



Your On Demand Medical Exam

CASE STUDY:

# Clalit Health System

Enhanced Telehealth Services. Increased Patient Utilization.  
A Case for Health System Adoption of the Tyto Care™ Device.



## Opportunity

Clalit, Israel's largest health system, sought to decrease pressures on its urgent care offerings and expand healthcare services outside of regular clinic hours by enhancing its existing telemedicine program. The health system looked to enhance its offering and differentiate itself as a leader in digital health with a telemedicine solution that would be easy to implement, could drive adoption and boost utilization amongst its 4.5 million members.

## Solution

After achieving positive results from a clinical study measuring the efficacy of the Tyto Care device against ER visits at Clalit's Schneider Pediatric Hospital and a subsequent 50 family pilot test, TytoHome™ was introduced to Clalit Health members - initially targeting families with young children. The program utilized multi-channel marketing, social media campaigns and testimonials to educate patients, encourage adoption and differentiate the health system as a leader in digital health.



**14**  
Hospitals

**1,400**  
Clinics

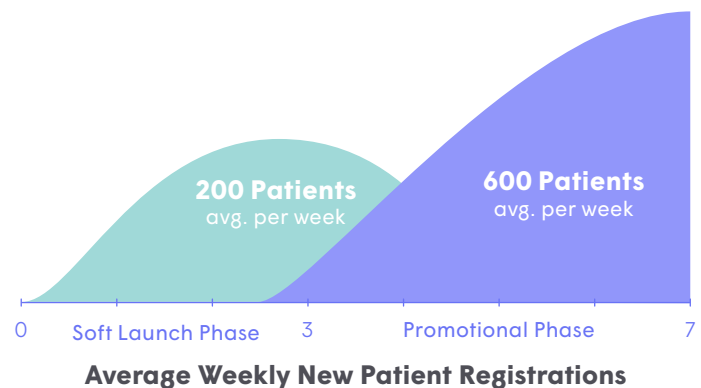
**11,000**  
Doctors

**4.5 M**  
Members

**25 M**  
Primary Care Visits

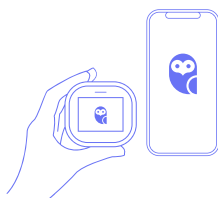
## Implementation

During the initial 7-month roll out, Clalit health system sold **5,000 TytoHome devices** to its members in an effort to improve usage of telehealth programs, minimize emergency room and clinic visits and improve access to care. After a soft launch phase, a promotional marketing campaign was launched - resulting in a combined **13,000 registered patients** over the course of the study.



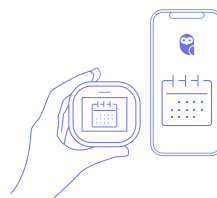
## Clalit Patient Journey with TytoHome

Growing patient utilization of telehealth services meant streamlining ease of use, from purchasing a device and profile activation to scheduling a visit and seeing a physician.



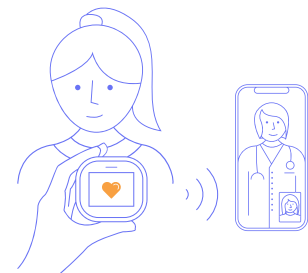
### Delivery and Activation

Patients purchased the device online from Clalit and, once received, downloaded the Tyto Care app, paired the device with their smart phone, and began training in Tyto Academy.



### Schedule Clinical Visit

Patients logged into the Tyto Care app, and submitted a request for an online live exam from either a family physician or pediatrician.



### Virtual Telehealth Exam

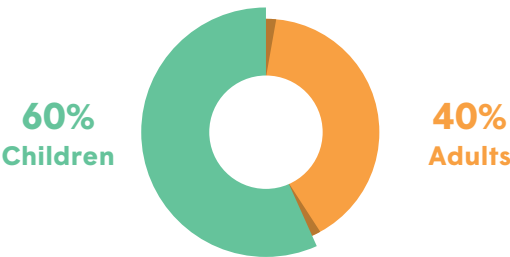
A Clalit physician performed a live exam using the TytoHome device - concluding with a diagnosis, treatment notes and any referrals or prescriptions.

# Utilization

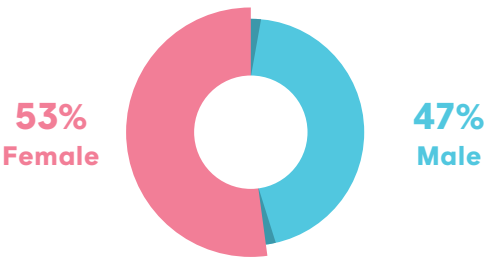
## Quality Care, From the Comfort of Home

One of the greatest impacts TytoHome devices had on Clalit’s telehealth system was seen among pediatric patient populations. Utilization rates amongst pediatric patients (<18) accounted for 80 percent of all patient visits - with children under the age of 5 (<5) representing 64 percent of all diagnosed patients. Pediatric patient populations have historically been super users of healthcare so encouraging adoption of Tyto Care is a great way to expand care and realize cost savings.

## Patients Registered with TytoHome



While the 13,000 registered patients using TytoHome spanned 0-99 years of age, children accounted for 60% all registrants.



Female participants accounted for 53% of all registered users for both children and adults. %

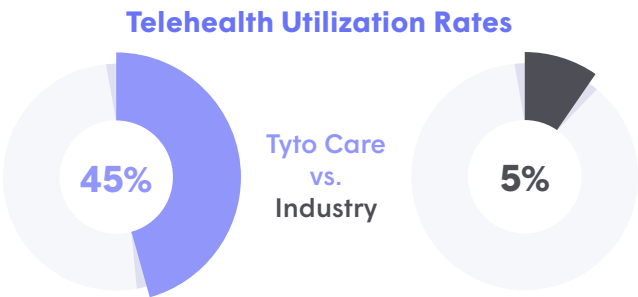
## Most Common Exams

The TytoHome kit allows for detailed health readings on critical areas of the body, such as the heart, lungs, ears, throat, abdomen, skin, heart rate and body temperature. Based on an analysis of the Clalit program, of the 6,268 exams conducted using the kit, the following exam types were used most by patients:



## Increased Telemedicine Utilization

By providing patients with an easy to use device to diagnose and manage their most common ailments, Tyto Care can increase utilization of telehealth services above standard industry rates to drive cost savings.



# Engagement

## Efficient Patient Exams

The TytoHome device helped patients schedule **6,268 visits**, with an average of **1.25 visits per household** (2.14 annualized) during the seven month roll out. In every case, the wait times and duration of visits were substantially lower than the amount of time it takes for the average patient to complete an outpatient care appointment.



**General practitioner visit  
with TytoHome**

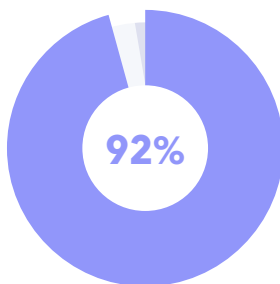


**Pediatric visit with  
TytoHome**



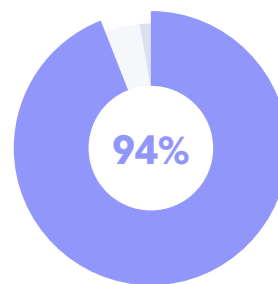
**Average outpatient  
visit in the US\***

## Tyto Care by the Numbers



### Successfully Completed Telehealth Visits

92% of patients successfully completed a telehealth visit with no technical issues and without the need for a subsequent in-person follow up visit.



### Telehealth Patient Satisfaction Rating

94% of patients were satisfied with the device quality, value of the medical exam and thoroughness of the attending physician.

## Physician Aligned Telemedicine

Of the Clalit physicians surveyed, a majority cited the TytoHome's intuitive user experience and real time access to patient clinical data as key drivers in their decision to use the device on a day to day basis. Many were very satisfied with the accuracy of the diagnostics and simplistic exam process - which helped contribute to a **visit duration of 5.5 minutes** on average.



\*<http://www.annfamned.org/content/10/5/396.full>

# Results

Following a successful testing phase and positive feedback from patients and medical professionals, Clalit is expanding the program to new patient populations and exploring new use cases to enhance access and improve member care.

In support of these efforts, a promotional program is being launched system-wide to encourage telehealth adoption and position Clalit as a leading innovator in digital health and telemedicine.

## Favorable Outcomes



**4.3 stars out of 5**  
Patient satisfaction



**4.7 stars out of 5**  
Would recommend to others



**4.6 stars out of 5**  
Device Quality

## Net Promoter Score



## What Patients Are Saying

- “Extraordinary! I requested a visit through the app and within minutes the physician answered. His instructions were clear and the device is fantastic. Saved me the drive to the Emergency clinic.”
- “I’m shocked. It’s simple, easy and convenient at home. It’s nice to see that the kid plays along in his own surroundings.”
- “It’s amazing that you don’t have to leave the house for an ear exam and you can get a prescription to treat the infection!”

For more information about Tyto Care Professional programs for Health Systems, please visit **tytocare.com**

Contact us at **866-971-8986**, or **sales@tytocare.com**



