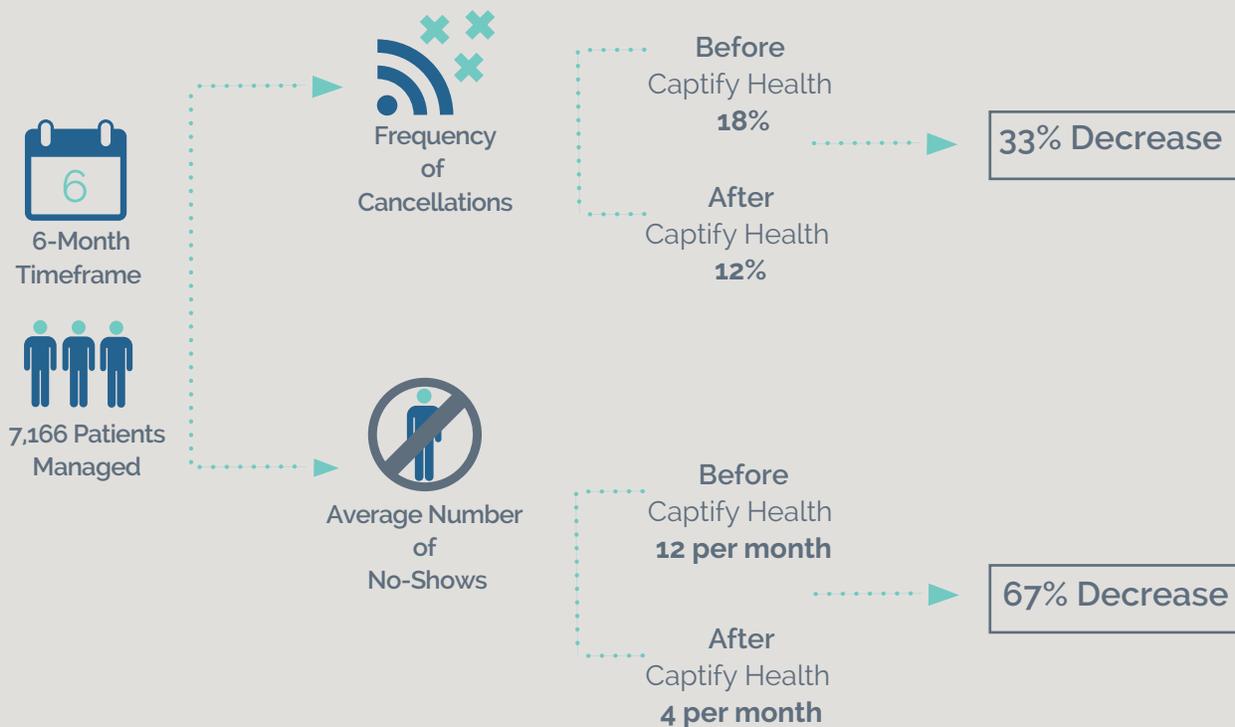
PROVEN CAPABILITIES

A broad range of healthcare's stakeholders benefit from the combined expertise and proven capabilities of Captify and Continuum including:

PRIMARY CARE PROVIDERS	GI SPECIALISTS	PAYERS, EMPLOYERS, BENEFIT MGRs, ACOs	PATIENTS
<ul style="list-style-type: none"> Align with top-performing GI network Reduced burden of patient education & engagement Concierge patient experience Data sharing & communication with GI practice & payer Incentives earned on quality & satisfaction measures (VBC incentive contract partner) 	<ul style="list-style-type: none"> Net increase in appropriate colonoscopy procedures Reduced burden of patient education & engagement Concierge patient experience Data sharing & communication Individual and practice level learning 	<ul style="list-style-type: none"> Improve population quality measures (HEDIS, STARS, HCAHPS) Transparency of provider quality Improved consumer experience Reduced network leakage Reduced cost-to-screen per eligible patient 	<ul style="list-style-type: none"> Concierge experience Tailored Education Screening compliance Convenience Lower/no out-of-pocket cost Integrated communication w/ PCP Improved experience & health outcomes for patients

Captify Health Case Study: Improving Procedure Efficiency

Most practices are initially motivated to let Captify Health take on their patient prep management chore because of our proven ability to improve practices' bottom lines, front-office efficiency, patient satisfaction and clinical outcomes.



Here's what the COO of this practice had to say about their partnership with Captify Health:

"We hired Captify Health to handle patient communication for two of our endoscopy centers where a total of about 2,100 colonoscopies are performed a month, and the change has been unbelievable. Fewer appointments are canceled, no-shows have been reduced by half, and we're saving on postage and administrative work."

