



PREMIER PROVIDER NETWORK

2015

AN EXPERT INTERVIEW WITH

medi**KEEPER**



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MediKeeper, Inc.

ABOUT DEREK KREN

VP of Sales • MediKeeper, Inc.



Derek Kren is VP of Sales at MediKeeper, Inc., a leading provider of health and wellness portals. Prior to joining MediKeeper in 2013, Mr. Kren served as RVP and Vice President of Operations at Summit Health, Inc. and was instrumental in the company's growth from startup to one of the nation's largest providers of population health management services. A former Biomedical Sciences Corps officer with the U.S. Air Force, Mr. Kren holds undergraduate and graduate degrees in psychology and has extensive operational, business development, and sales experience in the healthcare industry.

ABOUT RYAN PICARELLA, MS, SPHR

President • WELCOA



As WELCOA's President, Ryan brings immense knowledge and insight from his career that spans over a decade in the health and wellness industry. He is a national speaker, health care consultant, and has designed and executed award winning wellness programs.

Ryan Picarella can be reached at rpicarella@welcoa.org.

In 2014 WELCOA talked with MediKeeper to learn about their simple, yet sophisticated health and wellness technology solutions. This year, WELCOA president Ryan Picarella sat down with MediKeeper again. In this Premier Provider Network Expert Interview, he and Derek Kren, VP of Sales at MediKeeper, discuss what's new at the technology company and how businesses both large and small can leverage MediKeeper's offerings to maximize their corporate wellness programs.



Q1 It's good to speak with MediKeeper again. Remind us about MediKeeper's products and services.

Derek Kren: Simply, we design modular and scalable wellness portals that can be fully customized to support any wellness program, regardless of size, complexity, or service providers. Our clientele includes employer groups and companies that brand and resell our platform, such as wellness companies, health plans, and benefits brokers. Our smallest client has approximately 100 registered users, while our largest supports nearly 1.7 million covered lives. We integrate proprietary tools, such as MediKeeper's health risk assessment (HRA), biometric screening results, and personal health records, with clients' health and wellness information and services. Registered users need only one password to access everything from digital coaching to insurance benefits to health education. The whole experience is seamless from the member perspective.

Q2 What's new since we last spoke?

DK: For 2015, we've made numerous enhancements to our user and administrative portals. For starters, our user portal comes bundled with a health risk assessment questionnaire, biometric screening results, health trackers with wearable device integrations, secure enterprise messaging, and more. New for this year, we've added a comprehensive health library, digital coaching services, and streaming educational content. We aim to give clients maximum flexibility. If a client doesn't need a particular set of MediKeeper tools, we'll integrate with an alternate application or service of their choosing.

New to our administrative portal are features that allow health and wellness directors to automatically identify and enroll groups of employees into coaching programs based on specific criteria, such as a health risk assessment or biometric screening

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results. For example, groups of employees that express interest in quitting smoking or losing weight can be sent system-generated communications and invitations to enroll in health coaching or educational classes. This “trigger” system can also be used to automatically push articles and content to members who meet pre-determined criteria, such as those at risk for developing diabetes. When used in conjunction with our HRA or health screening program, it allows administrators the ability to prevent, intervene, and reduce risk in real-time.

Perhaps saving the best for last, I think we're most pleased with our new Configuration Management Tool, or CMT for short. This module allows resellers of the MediKeeper platform to quickly and easily brand, customize, and deploy portals for their clients with minimal support from our engineers. Much more than a content manager, the CMT reduces time-to-market for customized platforms from months to literally days. If a wellness company, health plan, or consultant requires white-labeled portal solutions for their clients, this feature gets it done in the fastest, most cost-effective way possible. It's like having their own in-house team of engineers.

“We're a technology provider that **supports health and wellness programs with modular and scalable portals** that integrate all components into a one-stop-shop for users and administrators.”

Q3 Tell us more about MediKeeper's approach towards corporate wellness technology.

DK: I routinely tell clients that MediKeeper isn't a wellness company. We're a technology provider that supports health and wellness programs with modular and scalable portals that integrate all components into a one-stop-shop for users and administrators. Our approach towards corporate wellness is one of neutrality and we think that's a significant strength.

It's been our experience that employers generally take one of two approaches towards corporate wellness technology, each with advantages and disadvantages, depending on how mature their program is. The first I like to call a “program-based” approach, while the second might be considered “platform-based.”

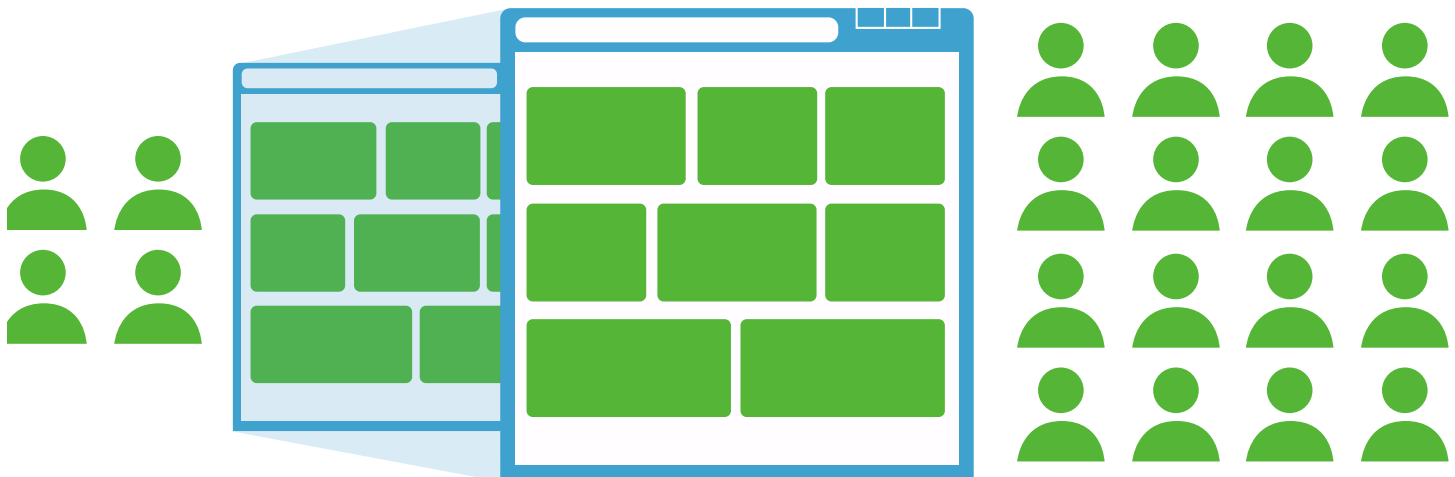


Taking a program-based approach, small employers—or those with new wellness programs—might choose to work with a single vendor that provides turnkey solutions, including an online platform that's packaged with clinical services, such as health coaching or preventive screenings. The advantage to this approach is, naturally, the ease of working with one vendor. In theory, all components should work well together. However, an employer runs into challenges when they require products or services not offered by their wellness vendor. Further, if the employer is dissatisfied with an element of the program, such as the health risk questionnaire or aggregate reporting functionality, they might be faced with choosing another vendor altogether. Unlike point solution providers, all-in-one vendors may have difficulty offering best-in-class products and services across all components of the wellness program continuum.

Q4 What are advantages of using an integrative platform for managing wellness components?

DK: When it comes to wellness portals, one size doesn't fit all. Online applications, incentive structures, clinical services, and reporting requirements differ significantly from client to client. Startup employee wellness programs have very different needs than well-established ones. The main advantage to using an integrative platform is the ability to customize and scale the portal to meet programmatic needs. An employer may not need the ability to integrate medical or pharmacy benefits in their program's early stages, but might down the road. Many MediKeeper clients implement our off-the-shelf product and add functionality as their programs grow. For example, one of our clients provides comprehensive medical exams to first responders. They began with a basic portal featuring our health risk assessment and over time added electronic medical record (EMR) and laboratory results integrations. Medical and pharmacy benefits are planned for later this year. They've planned a very feature-rich platform that's "future proof," so to speak.

“The main advantage to using an integrative platform is the **ability to customize and scale the portal to meet programmatic needs.**”



Q5 What's the primary disadvantage?

DK: Given that customization options are almost unlimited, the biggest disadvantage might be decision paralysis! That's why we encourage our clients to start small and grow the platform as their wellness program evolves. We're always happy to consult with our clients regarding technology strategy.

Q6 Speaking of future technology, what is next in the evolution of wellness platforms?

DK: Several things are on the horizon.

1. We're going to see a continued increase in wearable and wireless device integration. People can monitor their health status in real-time and that data needs to be aggregated, analyzed, and displayed in ways that are meaningful to the user. If I use multiple devices, such as wearable activity trackers and Wi-Fi or Bluetooth enabled blood pressure monitors or weight scales, I don't want to log into several different portals in order to access my information—I want a single login and one-stop-shop.
2. Emphasis in the digital marketing industry is on developing and maintaining one-to-one relationships between brands and their consumers. Similarly, the next step in the evolution of wellness portals will focus on delivering automated, relevant, and targeted communications from the health and wellness provider to the member. The tricky part of this is doing so in a manner that's meaningful, yet maintains HIPAA compliance. At MediKeeper we've done a nice job of building communications tools that enhance program/member relationships while protecting confidential health information.

“At MediKeeper we've done a nice job of building communications tools that **enhance program/member relationships while protecting confidential health information.**”



- Presently, companies use healthcare data collected from a myriad of sources for decision support purposes. Future health and wellness platforms will be required to consolidate siloed data—such as medical, dental, and pharmacy claims, biometric screening results, and self-reported HRA results—to help companies gain a 360-degree view of their employee population and improve wellness outcomes. MediKeeper's reporting module aggregates data from multiple sources, is updated in real-time, and is available online 24/7 to give administrators the most current snapshot of their member population. In contrast, a platform-based approach focuses on integrating multiple best-in-class providers onto one platform. We think this method has distinct advantages over working with a single all-in-one vendor.

“MediKeeper’s reporting module aggregates data from multiple sources, is updated in real-time, and is **available online 24/7 to give administrators the most current snapshot of their member population.**”

Q7 What do your clients have to say about MediKeeper?

“MediKeeper has been a crucial player in helping us decrease our reporting time from weeks to just a few days. Their customer service is incredible and they are always willing to listen to our needs. We look forward to a continued relationship with them.”

- LISA KRIEG, HEALTH PROMOTION COORDINATOR, WCORHA

“MediKeeper transformed how we engage with our members.”

- MIKE GERRISH, VICE PRESIDENT OF CORPORATE AND MARKETING COMMUNICATIONS, WELLMARK BLUE CROSS BLUE SHIELD

“MediKeeper’s platform allows us to quickly deploy custom wellness portals to our screening clients, giving us a strong competitive advantage.”

- PAUL ELSASS, NATIONAL BUSINESS DEVELOPMENT MANAGER, HEALTHY ACHIEVERS, INC.

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To learn more, check out medikeeper.com.



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