

# 360 Smarter Care<sup>®</sup>

## **Adherence and Compliance are Essential**

Adherence to prescription drugs hovers in the low 40% range and that excludes the 35% of prescriptions never filled due to cost or side effects. 80% adherence is required for most drugs to be effective.

A Care Plan is prescribed along with prescription drugs. Compliance with the Care Plan is even lower in the 38% range.

Smarter Care<sup>™</sup> empowers our users to take control of their health and incrementally improve their adherence and compliance to reach the 80% range where health improves.

# 360 Smarter Care

## Improved Health by Design

Everyone wants to be healthy, but lifestyles and personal habits get in the way. We all know we should skip fast foods, exercise, and eliminate stress to be healthier. There is a quantum difference in knowing what to do and what we actually do.

Smarter Care™ engages our users as individuals. With AI and Machine learning content is curated to each individual. Information specific to the user is delivered when they want it and in the format they prefer.

There is no need to reach the 5% or less of people who are already living the healthiest possible lifestyle. Smarter Care™ is for the 95% of people that with steady incremental improvements in their lifestyle will see significant health improvement. Smarter Care™ will take a 40% adherent individual to 80% of a period of 24 to 36 months.

Supporting our users with Preventative, Behavioral, Mental, and Chronic Condition actionable content empowers them to take control of their life and health.

## Preventative Healthcare

Smarter Care™ programs are clinically developed and validated to support our users based on age, gender, & lifestyle preferences.

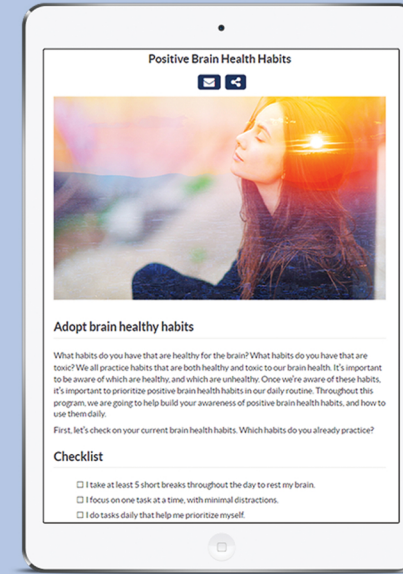
- Baby Wellness
- Cardiac
- Diabetes
- Hypertension
- Obesity
- Pregnancy
- Stress Management
- Wellness



## Behavioral and Mental Health Support

Smarter Care™ provides a wide range of modalities to support the behavioral and mental health of your most valuable asset, your employees.

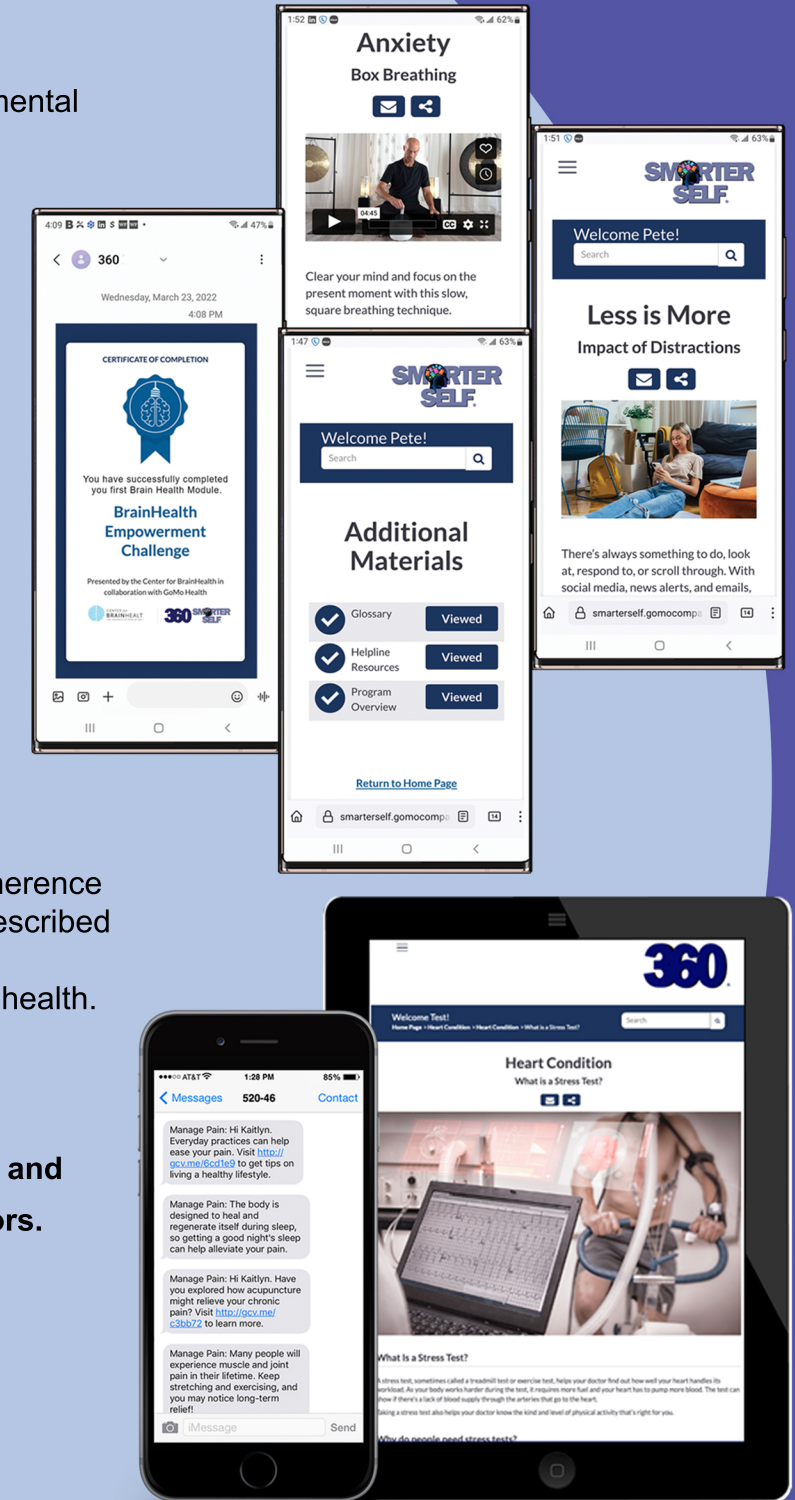
- Anxiety
- Behavioral Health
- Brain Health
- Coping Skills
- Goal Setting and Support
- Life Skills
- Mind Gym
- Mindfulness
- Peer-to-Peer Moderated Chat
- Smoking & Vaping Cessation
- Sleep
- Stress Management



## Chronic Disease Management

Nationally, patient adherence to prescription drugs is in the low 40% range. 80% adherence is required for the drugs to be effective. Prescription drugs come with a physician prescribed care plan. Compliance to care plans is lower than medication adherence. Behavioral incrementally helps users increase their adherence, compliance, and improves their health.

- Influence Technology: Activation through shared decision making.
- Anchoring Technology: Connecting a desired action to an everyday activity.
- Wonder & Wander Technology: Activation by increasing memory persistence and recall via mental and physical activities that stimulate necessary neuroreceptors.
- Reduction Technology: Activation through simplifying.
- Tailoring Technology: Activation through customization.
- Nurturing Technology: Guided persuasion.
- Environment of Need Technology: Intervening at the right time.
- Conditioning Technology: Reinforcing target behavior.



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## Learn More

For more information email us at [information@360SmarterCare.com](mailto:information@360SmarterCare.com), call (917) 983-0525, or visit [www.360SmarterCare.com](http://www.360SmarterCare.com)