



MULTI-TOUCH STRATEGY FOR  
THE **3M** CONNECTED CAST

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(STRATEGY AND INITIAL PROTOTYPES WALKTHROUGH)

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# The Problem: The US is embracing value based care, **but**

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## **PATIENTS**

Patients lack confidence to reach out before issues become problems.



## **PROVIDERS**

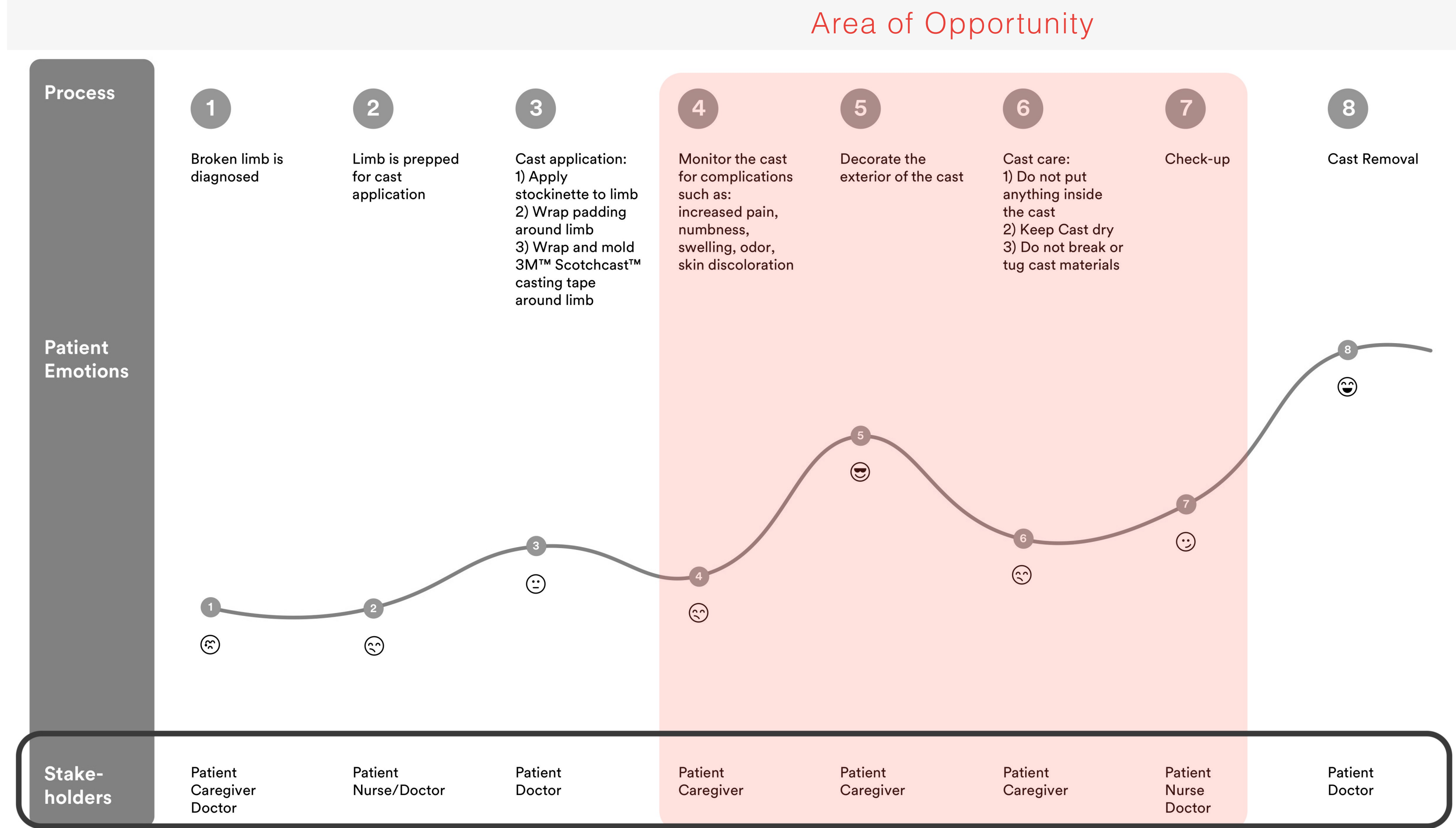
Providers lack time to monitor care compliance.



## **INSURERS**

Insurers lack quantitative visibility into patient well-being.

# Current: Patient Experience



Opportunity to Consider goals of Decision Makers (Providers and Insurers)



# Proposed Strategy

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3M becomes the confidence creator for the emerging value focused health ecosystem. **How?**

Extend 3M's ScotchCast capabilities with technology from 3M's skin-to-skin wearable division to create an app integrated smart cast.

This smart cast will align patients, providers and insurers around high quality medical service by quantifying hard to measure patient well being, and keeping the patient connected during the home healing process.



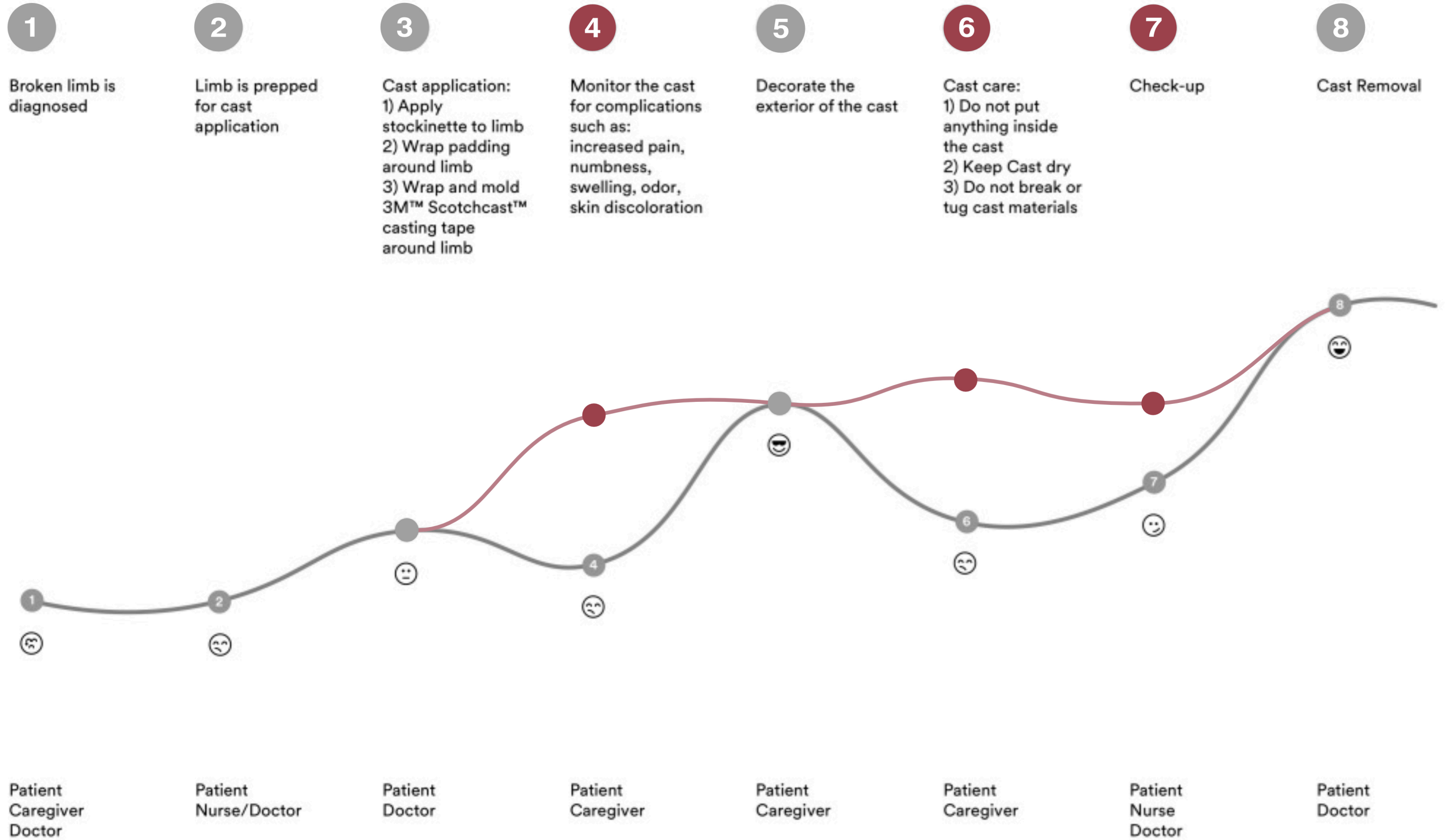


# Changed: Patient Experience

Process

Patient  
Emotions

Stake-  
holders



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# Touchpoint 1: Patient Experience



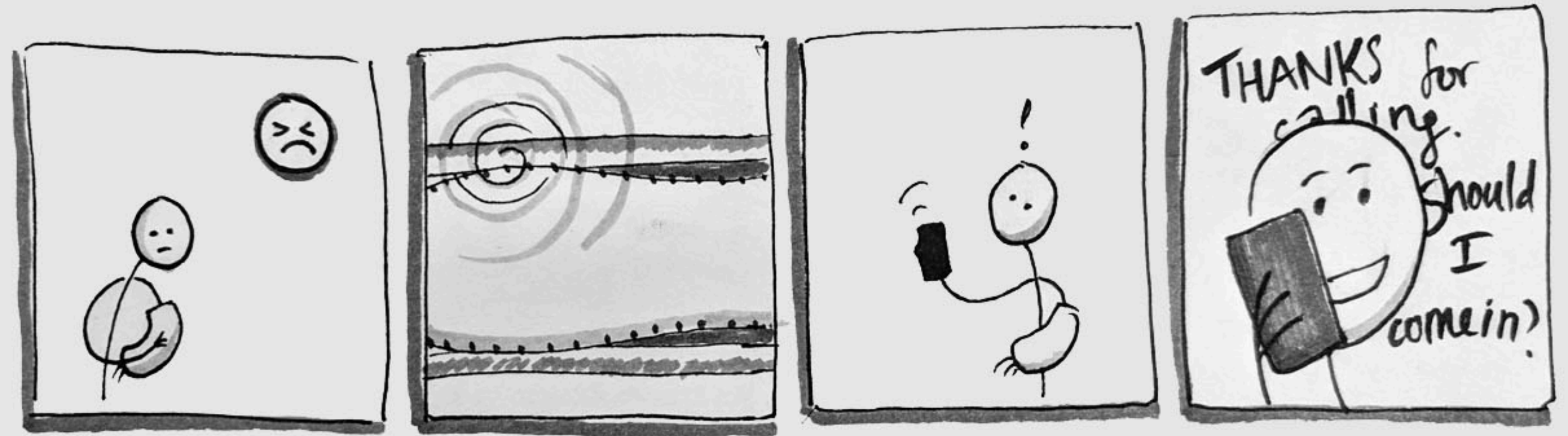
GOAL: CONFIDENCE AND CONNECTION

CONNECTED CAST: REGULARLY CHECKS IN, NUDGES THEM TO HOME CARE, AND ALLOWS THEM TO COMMUNICATE THEIR CURRENT CONDITION.



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# Touchpoint 2: Patient Experience



GOAL: REASSURANCE

CONNECTED CAST: SENSES WHEN COMFORT ISSUES BECOME MEDICAL PROBLEMS AND ALERTS PROVIDER.

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## Touchpoint 3: Patient Experience



GOAL: CONFIDENCE

CONNECTED CAST: SENSES ERRORS AND PROVIDES RELEVANT HOME CARE GUIDANCE.



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## Touchpoint 4: Provider Experience

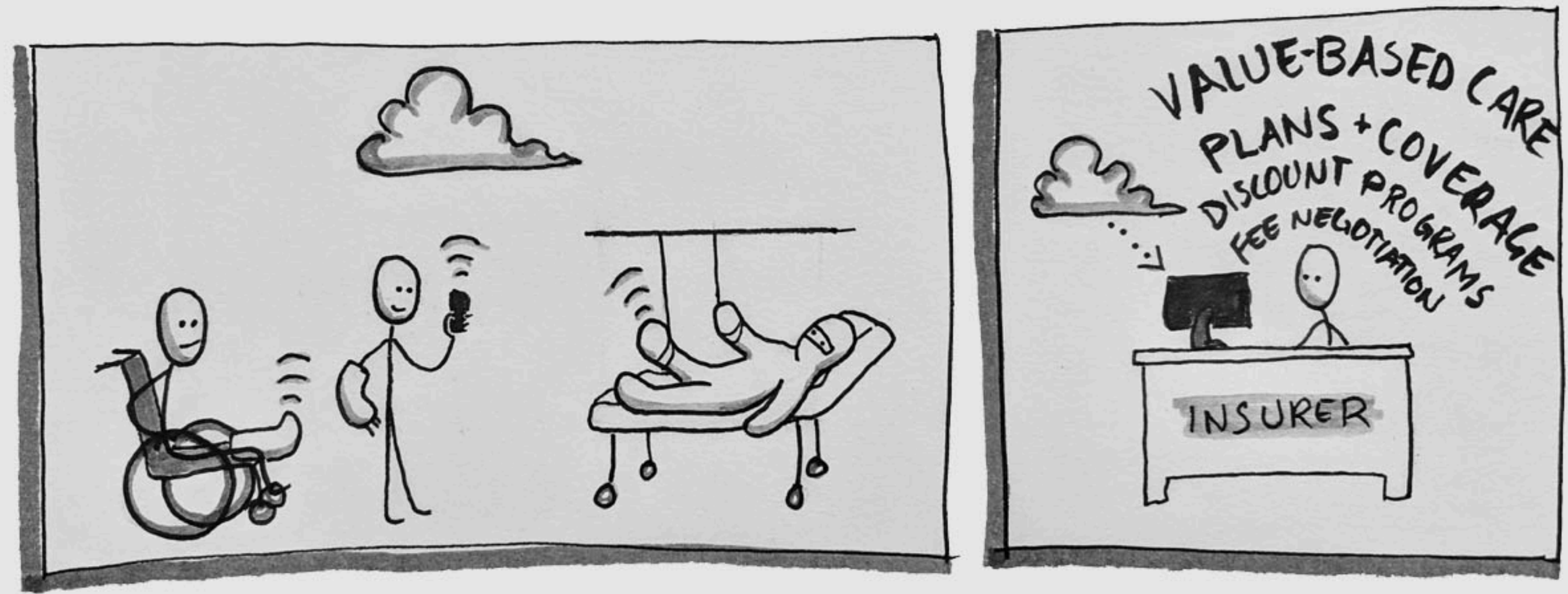


**GOAL: COMPLICATION REDUCTION AND PATIENT SATISFACTION**

**CONNECTED CAST: SENSES POTENTIAL ISSUES AND ALERTS HEALTH PROVIDERS EVEN WHEN THE PATIENT CANNOT SELF ADVOCATE.**

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## Touchpoint 5: Insurance Experience

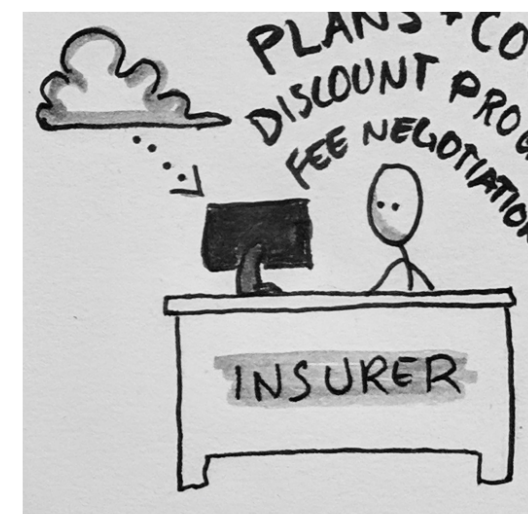
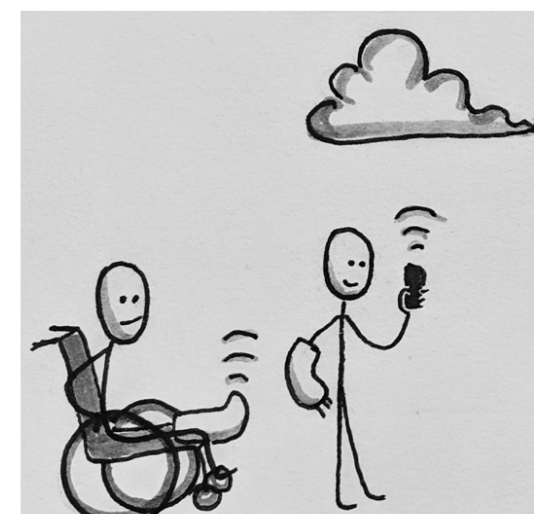
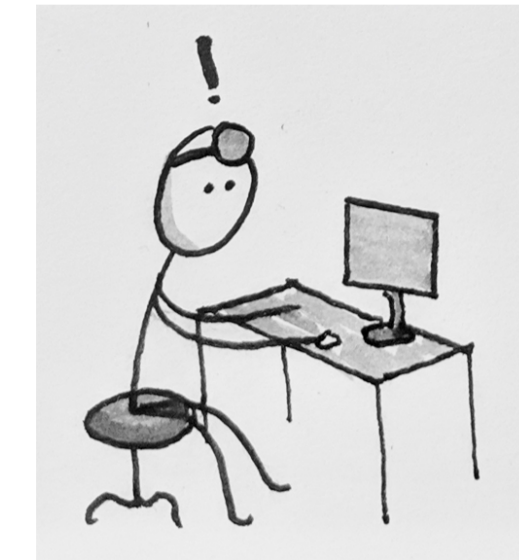
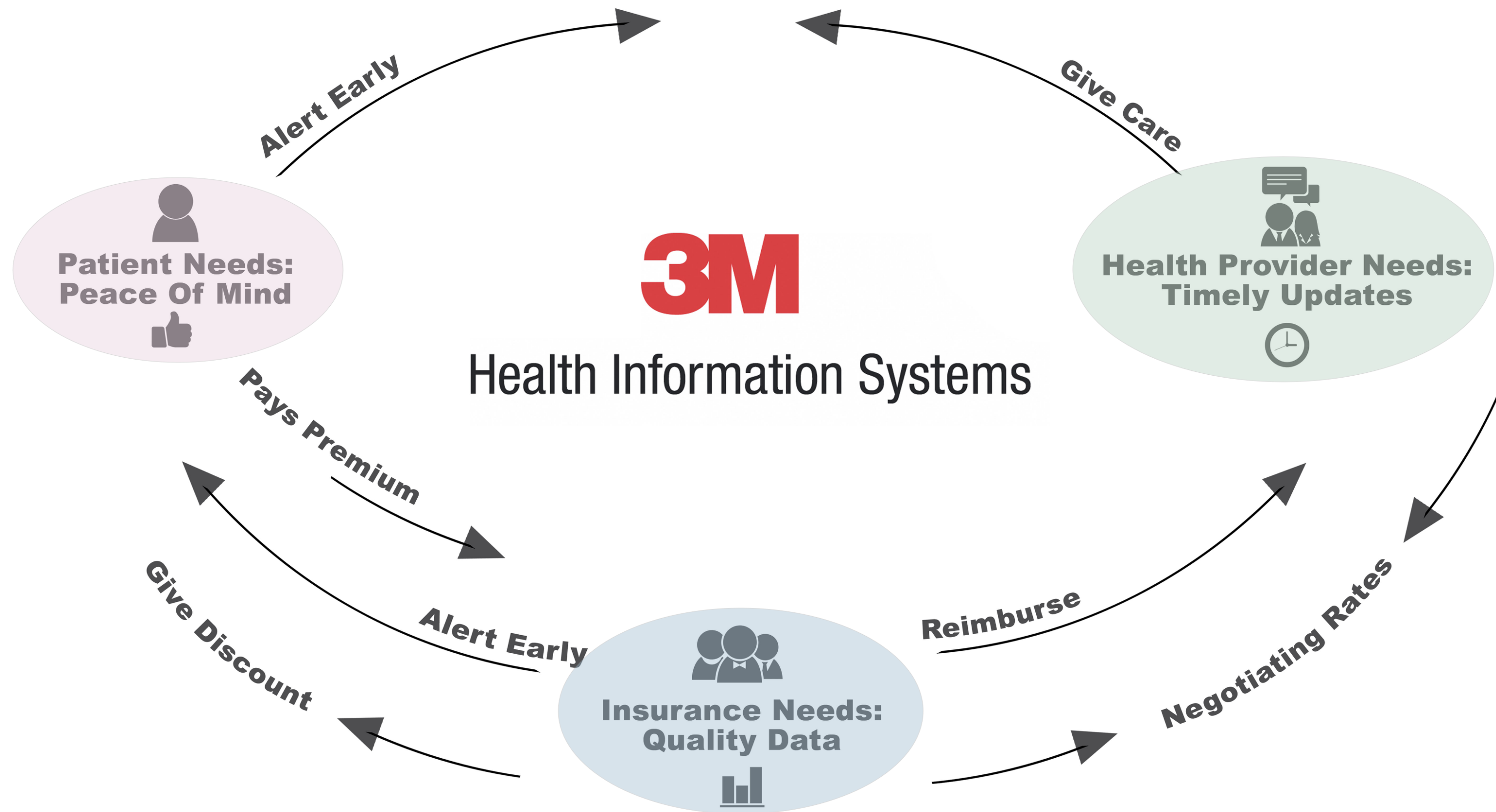
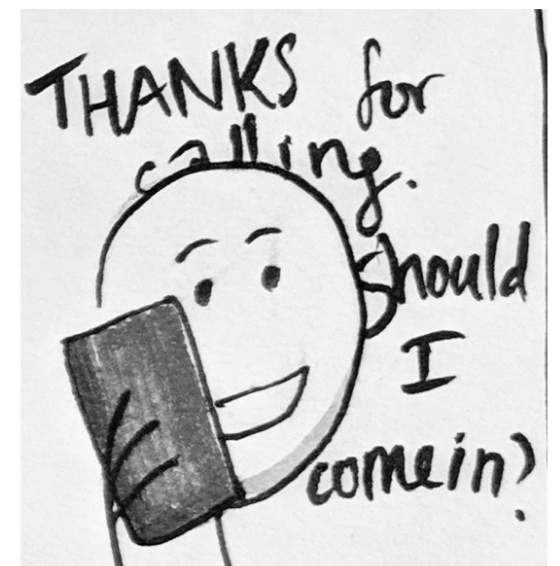
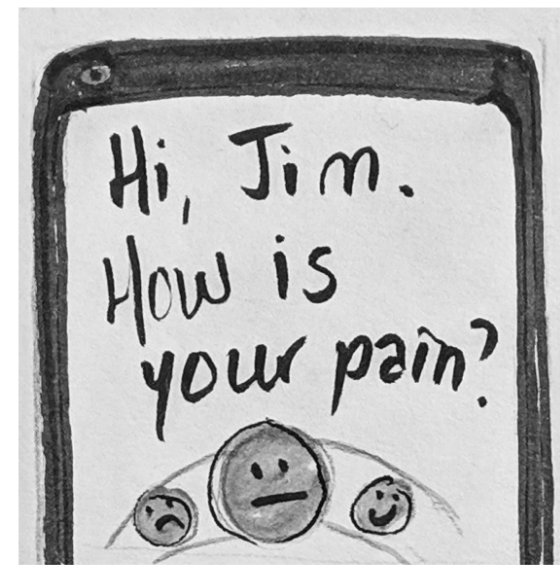


**GOAL: REDUCE COSTS AND INCREASE PATIENT SATISFACTION**

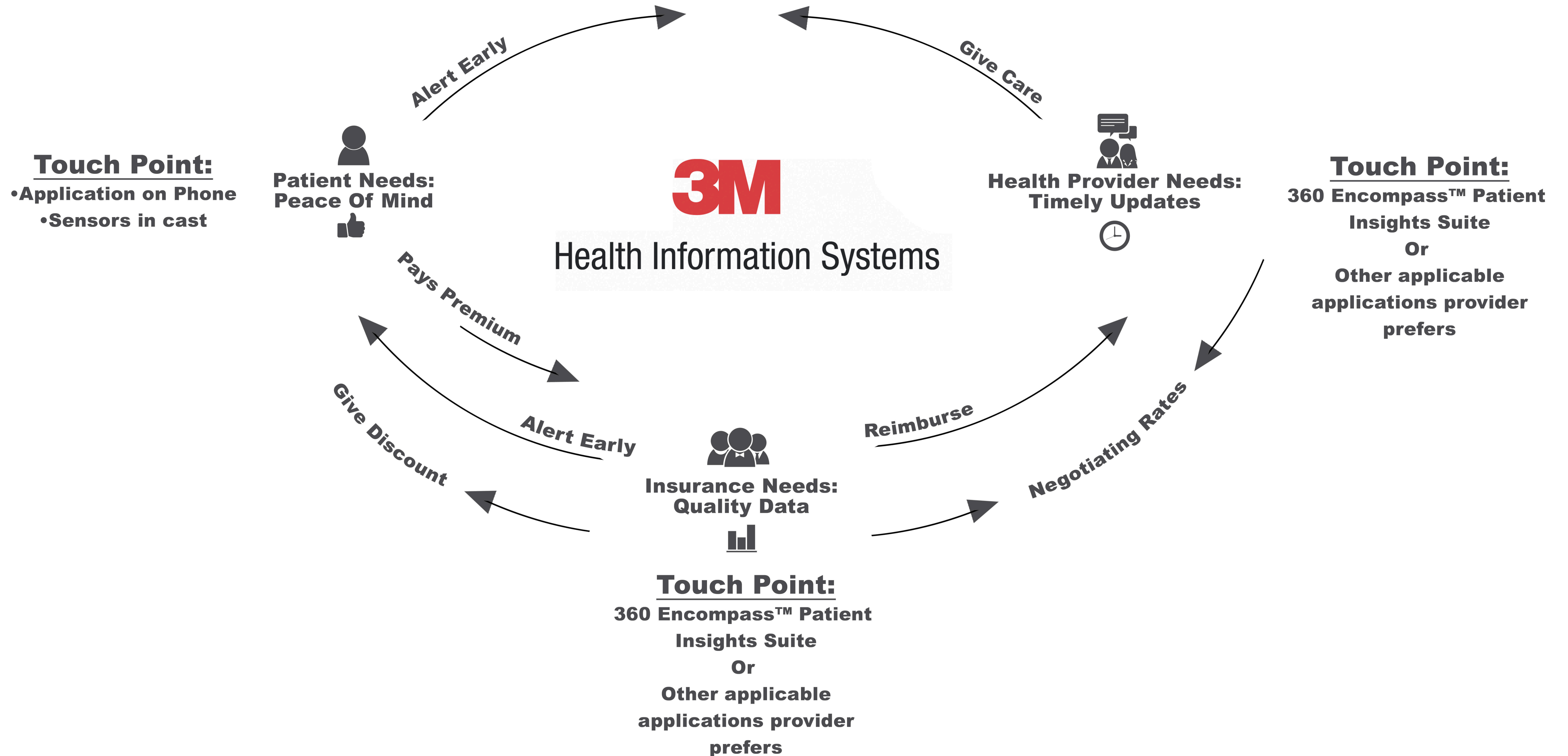
**CONNECTED CAST: CREATES UNIQUE DATA QUANTIFYING QUALITY OF CARE. THIS AGGREGATE DATA ALLOWS CONTRACT NEGOTIATION, REIMBURSEMENT AND COVERAGE PLANS GROUNDED IN PATIENT VALUE.**



# New Connected Experience



# New Connected Experience





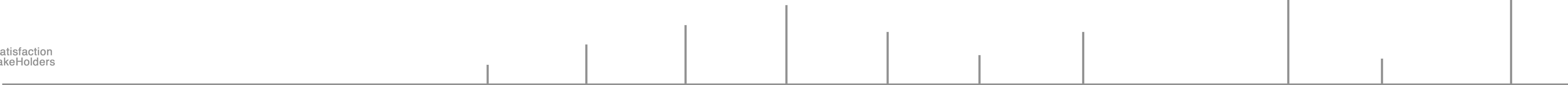
# APPENDIX:

## New User Journey from Perspectives of Patient, Provider, and Insurance



	Pre-Diagnosis			Treatment				Healing				Billing & Analytics			
	Insurance Market	Injury	Intake	Diagnosis	Prep	Application	Discharge	Maintenance	Visit	Checkup	Treatment	Removal	Processing Claim	Reimbursement	Negotiate
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Patients Experience	Patient pays premium OR Selects plan/uninsured	Patient injury	Go to doctor	Receive Diagnosis	Go through surgery	Receives cast treatment	•Downloads App •Receives cast instructions	Patient Monitoring: Swelling, Discoloration Odor, pain	Patient has itch; activates eScratch™	Patient cares for cast •Nothing inserted •Keep Dry •Decorates •Checks in on App	Going for checkup *Midway in Healing Process	Has doctor remove cast	patient pays bill to provider	patient is reimbursed	Premium Adjustment
Patients Goals						Wants: •Easy healing process •Feel Comfortable •Feel cared for	Wants: •Feel cared for •Feel knowledgeable		Patient wants: •To heal in comfort •itching a scratch otherwise not able to	Patient wants: •To be heard •Be responded to • Have questions answered			Patient wants: •Be reimbursed faster	Patient wants: •Affordable insurance •Be rewarded for responsibility	
Insurance	Insurance analytics/rates						Receive Data Receive Claim	Receive Data		Receive Data	Receive Claim	Receive Claim	processing claim	Send EOB to pt reimburse provider	Renegotiates Rates
Insurance Goals	Insurance wants: • Minimize risk • Cost  Incentive value based care						Insurance wants: verify quality of care by receiving quality data	Insurance wants: verify quality of care by receiving quality data	Insurance wants: Insure patient doesn't increase cost in treatment				Insurance wants: •Pay less if patient does not comply		Insurance wants: •Pay less if provider provides low quality services
Healthcare Provider			Check Insurance	Image or Diagnose	Prep Limb/ Setting/ Surgery	•Apply sensor array •Apply stocinette •Apply scotchcast •Activate/calibrate	Go through features/ operations educated & discharge patient in cast care	Receiving alerts when a measure crosses threshold		Receives alert	Access appearance looks at data and imaging	Remove & dispose of cast and sensors	Sends bill to provider	Provider is reimbursed	•Insurance company analyzes data •Renegotiates rates
Healthcare Provider Goals					Provider wants: •Limit followups & Complications •Compliance		Provider wants: • Limit followups & Complications • Alerts	Provider wants: • Limit followups & complications • Learning information without having a visit	Provider wants: • Compliance from patient		Provider wants: • Be proactive in limiting further followups				Provider wants: • Accurate information to limit false positives

Projected Satisfaction From All StakeHolders



# THANK YOU

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THE TEAM WOULD LIKE TO THANK 3M FOR THE  
OPPORTUNITY TO WORK ON THIS PROJECT.

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