



# **Reimagining Patient Engagement for At-Home Value- Based Care**

*A Strategic Whitepaper  
for WellBe Senior  
Medical | Powered by  
the Calcium Digital  
Health Platform*

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## Executive Summary

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Patient engagement is the performance-critical asset for healthcare providers today, especially those adopting a value-based care approach.

For home-based care providers like WellBe Senior Medical, the challenge is clear: how do you stay connected to patients between visits, ensure adherence to care plans, and support caregivers without overwhelming your care teams?

The Calcium Digital Health Platform was designed to solve exactly that problem.

This whitepaper explores how the Calcium platform can support WellBe's mission of delivering comprehensive, value-based primary care to frail seniors in the home. It outlines a practical, evidence-based approach to patient engagement—one that's human, scalable, and tightly integrated with WellBe's care delivery model.

### Key Challenges Addressed

1. Patients disengaging between home visits
2. Poor medication and care plan adherence
3. Limited visibility into symptoms, vitals, and behavior
4. Burnout among stretched care teams
5. Gaps in behavioral health and caregiver support
6. Rising demand for digital-first outcomes by payers

## Calcium's Strategic Fit with WellBe

- **Patient-Centric Super App.** Empowers patients and caregivers to track vitals, meds, and symptoms daily
- **Care Team Dashboard.** Real-time alerts, trend monitoring, and communication tools
- **Customizable Pathways.** Structured digital care journeys for chronic disease, recovery, behavioral health & more
- **AI Studio.** Enables WellBe to build branded, goal-driven pathways in minutes
- **Scalable Rollout Model.** Supports pilot-to-platform expansion across states, teams, and payers
- **Payer Alignment.** Tracks and improves outcomes tied to HEDIS, CAHPS, and Star Ratings

## The Bottom Line

WellBe is already delivering care that's personal, proactive, and powerful. The Calcium platform enhances that care by creating a continuous, digital thread between visits—one that engages patients, equips providers, and delivers results.

Now is the time to scale engagement, deepen impact, and lead the next chapter of home-based value care.

# I. Introduction & Industry Context

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There's no argument that engaged patients are more likely to take their medications correctly, attend follow-up visits, and stick to lifestyle changes.

But they also cost the healthcare system less!

A report from the National Academy of Medicine found that patients who are more engaged in their care experience fewer complications and lower rates of hospital admission (NAM, 2017).

Another study published in Health Affairs found that highly activated patients (those with high engagement scores) had healthcare costs 21% lower than those with low engagement scores (Hibbard et al., 2013).

But patient engagement doesn't happen by accident. It requires:

- Clear communication in plain language
- Digital tools that are intuitive and accessible
- Ongoing support and encouragement
- A trusted relationship with a provider or care team
- Data integration across platforms so nothing gets missed

For organizations like WellBe Senior Medical, who serve frail, polychronic seniors at home, these engagement strategies aren't optional—they're mission-critical.

## The Unique Needs of At-Home Seniors

Caring for older adults in their homes is both rewarding and complex. These patients often have multiple chronic illnesses like heart failure, diabetes, and COPD. They

may face cognitive decline, social isolation, or mobility limitations.

So how do you engage someone who might be overwhelmed, isolated, or tech-averse? You start by meeting them where they are.

Seniors living at home need:

- Easy-to-use tools with large fonts, voice prompts, and simple navigation
- Reminders to take medications, check vitals, or complete care tasks
- The ability to share data with family members or caregivers
- Emotional support and mental health check-ins
- Clear feedback loops so they know their efforts matter

Platforms like Calcium provide tailored pathways, simplified interfaces, and family-sharing features designed specifically for older adults.

## Why Integration Matters

It's not enough to have the data. It needs to be digestible, actionable, and shareable. Effective integration means:

- Patients don't have to retell their story at every visit
- Care teams can spot red flags early and intervene quickly
- Family caregivers can stay informed and involved
- Outcomes improve because nothing falls through the cracks

## Engagement is the Gateway to Satisfaction

For value-based providers, patient satisfaction isn't just a feel-good metric—it affects reimbursement through programs like CAHPS and Star Ratings. Engaged patients are generally more satisfied because they feel heard, respected and supported.

When a senior can open an app and see their vitals improving, check off tasks, or message their care team, they feel a sense of control. That confidence spills over into higher trust, better adherence, and better outcomes.

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## II. Embracing WellBe Senior Medical's Model

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When most people think about home-based healthcare, they picture a visiting nurse checking vitals or a social worker dropping off supplies.

But WellBe Senior Medical has taken this model far beyond its traditional limits. They're reimagining what it means to treat the "whole patient" by bringing a full primary care team directly to the homes of vulnerable seniors.

So, what exactly makes WellBe's model unique? And how can the Calcium Digital Health Platform help it achieve its goals?

### A Personalized, In-Home Care Model for Complex Seniors

WellBe Senior Medical is built around one central truth: traditional clinic-based medicine doesn't work well for high-risk, homebound seniors.

WellBe's model includes:

- Mobile care teams led by physicians or nurse practitioners
- 24/7 access to urgent care and virtual consultations
- Integrated behavioral health services for conditions like depression and anxiety
- Care coordination across hospitals, specialists, and payers
- Longitudinal relationships built on trust and continuity

## The Ideal Patient Profile: Frail, Polychronic and Homebound

WellBe doesn't serve just any Medicare beneficiary. Their target population is narrow—but deeply in need. Most of their patients are:

- 65+ years old
- Living with multiple chronic conditions
- Enrolled in Medicare Advantage plans
- Considered home limited or functionally frail
- Experiencing social challenges like food insecurity or caregiver burnout

This isn't your typical outpatient panel. These seniors are high utilizers of healthcare—meaning they account for a disproportionate share of costs due to ER visits, readmissions, and unmanaged conditions.

A 2016 analysis found that 10% of Medicare patients account for nearly 52% of spending (DeNardi et al, 2016). Many of those patients resemble WellBe's typical enrollee. Engaging this population means dealing with everything from polypharmacy to mobility issues to mental health diagnoses. It also means building trust over time—something digital tools alone can't achieve.

## The Business Engine: Risk-Based Contracts with Health Plans

WellBe operates at the intersection of medicine and managed care. Their primary payer relationships are built on full-risk or global capitation models, often through partnerships with Medicare Advantage plans. It's a bold financial model, but one that aligns incentives across the board:

- Health plans benefit from reduced claims and improved quality metrics
- WellBe earns higher margins by delivering efficient, coordinated care
- Patients get more personalized attention and better outcomes

This model also puts pressure on WellBe to deliver measurable results. CMS quality metrics like HEDIS, Star Ratings, and CAHPS scores play a direct role in their reimbursement. That makes patient engagement, adherence, and satisfaction more than just clinical goals—they're business imperatives.

## The Digital Dilemma: Gaps in Tech-Enabled Engagement

Despite its impressive clinical model, WellBe faces many of the same digital health challenges seen across home-based care programs.

Why? Because patient engagement isn't just about showing up—it's about keeping patients engaged between visits, when most of their health decisions actually happen.

Some of the gaps WellBe may face include:

- Limited visibility into daily health behaviors, such as medication adherence or diet
- Manual workflows for care coordinators, which burn out staff and reduce efficiency
- Fragmented data across EHRs, pharmacy systems, and home devices
- Passive patients who lack the tools or confidence to manage their care

- Technology adoption barriers among seniors and caregivers

## A Platform Built to Complement, Not Replace

The Calcium Digital Health Platform is designed to enhance WellBe's solutions—to help patients stay connected, informed, and engaged between visits. That's where most chronic disease management actually happens.

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## III. The Challenge: Why Patient Engagement Still Falls Short

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We've come a long way in healthcare. Yet despite all our shiny innovations, patient engagement is still one of the most persistent challenges in modern care, especially for older adults receiving care at home.

Why? Because engagement isn't just about access to technology. It's about connection, understanding and trust. And for healthcare providers like WellBe Senior Medical, whose entire model depends on proactive, ongoing engagement from patients and families, the stakes are high. If patients don't follow care plans, don't take medications correctly, or can't communicate what's going on, outcomes suffer. Costs go up. And satisfaction drops.

### The Myth of “If You Build It, They Will Engage”

One of the biggest misconceptions in digital health is that if you give patients the right tool—a wearable, a mobile app, or a patient portal—they'll automatically start using it. But research consistently shows that adoption alone doesn't equal meaningful engagement.

Why the disconnect? Often, these tools:

- Feel impersonal or confusing
- Don't reflect real patient goals or daily realities
- Create more work instead of simplifying care
- Lack integration with the providers they trust

It's not that patients don't care. It's that the systems aren't designed to meet them where they are.

## When Technology Misses the Mark

Too often, digital health solutions are designed by engineers, not end-users. That creates tools that check boxes but miss hearts.

Imagine asking an 82-year-old with arthritis and glaucoma to type daily journal entries into a portal that times out after five minutes. Or expecting a caregiver juggling three jobs to download and sync three different apps. It's no wonder so many tools gather digital dust.

What's worse, some systems treat engagement like a checkbox: "Did the patient open the app?" "Did they log a symptom today?" But true engagement is relational, not transactional.

## The Impact of Engagement on Outcomes

When patients disengage, the ripple effects go far beyond a missed medication or skipped check-in. Disengagement can trigger a chain reaction of poor outcomes, including:

- Higher rates of hospital readmission
- Missed early warning signs of complications
- Increased caregiver burnout
- Poorer mental health
- Lower quality ratings for providers

And for organizations like WellBe that operate under full-risk contracts, these missed opportunities have financial consequences too. If patients don't follow care plans, outcomes fall short—and margins shrink.

## The Trust Gap

It's easy to focus on usability or app design, but one of the most overlooked engagement barriers is trust. Many patients—especially seniors—have a deep-rooted mistrust of technology or institutions. They may not understand who sees their data, how it's used, or whether it benefits them.

In communities with historical disparities or poor experiences with healthcare systems, this mistrust is even stronger. And when trust is missing, engagement becomes an uphill battle.

## What Engagement Should Look Like (But Often Doesn't)

Let's reframe what "good engagement" actually means. It's not flashy graphics or endless notifications. It's about building relationships, reducing friction, and giving patients tools that feel like a lifeline—not a task list.

Here's what high-quality engagement looks like in practice:

- **Relevance.** The content reflects the patient's condition, stage of life, and preferences.
- **Simplicity.** The interface is intuitive, accessible, and free of clutter.
- **Support.** The patient knows who to call and what to do when something changes.
- **Feedback.** Actions generate meaningful responses or outcomes.
- **Consistency.** Tools become part of the patient's daily rhythm, not an interruption.

## The Path Forward

To reach home-based seniors, we need to stop designing for the ideal patient and start designing for the real one: overwhelmed, limited by mobility or cognition, often isolated, and frequently skeptical of new tech. This is where platforms like Calcium offer a fresh approach:

- A patient gets a reminder to take their evening meds, followed by a motivational message that says, “You’re doing great—your efforts pay off.”
- Their daughter, who lives three states away, can view their daily health data and get alerts when something looks off.
- Their care team can see progress (or problems) in real-time, quickly and efficiently.

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## IV. The Calcium Digital Health Platform

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Picture a toolbox—not one cluttered with gadgets you’ll never use, but one stocked with simple, reliable tools that help you fix what matters most.

That’s the philosophy behind the Calcium Digital Health Platform.

It doesn’t try to replace doctors, nurses, or caregivers. It doesn’t promise magic. Instead, it equips healthcare teams and patients with practical tools that make the path to better health smoother, more connected, and more personal.

And for organizations like WellBe Senior Medical—who care for some of the most complex, high-risk patients in their homes—Calcium offers the kind of scalable, human-first technology that can make care more continuous, more coordinated, and more impactful.

### The Core Components of Calcium

Calcium is not a single app or dashboard—it’s an integrated digital ecosystem made up of three core components, each serving a distinct but interconnected purpose.

#### ***1. The Calcium Super App***

This is the front door for patients. The Super App allows users to track their medications, log vitals, access medical records, engage with health pathways, and communicate with their care teams. Think of it as a pocket-sized health coach, care coordinator, and data vault rolled into one.

Key features include:

- **Medication Manager** – Set reminders, track doses, and log missed meds
- **Health Journal** – Record notes, symptoms, and daily reflections
- **Vitals Tracking** – Log or sync key metrics like blood pressure, glucose, heart rate, and weight
- **EHR Access** – Pull in medical records from 95% of U.S. hospitals and systems
- **Device Integration** – Seamlessly connect with Apple Health, Google Fit, Dexcom, Omron, Fitbit, and dozens more
- **Pathways Library** – Enroll in guided digital pathways for chronic conditions, recovery, mental health, and more
- **Secure Sharing** – Share selected health data with family, providers, or care managers

## ***2. Calcium Core (for providers and care teams)***

This is the command center for clinicians, coordinators, and care managers. It pulls together patient data from multiple sources—medical records, wearables, app entries, and health pathways—into one streamlined dashboard. Main capabilities include:

- **Members Dashboard** – View and manage all enrolled patients by group or risk tier
- **Health Data Dashboard** – Access detailed records across vitals, medications, labs, procedures, and more
- **Analytics Module** – Generate reports on engagement, outcomes, or pathway compliance

- **Alerts System** – Receive automated notifications for skipped meds, abnormal vitals, or care gaps
- **Secure Chat** – HIPAA-compliant messaging for provider-patient communication
- **Invite & Assign** – Onboard new patients and assign them relevant care pathways
- **Sub-Groups & Teams** – Organize care teams and cohorts by location, specialty, or risk level

### ***3. Calcium AI Studio (for customizing engagement)***

The AI Studio enables care teams to create or customize “digital health pathways”—guided plans that walk patients through their care journey with reminders, prompts, education, and feedback. Pathways can be tailored for:

- Chronic condition management (e.g., diabetes, COPD, CHF)
- Post-operative recovery (e.g., hip replacement, cardiac surgery)
- Wellness and prevention (e.g., weight loss, smoking cessation)
- Behavioral and mental health (e.g., depression, anxiety, grief)

### ***A Day in the Life: How It All Comes Together***

Let’s imagine a typical WellBe patient: an 81-year-old man with diabetes, COPD, and mild cognitive impairment. He lives alone and has a daughter who helps with his care remotely.

Here’s how the Calcium platform supports his day:

- 8:00 AM—He receives a medication reminder through the Super App. He logs his morning dose and sees a confirmation”
- 10:30 AM—His glucose reading is slightly elevated. Calcium syncs the data from his monitor and alerts his WellBe care team.
- 2:00 PM—His daughter logs in from her home and sees his vitals, medication log and journal entry about feeling dizzy.
- 3:30 PM—The nurse schedules a telehealth consult and checks in securely. She adjusts his care plan and adds a hydration reminder.
- 8:00 PM—He completes a short check-in through his personalized diabetes pathway. The app congratulates him for his progress and logs it for review.

## Integration That Powers Real-Time Care

Behind the scenes, what makes all this possible is integration. Calcium brings together data from:

- EHRs and medical records
- Wearable and home devices
- Fitness and wellness apps
- Manually entered symptoms, notes, and vitals
- Automated pathway engagement data

Instead of a scattershot of platforms and systems, providers get a unified view of the patient—and patients only need one app to track and manage everything.

For WellBe, this means:

- Fewer missed red flags

- Faster care coordination
- Better continuity across visits, providers, and settings
- Improved documentation for outcomes reporting

## Easy Implementation for Busy Teams

Even the best technology is useless if it's a pain to implement. Calcium was designed to be flexible, modular, and easy to roll out. Providers can:

- Start small with one patient cohort or region
- Customize only the features they need
- Assign prebuilt pathways or create their own
- Use existing devices already familiar to patients

The Calcium Digital Health Platform isn't a silver bullet. But it is a sharp, practical tool for solving some of the biggest challenges in home-based care: engagement, coordination, adherence, and outcomes.

## V. Addressing the Engagement Gap — Calcium Use Cases

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You can hand someone a smartphone, but that doesn't mean they'll use it to manage their health.

Unfortunately, for seniors managing multiple chronic conditions at home, health often feels overwhelming, confusing, and isolating. That's the engagement gap—and it's exactly where Calcium's design shines brightest.

Rather than throwing technology at patients and hoping it sticks, the Calcium platform was built to support real-life scenarios.

### Use Case 1: Guided Care Pathways for Chronic Disease Management

A 75-year-old man with diabetes and hypertension frequently misses doses of his medications, forgets dietary guidelines, and often ends up in the ER when his symptoms escalate. His daughter lives out of state and can't monitor him daily. His WellBe care team visits monthly but needs better insight between visits.

#### ***Solution:***

The Calcium platform offers condition-specific “Digital Pathways” that act like a virtual care guide, walking patients through their daily health routines. The patient's WellBe provider assigns him a personalized Diabetes + Hypertension pathway through Calcium Core.

Among other things, he receives:

1. Daily reminders to take insulin and check blood pressure

2. Weekly check-ins to record foot pain, vision issues, or dizziness
3. Educational content about salt intake and foot care
4. Encouraging messages when tasks are completed
5. Automatic alerts to his care team if blood pressure or glucose readings trend dangerously high

***Impact:***

- Increased medication adherence
- Reduction in acute episodes and urgent care visits
- Empowered family engagement
- Stronger sense of control and confidence for the patient

## Use Case 2: Family and Caregiver Integration

An 80-year-old woman recovering from congestive heart failure lives with her son, who manages her care part-time while juggling work. He often misses symptom changes between nurse visits, feels uncertain about what's normal, and worries about emergencies.

***Solution:***

Her WellBe provider assigns her a post-hospitalization CHF pathway via Calcium. The pathway includes:

- Daily symptom checklists: fatigue, weight gain, ankle swelling
- Interactive education modules on fluid intake and medication timing

- Caregiver dashboard access: her son sees daily logs, vitals, and missed tasks
- Secure chat: he can message the WellBe nurse directly when questions arise

Calcium allows both the patient and her son to participate in care—sharing one app with separate views.

***Impact:***

- Stronger caregiver confidence and lower stress
- Earlier detection of complications
- Fewer ER visits
- Improved patient-caregiver relationships

A 2025 *Frontiers in Digital Health* study found that involving caregivers in digital care management significantly improves treatment adherence and reduces avoidable complications (Zainal et al., 2025).

### Use Case 3: Mental Health and Emotional Wellness

A 77-year-old woman recently lost her spouse and has become withdrawn. She avoids WellBe’s virtual visits, skips medications, and stops tracking her diabetes symptoms. Her WellBe care coordinator suspects she’s depressed but isn’t sure how to support her between appointments.

***Solution:***

Using Calcium AI Studio, the WellBe team assigns a custom pathway: “Coping with Grief + Managing Diabetes.” This dual-focus pathway includes:

- Daily journal prompts about mood and sleep

- Gentle check-ins on emotional well-being
- Simple tasks like going outside or calling a friend
- Educational content about grief, stress, and health
- Behavioral health alerts for severe symptoms (e.g., hopelessness)

The patient logs her feelings each day. Her responses generate insights for her care coordinator and trigger a behavioral health consult via WellBe.

***Impact:***

- Improved identification of mental health needs
- Increased adherence to diabetes care tasks
- Emotional validation and proactive support
- Reduced risk of crisis or hospitalization

According to the National Institute on Aging, up to 13.5% of older adults receiving home health care suffer from major depression—but many go undiagnosed without regular monitoring (NIA, 2021).

## Use Case 4: Preventive Care and Wellness Engagement

A 70-year-old man with prediabetes and high cholesterol is stable but disengaged. He doesn't attend WellBe's wellness webinars or log his meals. His BMI is climbing, and he rarely responds to check-ins. His provider wants to prevent disease progression but needs a new engagement strategy.

### ***Solution:***

The provider enrolls him in a “Heart Health Challenge Pathway” through Calcium. This gamified wellness pathway offers:

- Daily goals for steps walked, water intake, and vegetable servings
- Weekly rewards like badges and motivational quotes
- Progress tracking for weight, BP, and steps
- Leaderboards comparing progress with peers (opt-in)
- Encouragement messages from a virtual coach

### ***Impact:***

- Renewed motivation for preventive health
- Lifestyle improvements that delay chronic disease
- Data-driven feedback loops that reinforce healthy habits
- Higher satisfaction with the care experience

## **What These Use Cases Have in Common**

Though each patient journey is different, these examples share core ingredients:

- Clear goals that align with the patient’s condition and lifestyle
- Personalized prompts that simplify decision-making
- Real-time feedback that helps patients course-correct
- Care team visibility that enables timely support

- Family integration that reduces isolation and stress

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## VI. Recommendations & Strategic Next Steps

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By now, one thing should be clear: patient engagement isn't a side project. It's the foundation of successful, sustainable value-based care—especially in a model like WellBe Senior Medical's, where patient relationships, home-based visits, and health outcomes are deeply interconnected.

We've explored the challenges. We've shown the gaps in the current system. And we've laid out how the Calcium Digital Health Platform directly supports WellBe's clinical, operational, and strategic objectives.

Now it's time to shift from insight to action.

This final section outlines a practical path forward. It includes clear recommendations for pilot implementation, strategies for sustainable scale, and ideas for partnership innovation that can help WellBe continue leading the industry in patient-centered, risk-based care.

### Recommendation 1: Launch a Focused Pilot with a High-Need Population

Rather than starting wide, we recommend launching a targeted pilot program focused on a patient population where WellBe already sees high variability in outcomes, cost, or satisfaction.

Ideal cohort options:

- High-risk chronic disease patients (e.g., diabetes + hypertension)
- Recently discharged patients at risk of readmission

- Older adults with both physical and behavioral health needs
- Patients in a single market with proven digital readiness

Suggested pilot goals:

- Improve medication adherence by  $\geq 15\%$
- Reduce urgent care visits or hospitalizations by  $\geq 10\%$
- Increase pathway task completion to 70%+
- Capture patient-reported outcomes (PROs) and satisfaction scores

Start small. Think 50 to 150 patients. The goal is to prove value, generate early wins, and gather learnings that can guide the next phase of scale.

## Recommendation 2: Empower Care Teams with the Right Tools & Training

Calcium is built to make life easier for providers and coordinators—not harder. But proper enablement is still critical. Our recommendation: dedicate 2–3 champions per pilot site and equip them with:

- Live onboarding support from Calcium's Customer Success team
- Role-specific quick-start guides
- Pilot-specific scripts and workflows
- Access to analytics dashboards and alert triage tools

Key success factors:

- Care team champions (NP, care manager, BH)
- Executive sponsor to track ROI and outcomes

- Open feedback loop with Calcium during pilot

Teams should view this as an opportunity to reduce blind spots—not as another app to manage.

### Recommendation 3: Measure What Matters (And Share It Early)

Success should be defined upfront and measured transparently. We recommend using a pilot dashboard with metrics like:

- Pathway engagement
- Alert volumes and resolution time
- Adherence and task completion
- Readmission or ED visit rates
- Staff satisfaction and perceived value
- Patient satisfaction (via in-app survey or NPS)

Short bi-weekly check-ins with the Calcium team can help track progress, troubleshoot issues, and refine processes as the pilot matures.

Even more importantly, share early wins with care teams and leadership. A single avoided hospitalization, a positive patient quote, or a chart showing increased adherence goes a long way toward long-term buy-in.

### Recommendation 4: Plan for Intentional Scaling

Once pilot success is demonstrated, don't wait to plan the next step. Scaling should follow a phased model based on readiness, capacity, and strategic alignment.

Three scaling options for WellBe:

1. Geographic Expansion
2. Condition-Based Expansion
3. Payer-Aligned Expansion

Think of scaling not just in terms of reach, but impact. The best success stories are scalable, measurable, and meaningful to patients and payers alike.

## Recommendation 5: Co-Create New Pathways with Calcium Studio

One of Calcium's most powerful features is the ability to build custom pathways in minutes. WellBe's clinical teams can use this to...

- Customize diabetes, CHF, or COPD plans for home-based patients
- Design pre-visit or pre-discharge checklists
- Build caregiver-specific support journeys
- Create behavioral health tools (grief, anxiety, loneliness)

These pathways can be shared across teams and markets, updated in real time, and tracked for performance. Calcium's team can also assist with:

- AI-assisted pathway design based on clinical input
- Translation into multiple languages
- Compliance and patient readability review

Over time, WellBe can develop a branded library of "WellBe Pathways" that align with its clinical model and value-based goals.

## Recommendation 6: Strengthen Payer Partnerships with Shared Success Metrics

Health plans are increasingly looking for provider partners who bring more than bedside care—they want digital engagement, member satisfaction, and preventive results. By partnering with Calcium, WellBe can...

- Share de-identified engagement dashboards with payers
- Co-design digital strategies that align with HEDIS and Star Ratings
- Offer plans visibility into digital touchpoints between visits
- Differentiate WellBe as a “digital-first, home-based” provider

Value-based care is no longer just about better outcomes—it’s about better communication, too. The more WellBe can demonstrate real-time insight, the more trust and referrals it will earn.

## Final Thought: Small Steps, Big Impact

Adopting a new digital health platform can feel like a big decision—but it doesn’t have to be a big risk. With the right pilot, clear goals, and team support, the payoff is real: more engaged patients, more connected caregivers, and more control for WellBe’s teams.

The Calcium team is ready to support this journey—not just with software, but with strategy, insight, and partnership.

## VII. Reimagining Patient Engagement with WellBe + Calcium

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What does it take to truly engage patients in their health? Not just to track their steps or send reminders—but to make them feel empowered, supported, and connected every day, especially when no one is watching?

That's the question we set out to answer in this whitepaper. And the answer, as we've explored in depth, isn't just better apps or shinier dashboards. It's alignment.

- Alignment between the patient's daily life and the care team's clinical goals.
- Alignment between behavior and outcomes.
- Alignment between the promise of value-based care and the practical tools needed to deliver it.

WellBe Senior Medical has already done what many healthcare organizations haven't—designed a care model around the patient's home, life, and long-term needs. The challenge now is to scale that model without losing its soul. That means finding tools that extend your mission, rather than distract from it.

The Calcium Digital Health Platform offers exactly that: a way to deepen patient relationships, sharpen care team insight, and deliver measurable outcomes—all while staying true to what makes WellBe unique.

## Info

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### About Calcium LLC

At Calcium, our mission is to empower healthier lives with intuitive digital tools that give individuals, their clinicians and health advocates access to meaningful health data and personalized guidance on healthier behaviors.

The Calcium digital health platform provides the integrated solution for healthcare providers – and their patients – that empowers physicians, nurses and care teams with the analytics, data and tools they need offer a higher level of service, while also improving their staff’s productivity and patient outcomes.

