

Case Study

gammaCARE[™] Personal Concierge

PROGRAM DESCRIPTION:

A personalized patient support and customer-relationship management (CRM) program that provides guidance in the management of migraine and cluster headaches. The engagement program incorporates the gammaCore non-invasive vagus nerve stimulator (nVNS) and the GoMo Health remote care management digital therapeutic.

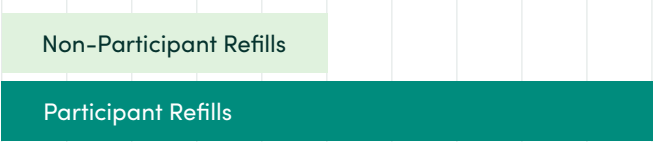
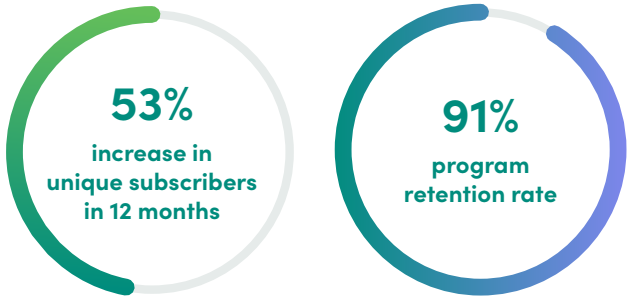
The program helps participants navigate their condition while gathering insightful data about its users' lifestyle challenges and triggers for migraine and cluster headaches.



PROGRAM AUDIENCE:

Anyone who suffers from migraine or cluster headaches (80% of participants are women)



PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
<ul style="list-style-type: none"> ➤ Encourage migraine and episodic cluster headache patients to utilize gammaCore as a method of treatment to relieve pain 	<p>10.4% increase in initial prescription fills</p>  <p>50% of users are refilling at a 2x higher rate than the same population not enrolled in the program</p>
<ul style="list-style-type: none"> ➤ Increase brand awareness and interest in the gammaCore product ➤ Help guide patients through the management of their condition 	 <p>53% increase in unique subscribers in 12 months</p> <p>91% program retention rate</p>

Program Components:



Care Communications:

Upon enrollment, participants receive text messages that nurture, guide, and support their healthcare journey. Some messages contain links to online resources with additional educational information in the form of interactive surveys, and videos (see Care Companion). Topics include condition coping, mental health, daily life management, nutrition, refill reminders, and medication management.



Care Companion:

This cloud-based learning management system (LMS) provides vetted educational content that is personalized by participants' self-expressed priorities and interests, structured into easy-to-follow sections to promote independent education, learning and self-care management.



GoMo Chat:

Much like a typical text conversation, GoMo (secure) Chat allows live messaging between participants and their care team, enabling in-the-moment, on demand conversations.



Secure Data Collection and Reporting:

Engagement and experience data is deidentified, analyzed, and reported back to the organization for ongoing quality, clinical delivery and service improvement.

