

IMPROVE HEDIS[®], STAR AND HCC RISK FACTORS BY CLOSING CARE GAPS FOR PATIENTS LIVING WITH DIABETES

Offer simple, affordable diabetic
retinal exams in mobile settings



Hillrom™

 Microsoft Azure



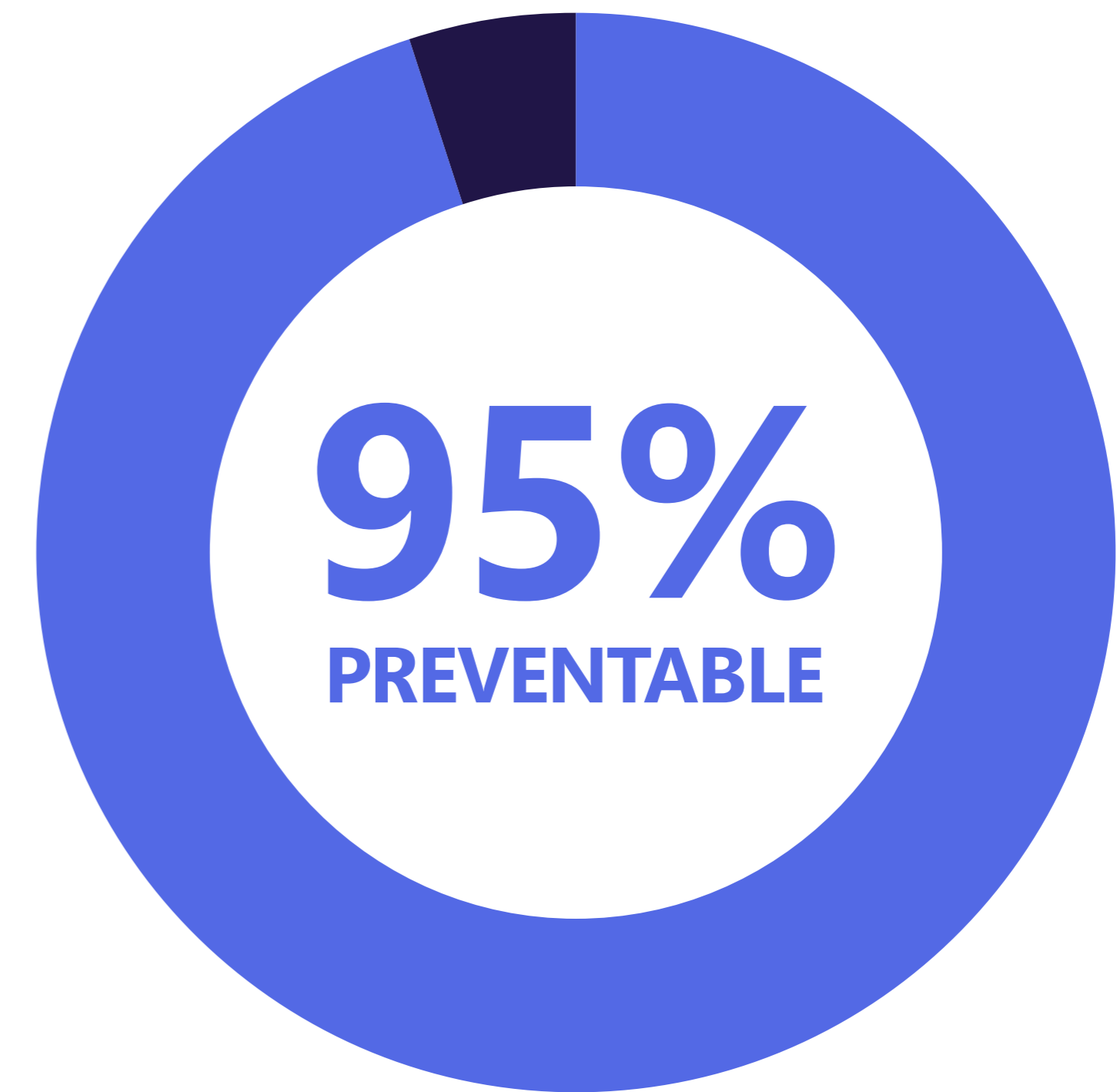
MORE PATIENTS NEED ACCESS TO VISION-SAVING DIABETIC RETINAL EXAMS

Diabetic retinopathy is a growing problem for patients and healthcare providers — it is the leading cause of vision loss and blindness among adults between 20 and 74 years of age.¹ Up to 80% of type 1 diabetic patients, 84% of type 2 diabetic patients who take insulin, and 53% of type 2 diabetic patients who do not take insulin will eventually develop some level of diabetic retinopathy.²

With early diagnosis and treatment, vision loss from diabetic retinopathy is 95% preventable.³ Annual diabetic retinal exams are a key element of early detection. However, patients often find it difficult to obtain an annual diabetic retinal exam for several reasons: lack of insurance or healthcare access, limited knowledge of the risk, or cultural and language barriers.

Lockdowns and quarantines caused by the COVID-19 pandemic also make it challenging for patients to attend routine primary care visits. When it's this hard to close the care gap, patient care must shift closer to home — a clear and compelling opportunity for mobile healthcare providers to expand their clinical services.

Timely and easier-to-access diabetic retinal exams help patients and their healthcare providers identify disease early so it can be managed and treated by eye care professionals to preserve vision. What's needed is a turnkey solution to enable diabetic retinal exams at the point of care, whether that's in a primary care office, nursing home, mobile clinic, or retail clinic.



¹ Centers for Disease Control and Prevention. Vision Health Initiative (VHI). <https://www.cdc.gov/visionhealth/basics/ced/> Published September 29, 2015. Updated September 29, 2015. Accessed January 30, 2020.

² Duration of diabetes is a major risk factor associated with the development of diabetic retinopathy. After five years, approximately 25% of type 1 patients will have retinopathy, increasing to 80% after 15 years. For type 2 patients, the risk of developing retinopathy is 84% and 53% after 19 years for those taking or not taking insulin, respectively. Diabetic Retinopathy Preferred Practice Pattern® from the American Academy of Ophthalmology, <http://dx.doi.org/10.1016/j.ophtha.2019.09.025>, ISSN 0161-6420/19. Accessed July 29, 2020.

³ National Eye Institute. People With Diabetes Can Prevent Vision Loss. <https://www.nei.nih.gov/learn-about-eye-health/resources-for-health-educators/outreach-materials/people-diabetes-can-prevent-vision-loss>. Accessed November 11, 2020.



“Being in the unique position of providing diabetic retinal exams in a mobile setting, the Welch Allyn® RetinaVue® care delivery model has achieved a higher than 99% success rate in completed exams. This, along with how portable the RetinaVue® 700 Imager is, gives us confidence in providing these services in mobile settings, which really improves access to care for patients. All of this has assisted us in being a valuable partner with payers in assisting them in closing gaps.”

MARK EMANUELSEN, CEO, VUEPOINT DIAGNOSTICS



BRINGING DIABETIC RETINAL EXAMS TO THE POINT OF CARE

Mobile clinics, retail clinics, nursing homes and primary care

To help mobile healthcare organizations enhance services to patients living with diabetes, the RetinaVue® care delivery model offers an easy-to-use solution for delivering diabetic retinal exams anywhere the patient is. While made for primary care settings, our solution includes all hardware, software and medical services needed to perform diabetic retinal exams effectively and economically at the point of care: mobile clinics, retail clinics, nursing homes and primary care offices.

The RetinaVue care delivery model works with a variety of non-mydratric retinal cameras for imaging—including the RetinaVue 700 Imager, the world's most advanced handheld retinal camera.⁴

Welch Allyn® RetinaVue® Network Software. Hosted on the highly secure Microsoft Azure platform, RetinaVue Network transmits encrypted retinal images to ophthalmologists for review, diagnosis and report generation. HIPAA-compliant and FDA-cleared, the RetinaVue Network software manages image transmission, documentation and workflows with EMR systems. It also gives healthcare providers population health data on their teleretinal program by clinic and patient.

Professional medical services. Image analysis and reporting is conducted by a nationwide team of state-licensed, board-certified ophthalmologists and retina specialists at RetinaVue, P.C., the first tele-ophthalmology provider to earn The Joint Commission's Gold Seal of Approval®. Or if you choose, send images to your preferred local eye specialists.

Support and service. Hillrom's nationwide Partners in CareSM support services give you the coverage options that maintain your ability to offer exams. There are even protection options for when a camera is dropped.

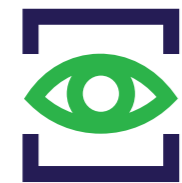


⁴ Based on a technical comparison against key market competitors (06-2020).



THE VALUE OF AN INTEGRATED CARE DELIVERY MODEL

The RetinaVue® care delivery model consists of four key components, designed from the ground up to work seamlessly together.



1. ORDER AND ACQUIRE

Place an order in the EMR for patients who are candidates for their annual retinal exam. A medical assistant or other clinician easily acquires patient retinal images with a non-mydratic retinal camera.



3. ANALYZE

Accessing retinal images securely in Azure, the ophthalmologist creates a diagnostic report including a referral/care plan.



2. TRANSMIT

Clinic staff sends retinal images online to an ophthalmologist for diagnosis and manages returned retinal exam reports and data with the RetinaVue Network software.



4. REPORT

The primary care provider views the report of the exam diagnosis and results, including fundus images, ICD-10 codes and a recommended referral/care plan.

To maximize efficiency and workflow, the RetinaVue Network software includes fully integrated, bidirectional interfaces with many popular EMR systems. This integration makes it seamless for clinic staff to place diabetic retinal exam orders and access diagnostic reports as part of your normal clinical workflow.



PATIENT DATA IS SECURE WITH MICROSOFT AZURE

RetinaVue Imagers and RetinaVue Network software were designed from the ground up with security in mind, including end-to-end AES-256 encryption of data both in transit and at rest. Our controlled, secure software development lifecycle (SSDLC) incorporates cybersecurity risk management at all stages to ensure security is a cornerstone of all products throughout their entire lifecycle. To ensure ongoing deployment of security best practices, the RetinaVue Network software undergoes regular third-party penetration testing and vulnerability scans. The RetinaVue Network is also cleared as a Class II device by the FDA, a designation that requires strict design and risk-mitigation controls.

We use an independent third party to perform annual SOC-2 Type II audits to enforce controls that protect the security and privacy of customer data. At all times, your hosted data is secure, protected, and resilient in Azure. The RetinaVue Network software is built on Azure, which maintains compliance with more than 90 different standards, including HIPAA, HITRUST and SOC-2 Type II.



"I want to take this opportunity to state for the record that using the Welch Allyn[®] RetinaVue[®] care delivery model in my office has improved our compliance with getting diabetic patients' eye exams completed. This enhances the quality of our practice of medicine and improves our compliance with quality reporting. The patients love having the information reported back to them in less than one day. It has become part of the fabric of my office workflow."

**JEFFREY HYMAN, MD, FACP, MEDICAL DIRECTOR, UNIVERSITY PHYSICIANS GROUP
AT NORTHWELL HEALTH PHYSICIAN PARTNERS**



“Patients with diabetes who miss eye exams can miss the chance to be treated in time to keep their eyesight. Our goal at Ponto Care is to make it easy for patients to get their exams, even when they can’t visit clinics. We leverage the simplicity and diagnostic power of the RetinaVue[®] care delivery model to bring these needed eye exams to patients — anywhere and at any time.”

FABIO THIERS, MD, PHD, CEO, PONTO CARE



AN OPPORTUNITY WHERE EVERYONE BENEFITS

Teleretinal programs such as the RetinaVue® care delivery model can help providers achieve the “Quadruple Aim” of healthcare: provide better outcomes at lower cost and improved clinician experience with an improved patient experience.

- Convenient access to diabetic retinal exams wherever people choose to obtain their healthcare (e.g., retail clinics and other convenient settings) can help eradicate diabetic retinopathy as a leading cause of blindness.
- Easy-to-use, affordable diabetic retinal exam technology enables more patients who are not receiving an annual exam to be checked and referred to specialists for timely, potentially vision-saving treatment.
- Teleretinal programs can help health plans and providers more accurately document HCC risk adjustment factors for chronic conditions and complications in their populations and close gaps in care.
- Improve quality measure performance. The NCQA® HEDIS® quality measure for annual diabetic retinal exams (NQF #0055) is included in Medicare Advantage Star Ratings and CMS Quality Payment Program measures.

Hillrom consultants will work with your team to customize and operationalize a patient-centered system that can scale across your organization.

34.2


million Americans, or 10.5% of the population, have diabetes and 1.5 million more are diagnosed every year.⁵

⁵ American Diabetes Association Statistics About Diabetes. www.diabetes.org/resources/statistics/statistics-about-diabetes Accessed Dec-15, 2020.



“Integrating diabetic retinal exams into primary care has significantly improved quality score performance, patient access to the diagnostic and early detection of eye disease for patients with diabetes.”

ED CURTIS, CEO, SUMMIT MEDICAL GROUP



A FAST, AFFORDABLE SOLUTION FOR DIABETIC RETINAL EXAMS

Hillrom innovations touch more than seven million patients each day. Now part of Hillrom, Welch Allyn has been trusted by nearly every primary healthcare provider in the United States to deliver reliable and innovative medical technology. RetinaVue, P.C. is the largest tele-ophthalmology service provider in the U.S. and the first and only to receive The Joint Commission's Gold Seal of Approval.

The Microsoft Azure platform is trusted by 90% of Fortune 500 companies. And with over 70 offerings for data security, Azure boasts the largest compliance portfolio in the industry.

Hillrom and Microsoft have come together to eradicate a leading cause of blindness in patients living with diabetes. Hillrom offers a turnkey solution for diabetic retinal exams that runs on the power and security of Azure for transmitting and storing images. Teleretinal programs such as the RetinaVue® care delivery model help primary healthcare providers improve patient outcomes with the exams that lead to timely, potentially vision-saving treatment.

[Learn more at retinavue.com.](https://www.retinavue.com)

