

## **Health Choice Arizona partners with Wellth, a digital health behavior change company, to improve medication adherence and member health outcomes**

(Phoenix, AZ—February 8, 2021), [Health Choice Arizona](#), a subsidiary of [Blue Cross Blue Shield of Arizona](#), announced today the expansion of its digital health suite by offering [Wellth](#), a digital behavioral change program, with the goal of improving medication adherence for their members diagnosed with Severe Mental Illness (SMI).

Wellth members begin each month with a rewards balance. To keep their rewards, members must complete daily check-ins by taking a photo of their medications before they take them via the Wellth platform. Each member has their personalized routine set during program onboarding configured to their daily medication schedule. The Wellth team provides support and encouragement throughout the member's program to help them stay on track.

“Based on Wellth’s impressive results within several Medicaid eligible populations, we are excited to offer this program for our members,” said Dr. Mark Carroll, Chief Medical Officer of Health Choice Arizona. “Health Choice Arizona is committed to improving member health outcomes through innovative collaborations and capabilities, including those that help address equity and social determinants of health.”

Failure to comply with prescribed care plans is one of the costliest problems in healthcare, leading to diminished health outcomes and increased care utilization. In the U.S. alone, half of patients with chronic conditions do not adhere to their medications, resulting in \$300B of preventable costs to the healthcare system a year. Data from the Clinical Antipsychotic Trials of Intervention Effectiveness (CATIE) study showed that 74% of patients had discontinued medication within 18 months [[Lieberman, 2005](#)]. While others have tried to boost adherence with technology, reminders, and coaching solutions, Wellth improves member outcomes and promotes health equity by using digital technology, Artificial Intelligence, and member support team to help members build lasting healthy habits through a personalized experience.

“We are thrilled to be partnering with Health Choice Arizona to improve the health outcomes for their members, said Matthew Loper, CEO and Co-founder of Wellth. “We know that Medicaid eligible populations have additional challenges they face every day that get in the way of adhering to their

prescribed medication regime. Leveraging behavioral economics and financial incentives, we can build sustainable long-term habits that lead to better outcomes for the member and our partner.”

Members enrolled in Wellth receive daily financial incentives for verifying adherence to prescribed care plans through daily check-ins by taking a picture of their medication(s). These check-ins are immediately processed by Wellth’s AI technology for verification, and insights are relayed directly to care teams. Members get a fun, easy and motivating experience along with instant gratification of keeping their endowed rewards, which they redeem at milestone intervals throughout the duration of their program.

### **About Wellth**

Wellth is a digital behavior change company that creates de novo motivation in the highest-risk, least engaged segment of the chronic disease population. Powered by a behavioral economics engine paired with an intuitive, consumer-grade smartphone experience designed to motivate and delight, Wellth rewards members with daily financial incentives for verifying adherence to prescribed care plans. The company's mission is to ensure the adoption and success of value-based care by helping health plans and risk-bearing healthcare providers better understand their populations, improve customer health, and lower costs. Learn more at [www.wellthapp.com](http://www.wellthapp.com).

### **About Health Choice**

Health Choice is a managed care organization delivering healthcare services through health plans, integrated delivery systems, and managed care solutions. Our mission is to improve the health and well-being of Arizonans, and to provide exceptional service when they need us the most. Health Choice offers comprehensive, coordinated care to more than 200,000 Medicaid members and 8,700 Medicaid and Medicare dual-eligible members. Health Choice is a subsidiary of Blue Cross Blue Shield of Arizona. To learn more, visit [HealthChoiceAZ.com](http://HealthChoiceAZ.com).

### **About Blue Cross Blue Shield of Arizona**

Blue Cross Blue Shield of Arizona (BCBSAZ) is committed to helping Arizonans get healthier faster and stay healthier longer. With a focus on connecting people with the care they need, BCBSAZ offers health insurance and related services to more than 1.5 million customers. BCBSAZ, a not-for-profit company, is an independent licensee of the Blue Cross Blue Shield Association. The company employs more than 1,800 people in its Phoenix, Chandler, Flagstaff, and Tucson offices. Through advanced clinical programs and community outreach, BCBSAZ is inspiring health. To learn more, visit [azblue.com](http://azblue.com).