

Microsoft Cloud for Healthcare

Enhance patient engagement



Empower health team collaboration



Enhance clinician experiences



Improve clinical and operational insights



Built on a foundation of trust



Life365
Virtual Care Platform

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FOR IMMEDIATE RELEASE

Life365 Partners with Microsoft Cloud for Healthcare to Empower Providers and Payors to Transition Care to Low-Cost Settings – @Home

Scottsdale, AZ, March 22, 2022 – Life365, a Microsoft Partner and leading Virtual Care and Remote Patient Monitoring (RPM) platform, announced today the integration into Microsoft Cloud for Healthcare, empowering Providers and Payors to connect and scale to larger patient populations in low-cost settings, typically at home.

With the transition to new Consumer-Directed and Value-Based Models of care, there is a need for healthcare enterprises to scale to a larger population of patients outside the traditional point of care in a connected and cost-effective manner, such as Hospital@Home. Traditional Remote Patient Monitoring (RPM) solutions today are used in a more reactive way, targeting high utilizers of healthcare resources after a patient starts spending healthcare dollars, because of equipment and distribution costs, as well as lack of integration and engagement. Healthcare enterprises find it incredibly difficult to extend their traditional care delivery into the home with these single-point “siloed / closed loop” solutions. Life365, along with Microsoft Cloud for Healthcare, removes these “Friction Points,” allowing healthcare enterprises to scale to larger populations seamlessly and cost-effectively in a more pro-active manner, heading off high utilization of healthcare resources and their associated costs.

“The key to managing a large population of patients remotely is personalization, engagement and the extraction of actionable data in a cost-effective manner to feed analytic systems, which in turn provide “insights” and indication to which patients can be triaged and provided Just-in-time care,” said Kent Dicks, CEO of Life365. “By providing a comprehensive, seamless platform into the consumer’s Digital Front Door connected to the healthcare enterprise, new models of care can emerge economically outside the traditional point of care – at home,” said Dicks.

“Microsoft Cloud for Healthcare provides healthcare specific capabilities within the Microsoft Cloud that help deliver better experiences, better insights, and ultimately, better care,” said Randy Nale, U.S. Healthcare Solutions Leader at Microsoft. “While the solution’s capabilities include features targeted at interoperability, healthcare data management (including device produced data), and the Internet of Medical Things (IoMT), Life365 Virtual Care Platform connects those capabilities with hundreds of disparate devices and solutions thru a unified channel into Microsoft Cloud for Healthcare. In effect, Life365 is the last mile between the platform and the patient.”

Life365’s Virtual Care Platform integrates to over 400+ OEM medical devices, in a variety of ways (apps, cellular embedded, IoMT hubs, smart devices, smart TVs, voice assist, wearables and more) intended for home, plus a variety of disparate professional services and solutions, including kitting and distribution, that can be bundled together to provide personalized solutions to maximize engagement, adherence and ROI.

About Life365
The **Life365 Virtual Care platform** integrates health systems with healthcare solution/service providers and logistics companies to deliver a one-stop, integrated platform for engaging a growing patient population at home – and beyond. The platform enables health professionals to remotely manage patients with a variety of disease states and offers consumer apps for self-managing their health and wellness. Life365 is headed by an experienced, industry recognized team and has been a Microsoft Partner with its previous company creating and integrating one of the first IoMT solutions for Healthcare / Microsoft Health Vault. Life365 is the **major patient holder of the next generation of Wearables Sensors and Patches** driven by Machine Learning / AI, driving the next generation of Remote Patient Monitoring to scale. Life365 is a recipient of the 2021 Edison Award for its service with COVID-19 and recently named to the AHA 2022 Top 50 Remote Monitoring companies.

Life365 + PE Systems + Microsoft

We know we need to move outside the 4 walls of the Hospital to a lower cost setting – the Home, for a variety of reasons. We don’t want to deal with hundreds of solutions and services and have to take each one through a lengthy on-boarding process. We prefer to deal with one connected platform and have that platform coordinate the vendors and make the connection from our clinical backend to home – and that’s Life365.



– Dr. Zsolt Kulcsar, MD
Physician Lead Telehealth
White Plains Hospital

Implement a virtual first approach

Enable clients to extend their care models to home



Connect with patients at home

Manage larger patient populations efficiently and economically using tech-enabled services to proactively identify outliers.



Empower care with virtual health

Identify potential additional revenue opportunities via CPT Codes, reduce costs with value-based care, and utilize care innovations to increase quality scores.



Address staffing shortages and expenses

Leverage tech-enabled solutions to help remove variance and redundancies to reduce clinical burden withing hospital staff.

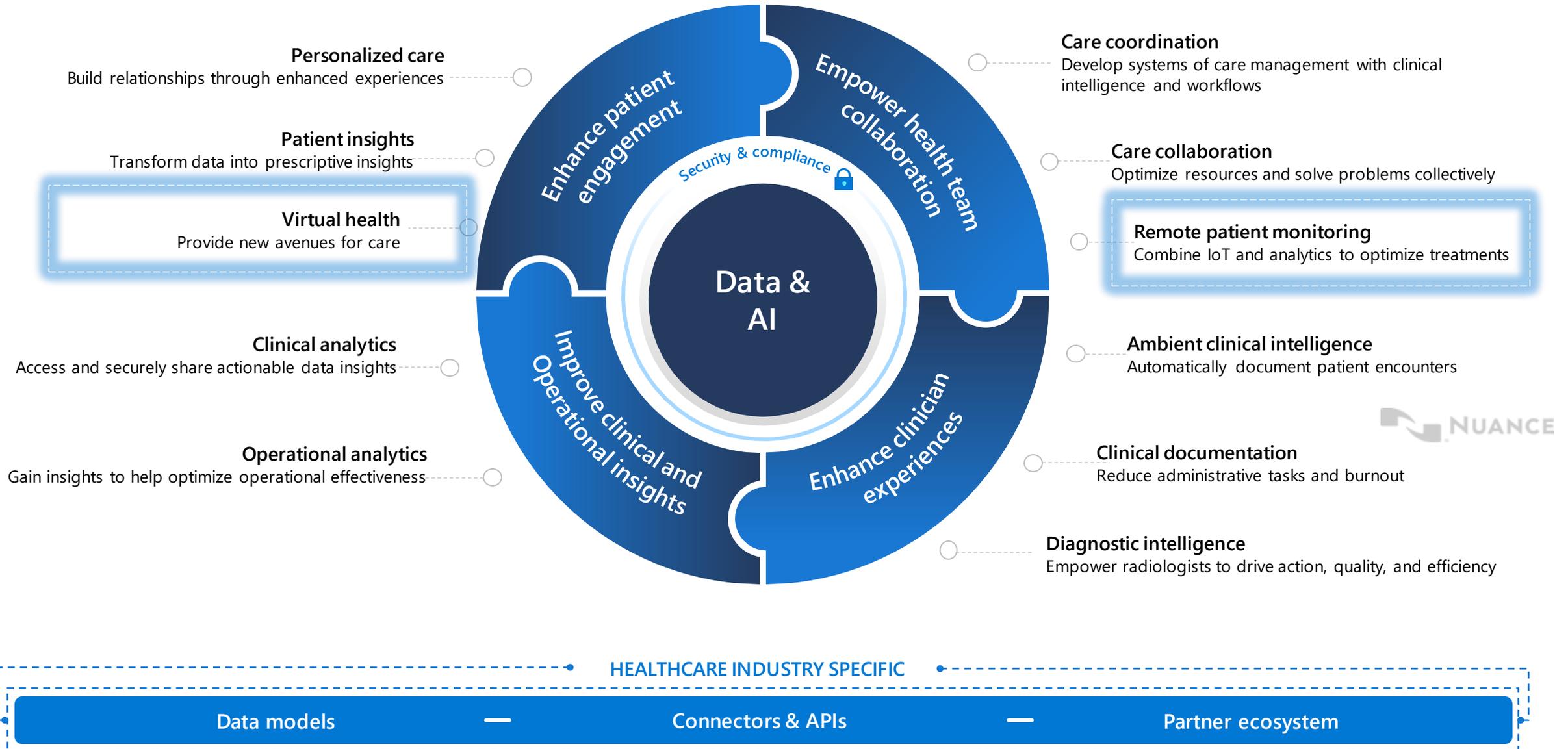


A virtual, digital first approach helps connect providers and patients remotely

- Changes for reimbursement in at-risk programs require more proactive treatment that can be handled outside the point of care
- Recently implemented CPT codes for remote patient monitoring, RTM, and CCM bring untapped opportunity for additional revenue
- Current staffing shortages have created a high demand to support and augment the limited clinical resources that *are* available

Microsoft Cloud for Healthcare

Better experiences. Better insights. Better care.



Re-engage patients and expediate revenue recovery

Optimize under-utilized reimbursable services for virtual health and remote patient monitoring

The economic recession, delayed procedures, and spikes in positive cases continue to challenge revenue recovery despite the national “re-opening.” Virtual health and remote services will only grow with expanding health technologies, improving access to care, and augmenting strained resources.

7.9%

reduction in operating margin on average since the start of the year¹

Up to 12 months

are projected before stable pre-COVID-19 volumes return (not including uneven backlog reduction)²

30M users

of remote patient monitoring services and tools expected to reach U.S. patients by 2024

81%

of patients report being unsatisfied with their current healthcare experience³

Over 90% patient satisfaction

reported increase in patient satisfaction rate when equipped with remote patient monitoring equipment and tablets





WPH deploys Life365 Virtual Health and remote patient monitoring solutions to connect with patients at home to gain "early insights" in order to intervene and avoid a potential admissions and readmission into the ER and hospital.



[Watch our video: Microsoft + Life365 Customer Stories](#)



Capture revenue, enable targeted engagement and personalized user experiences, and support quality and clinical outcomes and higher patient satisfaction



Analyze

Decision support, solution alignment



Connect

Personalize patient outreach through their preferred digital channels with integrated solutions



Monitor

Review data and identify trends to support care planning, and engage



Identify

Workflow enhancement opportunities with appropriate intervention as needed

Featured Microsoft Partners

LifeConnect™

Life365®

avixena

4 ways the Microsoft Cloud for Healthcare enables better experiences, better insights, and better care



Analyze



Connect



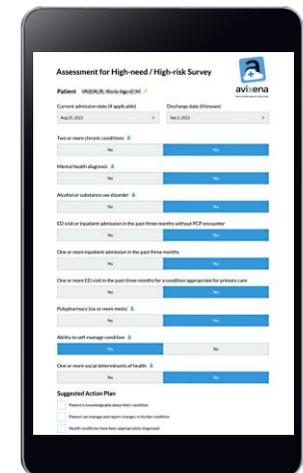
Monitor



Identify

...with targeted insights to help connect outside the point of care

- Identify individuals who are high and medium- at risk for readmission or preventable complications, assess chronic care populations that can benefit from earlier treatment / intervention, engage pre-chronic and early-stage chronic individuals with proactive health management to avoid more costly care utilization.
- Identify the types of data required to implement the remote patient monitoring program objectives, and align to software, hardware, services available and best suited to patient / population needs, and budgetary requirements.
- Prioritize outreach based on factors that impact capacity, acuity, and profitability, including geography, logistics, technical quotient, care gaps, open work orders, unscheduled appointments, and more.



4 ways the Microsoft Cloud for Healthcare enables better experiences, better insights, and better care



Analyze



Connect



Monitor



Identify

...with the most solution options to connect outside the point of care

- Provide a more robust virtual first patient experience through the digital front door.
- Choose connected medical devices that best meet program requirements and patient population needs (the Life365 Platform has hundreds of devices already integrated).
- Choose a connectivity solution: curated kits with pre-configured smart devices with customized software and optional connectivity plans, patients can use their own smart devices with Life365 Apps, cellular IoT hubs, and cellular-enabled medical devices.



4 ways the Microsoft Cloud for Healthcare enables better experiences, better insights, and better care



Analyze



Connect



Monitor



Identify

...with richer data supplied to physicians in real time via remote patient monitoring

- A continuous communication loop supplies data that is more timely, actionable, interpretable and non-intrusive.
- Gain insights to patient health status between clinical engagement and enable better data-driven discussions.
- Supply richer data for predictive analytics to help track early management of conditions and reduce complications.



4 ways the Microsoft Cloud for Healthcare enables better experiences, better insights, and better care



Analyze



Connect



Monitor



Identify

...with "more "eyes" on the patient – identifying outliers for prioritization

- Establish threshold parameters for vitals and receive notifications for breached thresholds when vital sign readings or other data are out of range to enable efficient prioritization and faster responses.
- Data can be addressed by clinic resources and with faster adjustment in treatment plans (e: adjusting therapy prescription, medication change, counseling, in-office exams, etc.) – and may impact positive health outcomes.



Effective patient outreach is key to delivering personalized, convenient, and relevant experiences



Optimize and personalize patient engagement



Enable loyalty through stronger patient relations



Deliver convenient access to care



Manage risks to patients and the institution

Better connected = higher compliance • timely data = early insights • earlier intervention = better outcomes

Click through story / patient journey

Disclaimer: The healthcare organizations, domain names, e-mail addresses, logos, people, places, and events depicted in the following demonstration are fictitious. No association with any real healthcare organization, domain name, e-mail address, logo, person, places, or events is intended or should be inferred.

Story overview

Persona	Action	Talk track notes (not a comprehensive script)
Care Team Lead (Ana Bowman)	Responsible for monitoring patients at home, like Clare, and reacting to incoming data and alerts. Communication with Clare's Primary Care Physician (PCP) on a regular basis.	<p>Using demographic, geographic, as well as clinical (EMR) data, identify the patients who are risk for readmission, post-discharge, from Congestive Heart Failure (CHF).</p> <p>An order is placed with Life365 to prepare and ship a CHF Kit to Clare's home to connect with the Care Team remotely.</p> <p>Ana (Care Team) notices when thresholds are reached and alerts in the Life365 portals. If a threshold is breached, then Ana will contact the patient to try and stabilize Clare before contact her physician.</p> <p>Ana coordinates care with Clare's physician only when Clare is outside the parameters established in advance with the Care Team.</p>
Patient or Consumer (Clare)	Congestive Heart Failure (CHF) patient needs to monitor their health at home	After receiving a connected Remote Patient Monitoring kit, Clare will take her vital sign readings (weight, blood pressure, pulse oximeter, etc), as well as answer survey questions and video Telehealth visits with Ana (Care Team).

Clare Casey

62 years old.

Contoso patient.



Clare is a Congestive Heart Failure (CHF) patient with a history of readmissions back into the ER / Hospital

Contoso Care Team



Ana Bowman
Care Team Lead

Analyze

Ana uses Dynamics Segmentation to segment patients by risk groups according to age, medical history, and gaps in coverage. Ana creates a cohort of patients to identify individuals with CHF and readmission history



Clare receives the connected Remote Patient Monitoring CHF Kit, setting it up in her home



Monitor

Ana sets thresholds and alerts in Microsoft Cloud for Healthcare and Life365 portals



Claire takes her vital sign readings (weight, blood pressure, pulse oximeter, etc.) as well as answer any survey questions and video Telehealth visits with Ana (Care Team)



If a threshold is breached, then Ana will contact Clare to try and stabilize before contacting her physician



Clare visits with her Physician with changes made based on Ana's suggestions



Connect

Ana creates an order with Life365 to prepare and ship a CHF Kit to Clare's home to connect with the Care Team remotely

Identify



Ana Bowman
Care Team Lead

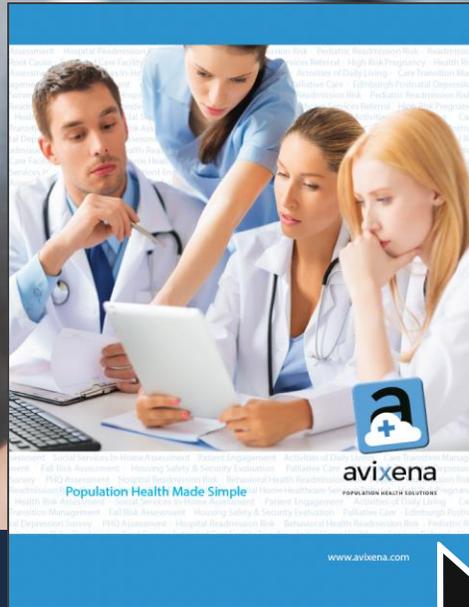
1

Analyze

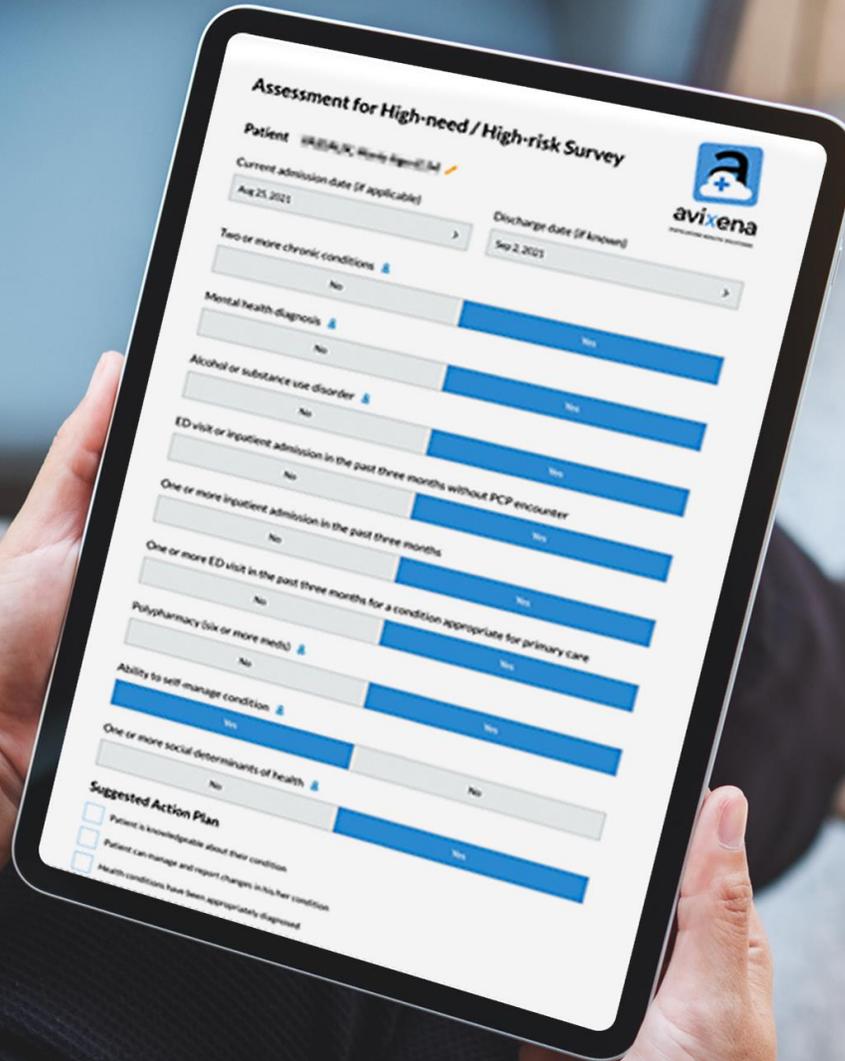
Ana creates a cohort of patients to identify individuals with CHF and readmission history.

Ana uses **Dynamics Segmentation** to segment patients by risk groups according to age, medical history, and gaps in coverage.

Ana uses Avixena Population Health Management Software to target remote patient monitoring program participants and fine-tune solutions.



Avixena Brochure



Assess population and align solutions



Ana Bowman
Care Team Lead

2

Connect

Ana creates an order with Life365 to prepare and ship a CHF kit to Claire's home.

Claire will be able to connect with her Care team remotely – with telehealth consults between in-office visits and providing them biometric health data and other information.



Personalized, curated remote patient monitoring kits



Clare
Patient

3

Connect

Clare receives the connected Remote Patient Monitoring (RPM) Kit for CHF... setting up, installed in her home.



Vital sign information and more

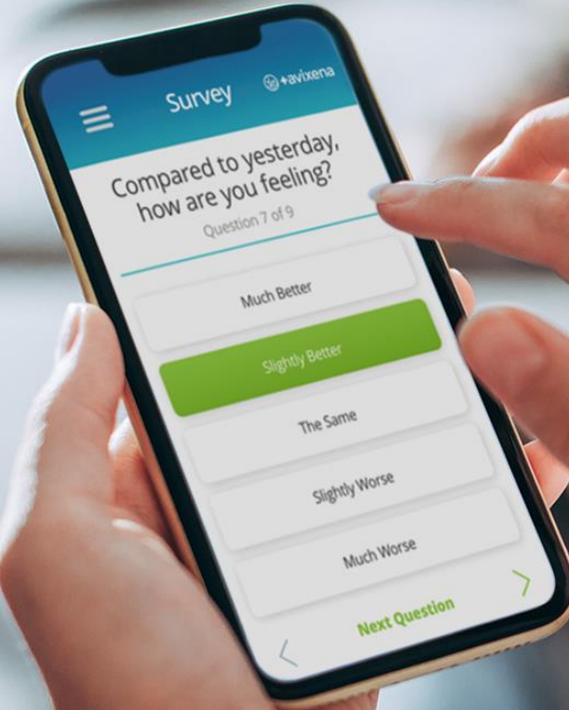


Clare
Patient

4

Monitor

Clare takes her **vital sign readings** (weight, blood pressure, pulse oximeter, etc.) – as well as answer **survey questions** regarding her **health status**, and schedules **video telehealth visits** with Ana and other Care Team members, as needed.



Vital sign information and more



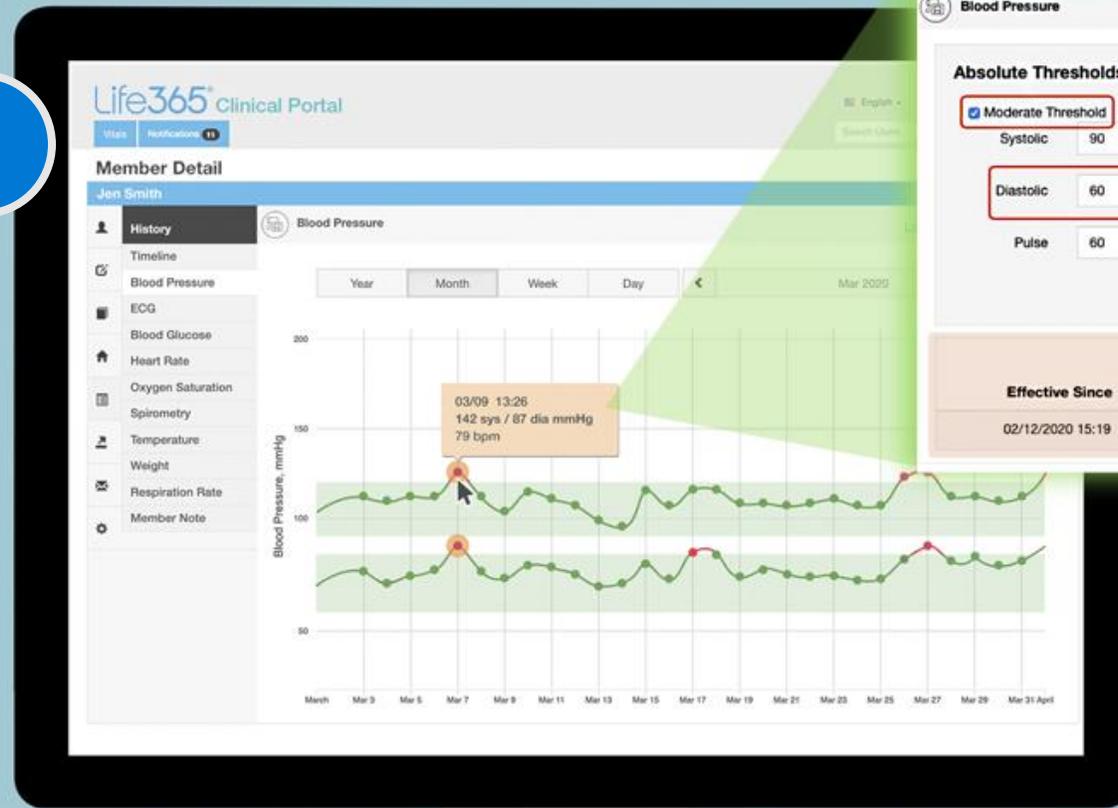
Ana Bowman
Care Team Lead

5

Monitor

Ana notices when thresholds are reached and enters alerts in the Microsoft Cloud for Healthcare and Life365 Clinical Portals.

Protocols can be set and adjusted by members of the care team.



The figure shows a configuration panel for 'Blood Pressure' thresholds. It includes a 'Moderate Threshold' section with input fields for Systolic (90), Diastolic (60), and Pulse (60). A 'High Threshold' section is also visible with similar input fields. An 'Apply or Reset' button is at the bottom. Below the configuration is a table showing the effective date and the specific threshold values for Systolic, Diastolic, and Pulse, along with a status indicator.

Effective Since	Systolic		Diastolic		Pulse		Status
	Low	High	Low	High	Low	High	
02/12/2020 15:19	90	120	60	80	60	90	●



Customize thresholds and notifications for out-of-range readings



Ana Bowman
Care Team Lead

6

Identify

If a threshold is breached, Ana will contact Clare to alert her of the issue and provide opportunity to act, prior to contacting her physician.

Contact can occur using a variety of notifications including text, call, telehealth consult, etc.



Intervention as necessary to help avoid ER utilization, hospitalization or readmission



Clare
Patient

7

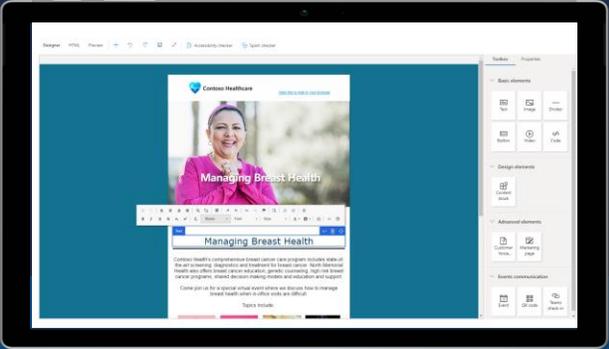
Identify

Clare visits with her Physician to discuss her health status and changes in care plan based on Ana's reporting and suggestions from the care team.



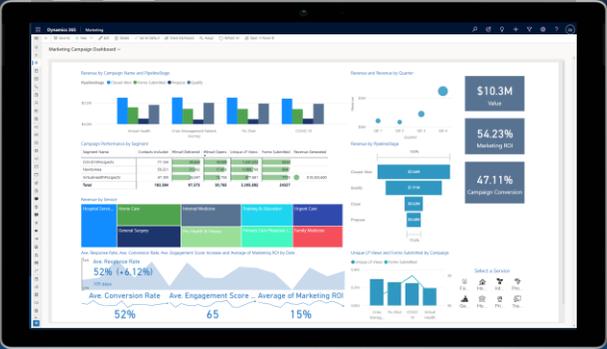
Reviewing adjustments in treatment and medication with the primary care physician

Personalize patient engagement and streamline outreach



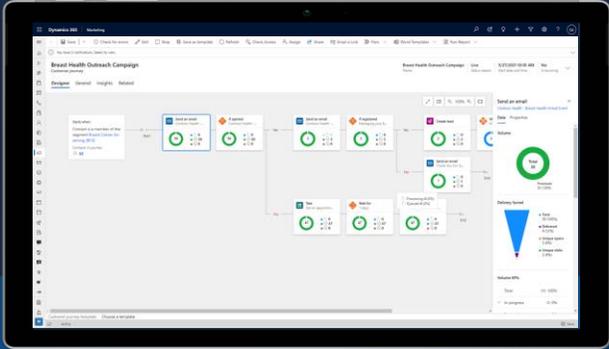
Create and execute intelligent, omni-channel marketing engagements across your organization

Dynamics 365 Marketing



Leverage clinical data and personalized outreach to help close gaps in care

Dynamics 365 Customer Insights Power BI

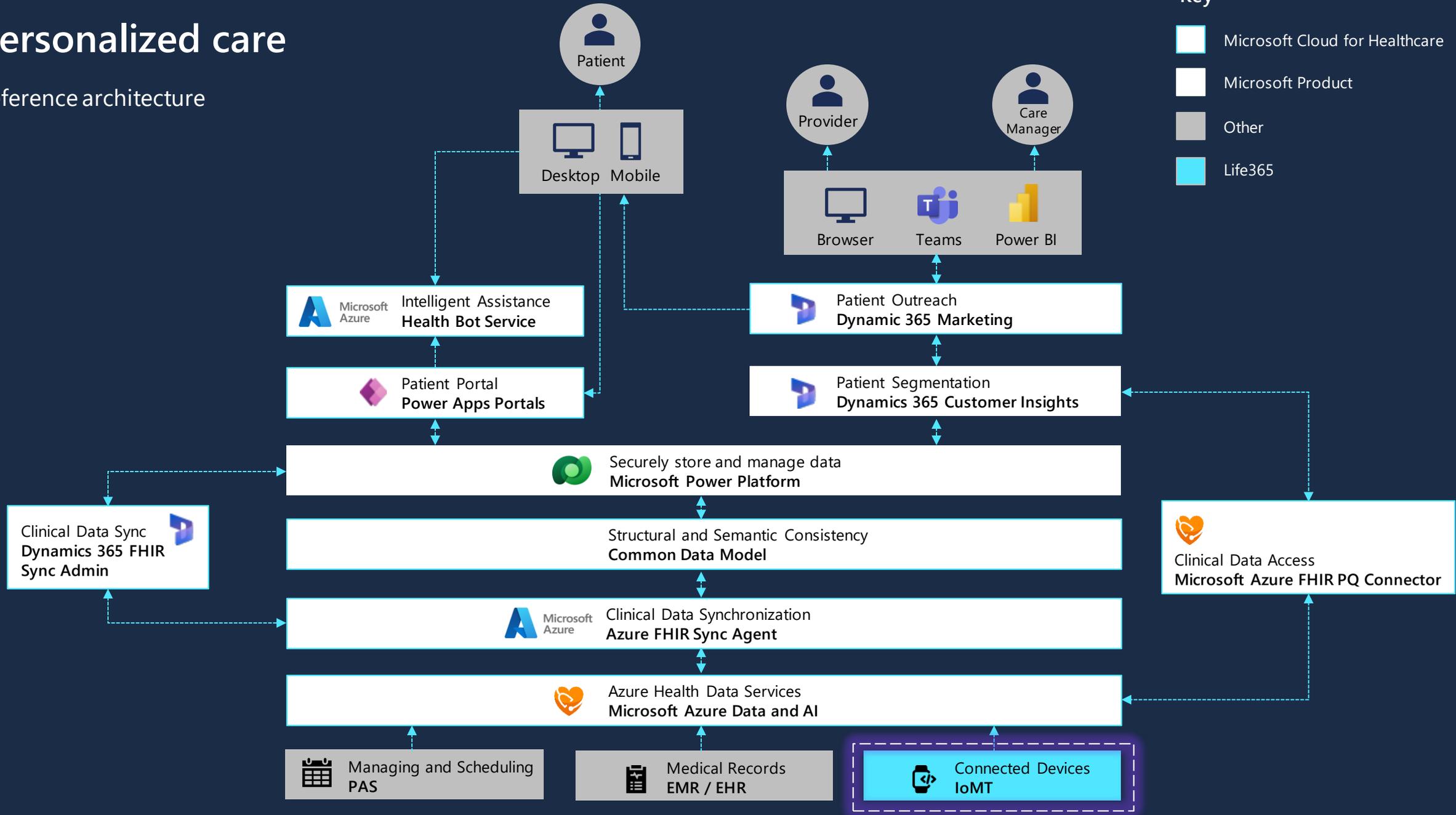


Customize outreach across your patient populations based on individual preferences

Dynamics 365 Marketing

Personalized care

Reference architecture



How to get started: Next steps



Virtual briefing and whiteboarding session

Engage with Microsoft executives and engineers

Inspire creativity, content and experiences

Realize new opportunities, scenarios



Envisioning session

Realize new opportunities, scenarios

Shared vision, program of change and roadmap

Focus on value, reduce cost



Microsoft partner ecosystem

Engage our industry experts to reimagine normal

Empower customers to embrace their digital future

Maximize data and system security

Learn more about
[Microsoft Cloud for Healthcare](#)

Thank you

Name: [Sales representative]

Title: [Sales title]

Cell: [Sales rep cell phone]

Email: [Sales rep email]

Remote care simplified



Azure Marketplace offerings

[Link to Azure Marketplace – Life365 Products](#)



Life365[®] health
Enabling Patient Care @ Home

Engaging Patients Beyond the Point of Care.
Anytime. Anywhere.

Microsoft Cloud for Healthcare brings together trusted partners and integrated capabilities that make it easier to connect with patients at home and improve the entire healthcare journey for both patients and providers.

Microsoft's integrated, outcome-focused AI solutions help to increase patient engagement, empower health team collaboration, and enhance clinical and operational data insights – which help improve efficiencies and decision-making.

Life365 Virtual Care Platform is an integral component to Microsoft Cloud for Healthcare (MCH), connecting large enterprise healthcare providers to patients outside the walls of the hospital – at home, and beyond. The Life365 platform provides Virtual Care as a Service, utilizing a variety of solutions including software, devices, partner support, and logistics services.

The platform offers more ways to connect with patients at home – using their own smart devices with Life365 apps. Integrated with over 400 medical devices to choose from, using complexly preconfigured Life365 smart devices for Remote Patient Monitoring (RPM) and telehealth, or Life365 Integrated IoT Hubs with embedded WiFi and cellular options.

All Life365 / MCH solutions securely deliver patient generated data whenever it's needed to optimize an enterprise clinical and operational workflow.

Microsoft Partner | Life365 is an integrated, embedded partner with Microsoft Cloud for Healthcare.

Microsoft Cloud for Healthcare

One Connection. Many Solutions.

Connecting through the Digital Front Door – with More Integrated Services to Support Your Programs and Patients

Tailored Programs / Personalized Care

The Life365 team can help setup and support all phases of your RPM programs.

The Life365 team can help setup new RPM programs with training and ongoing support for our enterprise clients, as well as provide integration services to help augment enterprise teams to complete onboarding and integration guides. Our teams can configure and ship kits directly to patient homes, or provide delivery to the point of care.

Based on volume, Life365 kits (and many of our products) can be white labeled, and the Life365 team can assist with creating tailored marketing materials, and instructions for setup and use.

As part of the flexible pricing structure, Life365 can provide resources to perform API and clinical workflow integration, technical workflow consulting, training, and Tier 2 and 3 support of the connected solutions in the patient's home. Pricing is based on the number of patients on the system.

Life365 health
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[\(Click for Brochure\)](#)

Azure Marketplace offerings

Life365 product offerings



Consulting / Support	Devices / Connectivity	Marketing / Branding	Kitting / Distribution	Integration / Data	Monitoring / Engagement
Consulting services to setup RPM and virtual health program	Wide variety of OEM medical devices (400+)	Marketing support for client business units	Recommendation of appropriate kits with devices and connectivity	Microsoft Cloud for Healthcare Integration	Partner remote monitoring services via skilled call center
Consulting on reimbursement / billing strategy	Popular wearable / sensor integration	Kit branding / white label	Kitting, pairing and packing of kits	API connect data	Partner mobile health face-to-face at home triage / stabilization
Support rollout of RPM / Virtual Health program	Widest variety of connectivity options	Customized Packaging / Kit / Bundle creation	Shipping of kits and bulk equipment	Electronic Health Record integration	Conversational AI to engage patients in their own care
Onsite and virtual training of client staff	Customized integration to new devices / wearables / sensors	Customized Marketing Material	Purchase / inventory of bulk equipment for purchase by client	Sales integration and ordering process	Non-skilled call centers to specifically engage patients and support
Decision Support with over 30+ apps / protocols		Webinar Brand Awareness – NewNormal.buzz	Leasing or purchasing of kits / equipment	Feed to/from AI / ML systems for patient "insights"	
			Refurbishment of kits / equipment	Consolidate partner data from bundles into a single integrated stream	

Consulting / Support



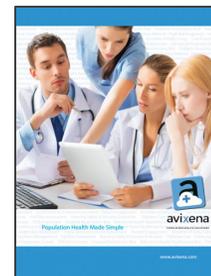
Life365 provides a variety of consulting and support services to provide clients with a smooth installation experience and on-going support.

Services include:

- Consulting Services to setup remote patient monitoring and virtual health program
- Consulting on reimbursement / billing strategy
- Support rollout of remote patient monitoring and virtual health program
- Onsite and virtual training of client staff
- Decision support with over 30+ apps / protocols (Avixena)



[Reimbursement Guide](#)



[Avixena Brochure](#)



Devices / Connectivity

Life365 offers the widest means of connectivity with BYOD, cellular devices, IoMT hubs, wearables and tablets. We interface to over 400+ OEM medical devices designed for home use – and are available to integrate new options.



Services include:

- Wide variety of OEM medical devices (400+)
- Popular wearable / sensor integration
- Widest variety of connectivity options
- Customized integration to new devices / wearables / sensors



[Device Connectivity](#)



[Supported Devices](#)

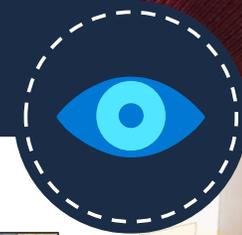
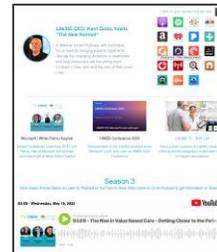
Marketing / Branding



Life365 can provide a range of marketing services to help ensure smooth installation and on-going support, to provide a complete user experience and drive patient adherence.

Services include:

- Marketing support for client business units
- White labeling branding / services
- Customized packaging / kit / bundle creation
- Customized marketing material
- Webinar brand awareness – [NewNormal.buzz](https://www.newnormal.buzz)





Kitting / Distribution



Life365 provides complete, integrated Kitting and Logistics services to ensure clients' patients receive their connected solutions in a seamless and efficient manner.



Services include:

- Recommendation of appropriate kits with devices and connectivity
- Kitting, pairing and packing of kits
- Shipping of kits and bulk equipment
- Purchase / inventory of bulk equipment for purchase by client
- Leasing or purchasing of kits / equipment
- Refurbishment of kits / equipment



Logistics services and solutions comply with all FDA, ISO, HIPAA, Health Canada, and OSHA requirements

Integration / Data



Life365 is a flexible, comprehensive platform that integrates hundreds of devices to supply remotely collected health data, in a variety of ways, into the client's clinical backend, as well as automating the ordering process.

Services include:



- Microsoft Cloud for Healthcare Integration
- API Connect Data
- Electronic Health Record Integration
- Sales integration and ordering process
- Feed to/from AI / ML systems for patient "insights"
- Consolidate partner data from bundles into a single integrated stream





Monitoring / Engagement



Life365 integrates a variety of tools and partners for providing monitoring services, and engaging patients in their own care, to maximize adherence.



Services include:



- Partner remote monitoring services via skilled call center
- Partner mobile health face-to-face at home triage / stabilization
- Conversational AI to engage patients in their own care
- Non-skilled call centers to specifically engage patients and support



Appendix