



Meet the Future of Patient-Centred Healthcare

*Become a leader in patient-centric care
with smart patient communications*



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Overview & Goals



Thank you for expressing your interest in utilising the PEP Health platform to smartly deliver your health content to clinicians and their patients.

As a respected participant in healthcare, PEP Health knows the importance of engaging with patients and health consumers where and when they need trusted and reliable information that align with the various stages of their health journey.

But making your content available to clinicians, allied health and administrative staff in a format that enables them to deliver the right information to the right patient just at the right time has always been challenging.

The PEP Health platform is designed to help you with this challenge. It will enable PEP Health to deliver your content into the hands of those that need it. And in so doing, provide valuable insights into how people engage with their healthcare as well as the support and educational content you produce.

Whether PEP Health is another channel for you to distribute your content, or you choose to use the platform to directly engage with your patients and their circle of care, we value the opportunity to provide this information pack to help you understand how we can help you communicate better.

Sincerely,

Philip Andrews
Director, PEP Health Australia

The Hidden Effects of Poor Communications

25%

of hospital readmissions



70%

of sentinel events



\$1.7b

in malpractice costs



A Patient-Centric Health Service

Good communication is essential for the delivery of quality, sustainable healthcare.

With the switch to a more patient-centric approach to the management and delivery of health services, there is a growing need for health organisations to employ systems and processes that align and personalise patient communications with the various stages of an individual health journey.

Key Factors Driving the Shift Towards Patient-Centricity

Communication Failures



Communication failures are a contributing factor in more than 30% of medical malpractice lawsuits costing upwards of \$1.7b

Improved Profit Margins

Hospitals with superior patient engagement process are up to

50%
more profitable



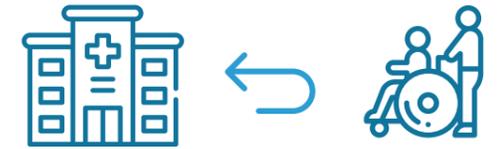
Cost Reduction

Personalised patient engagement platforms can



reduce costs by up to **68%**

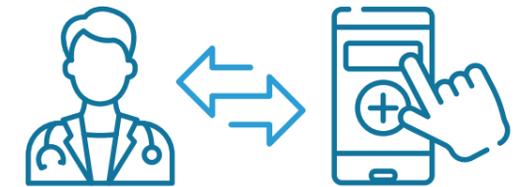
Hospital Readmissions



Over 25% of hospital readmissions can be attributed to some form of communications breakdown

Patient Demand

Patients are demanding more personalised and more mobile-enabled interactions with their health service provider.



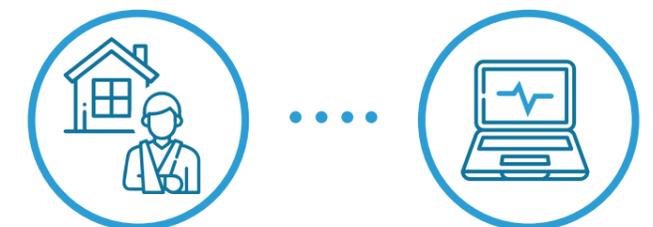
Poor communications



Contributing factor to sentinel events in hospital environments

Remote Patient Monitoring

The global RPM market is on pace to reach \$117.1 billion by 2025, compared to \$23.2 billion in 2020 – more than a fivefold increase in just five years.



Sources: HCAHPS Hospital Survey, Accenture 2016 | Sentinel Event Data, The Joint Commission, 2004 - 2014 | Health IT Vision, Accenture 2015 | American Society for Quality (ASQ) 2016, CRICO Strategies - National CBS Report 2016, Telehealth and coronavirus: Medicare Benefits Schedule (MBS) activity in Australia, 2020. Preventability and Causes of Readmissions in a National Cohort of General Medicine Patients, April 2016. 2016: Medication-related Malpractice Risks. CRICO Strategies. Improving Patient Safety Through Provider Communication Strategy Enhancements. National Center for Biotechnology Information, U.S. National Library of Medicine | Remote Patient Monitoring Market by Product End User - Global Forecast to 2025, Report Linker 2020

The Problem

The patient journey is fragmented, siloed, unconnected and impersonal. This leads to the patient feeling confused and overwhelmed.



Patients need to be supported and informed in a personal, repeatable and scalable way along the various stages of their patient journey – irrespective of whether these stages take place in a hospital, in the community or at home.

Additionally, patients need a cohesive and integrated singular trusted source of health information that spans across all their care providers. The current processes used for patient communications lack structure, integration, ability to sequence, ability to record engagement, flexibility and are difficult to scale whilst maintaining quality and consequently are extremely fragmented.

Communication systems are not centred around an individual's own patient journey but rather siloed and designed to support the needs of different health organisations.

The dream of **patient centricity** has become, in reality, **patient periphery** as they orbit the clinical and communication structures of large health organisations.

The Solution

With PEP Health, the patient journey is sequenced, aligned, personalised and centralised. This leads to patient engagement and empowerment to act.



PEP Health, developed by Liquid State, is a solution that enables health industry participants to produce pathway solutions that deliver better health outcomes through more personalised, patient communications while at the same time supplying, and collecting, all clinical information required along the patient journey.

These patient-support pathways underpin improved communications not just for individual organisations, but across the whole health sector delivering care in hospital, in the community and at home, at scale and with consistency and measurability.

This information looks at how to enable any health team to utilise PEP Health to deliver a supported pathway solution for any specific patient cohort.

The Framework

The PEP Health solution framework consists of:

- A **structured, responsive and sequenced patient engagement plan, or communications pathway**, that aligns with the patient journey.
- A **variety of pathway and therapy-specific content** (videos, articles, factsheets) from trusted sources as well as the organisation's own resources.
- A **range of pathway-specific forms, questionnaires and patient-reported outcome measures**.
- A **configurable communications pathway framework** designed to deliver the personalised communications plan that aligns with the patient's own journey.

5 Big Ideas that the PEP Health Platform is Built Upon



1. Patient Centricity

Patient centricity is at the centre of patient empowerment.



2. Whole of Life and Sector

Health communications need to be whole-of-sector as well as whole-of-life.



3. Continuum of Communication

Continuum of care is based on a continuum of communication.



4. Data Driven

Data-driven decision making and data-driven communicating work together.



5. Self Sustaining

Lasting communication solutions are built on self-sustaining platforms, not piecemeal and siloed pipelines.



PEP Health Features

All PEP Health solutions are packed with the features you need to create and maintain sophisticated support and communication programs that align with your patients' health journeys.

Patient Mobile App

A beautifully designed mobile application without having to pay for upfront development costs or ongoing maintenance expenses. Available for Apple and Android phones and tablets.



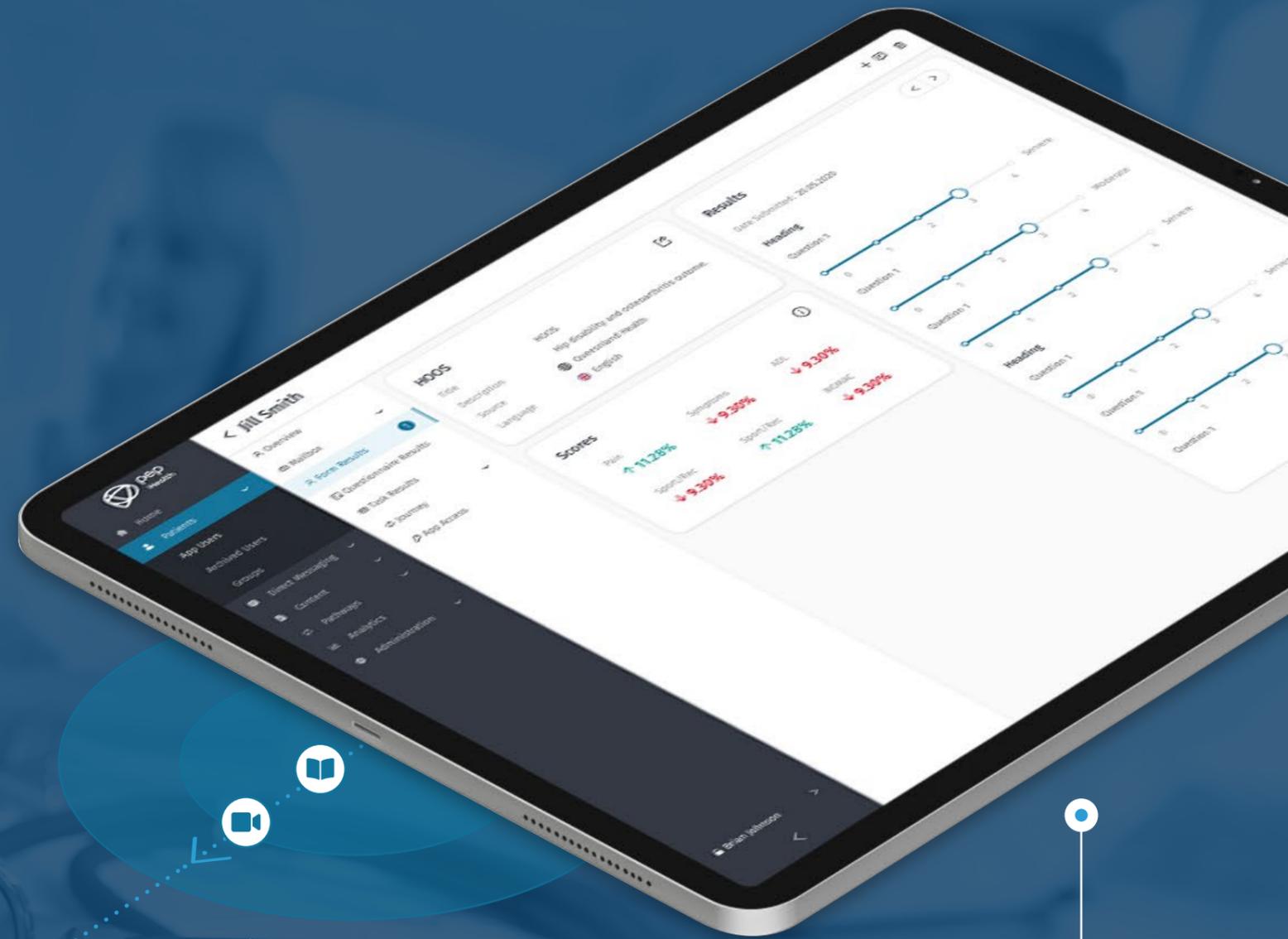
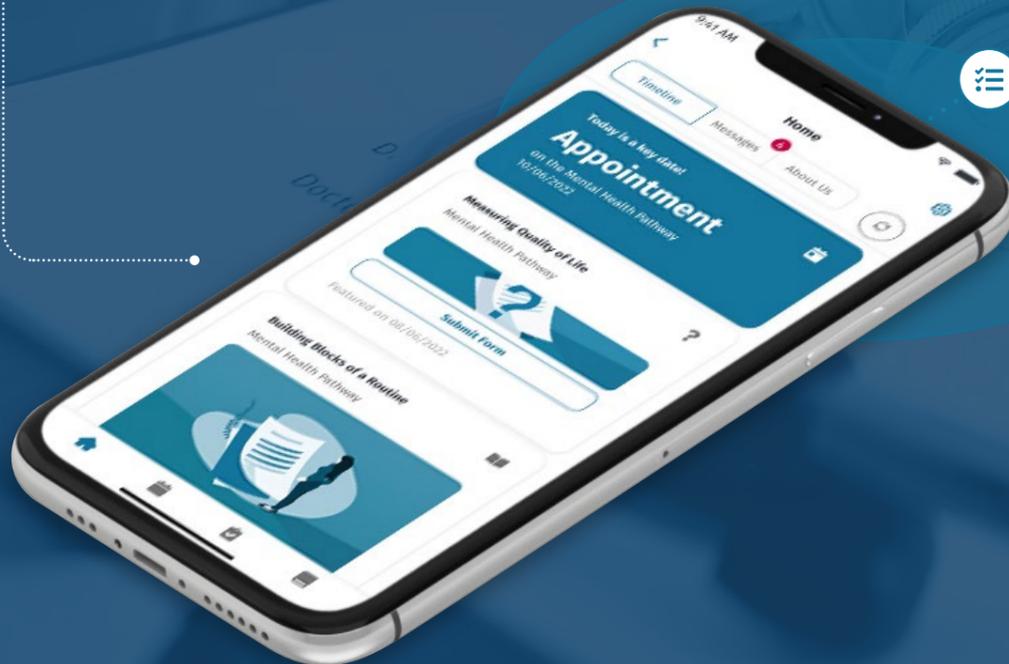
Immediate Ad-hoc and Scheduled Communications

Deliver ad-hoc communications, including messages, reminders, alerts, documents, videos, forms, surveys and checklist directly to patients or as part of a configured pathway.



Two-Way Patient Communications

Establish a true conversational channel with your patients where staff are able to communicate with patients, and patients can provide feedback to staff.



Administration and Clinical Dashboard

A secure, Australian hosted, web dashboard that enables you to manage users, create and manage your content, choose additional content from trusted sources, configure your own communication plans and communicate with individual patients and patient cohorts.



Support for Multiple Content Types

Communicate more clearly with support for a variety of content types including documents, factsheets, brochures, videos, messages, alerts, reminders, forms, checklists and questionnaires.



Made in Australia

Proudly designed, developed and supported by a dedicated team of communications and technology professionals in Australia.

Deliver Personalised and Targeted Communications



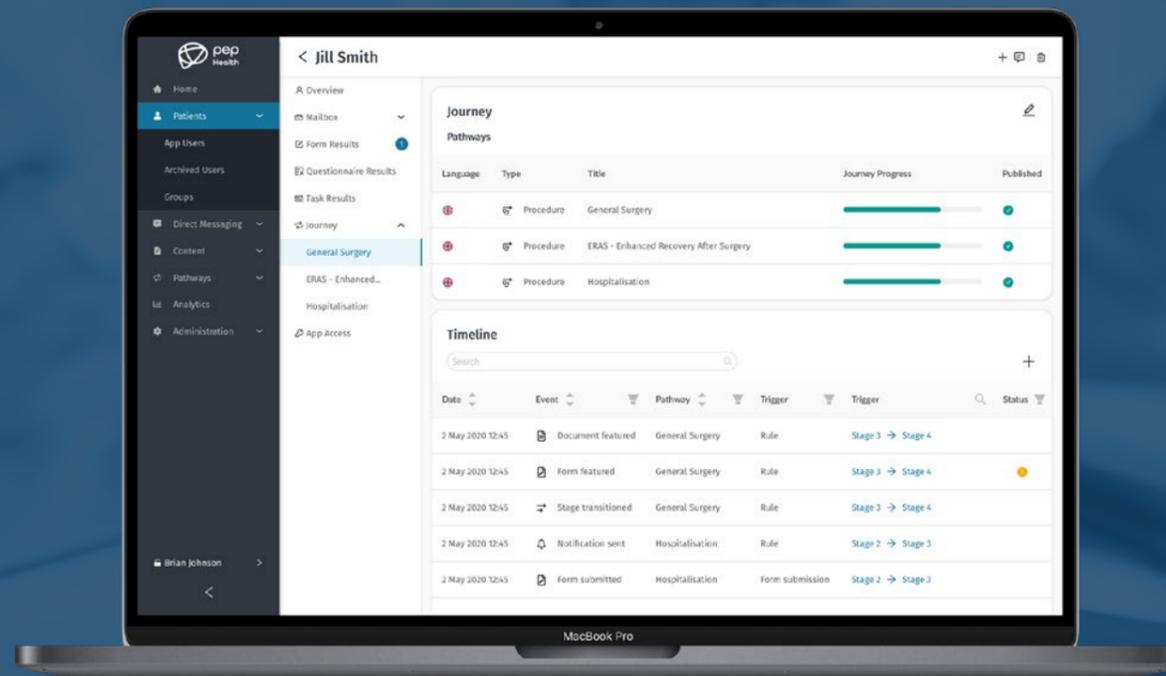
Remote Support and Progress Tracking

Remotely support your patients throughout their health journey with ongoing communications, device-less health monitoring and direct messaging, alerts and reminders.



You Control all Your Communications

Quickly modify your patient communications and support programs to match fast-changing medical advice and research without the need to contract third parties to action these changes.



Configurable Communication and Support Pathways

Organise your communications plans into a sequenced and contextualised patient support pathway deliverable to individual patients or whole cohorts.



Your Content Plus Trusted Others

Build sophisticated patient support programs by mixing and matching your own content with that of trusted third-party health education organisations.

Build on a Reliable Platform

Privacy Assured

Be confident of compliance with health data regulations governing patient privacy and health data security by using a managed platform designed for safely delivering health communications.

Security for all Users

Multi-factor authentication plus state-of-the-art security workflows ensure that your patient and staff details are always secure.

Fully Managed App and Dashboard Service

No need for dedicated IT managers or development staff. We manage all critical app and dashboard updates to ensure the solution remains compliant with Apple, Google and government requirements.

Support for your Organisation's Needs

Flexible Support Options

Support options to provide assistance for teams big and small with tailored packages ranging from simple assistance when you need it, to fully managing the design, development and delivery of your whole patient support project.

Training for Individuals or Teams

A range of workshops and training courses designed to build the skills of you and your team to a level where you design and execute new solutions to manage and maintain existing programs.

Professional Services When you Need Them

Contracted services to supplement the existing skills and knowledge of your inhouse team provided on a project by project basis or on a monthly retainer.

PEP Health Support and Subscription Options



Subscription Plans

Your support is determined by the number and types of users, the level of support required and the subscription option. There are three tiers to choose from.



Project Management Options

The level of support provided while you create your patient pathways is dependant on your team's project management expertise. There are three tiers to choose from.



Additional Support Services

Additional support can be provided on an 'as-needed' basis to assist in any stage of the process.



Investment Estimator

Estimate the cost of your proposed project, select your subscription plan, choose the approach you want to use for managing the project and nominate any additional services you require.



Subscription Plans

Support from PEP Health that is provided after the deployment of your project is determined by the number of users, the level of support required and the subscription option you are paying for.

Features Included in all Plans

Solution Components

Administration/clinical dashboard and patient mobile application.



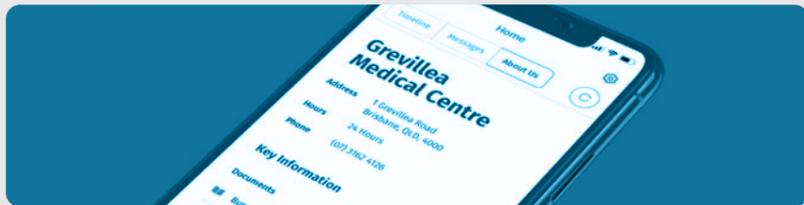
Content Library

Use hundreds of documents, videos and forms from trusted, authoritative, health content providers such as NHS, MedlinePlus, and the Australian Department of Health. Dept.



Clinic/Hospital Configuration

Configurable opening hours, contact details, socials links and entity-specific documents, videos and forms.



Plan Levels

Health Communicator <i>Base level</i>	Patient Supporter <i>Medium level</i>	Community Builder <i>Highest level</i>
500 Patients (maximum)	2000 Patients (maximum)	6000 Patients (maximum)
3 Clinicians or Admins (maximum)	10 Clinicians or Admins (maximum)	30 Clinicians or Admins (maximum)
1 Pathway (maximum)	3 Pathways (maximum)	Unlimited Pathways
\$1000 Per month	\$2000 Per month	\$4000 Per month

Health Communicator	Patient Supporter	Community Builder
Content Types		
Messages ✓	Messages ✓	Messages ✓
Documents (PDFs & Custom) ✓	Documents (PDF's & Customs) ✓	Documents (PDF's & Customs) ✓
Videos (YouTube) ✓	Videos (YouTube) ✓	Videos (YouTube) ✓
Alerts ✗	Alerts ✓	Alerts ✓
Reminders ✗	Reminders ✓	Reminders ✓
Forms* ✗	Forms* ✓	Forms* ✓
Questionnaires* ✗	Questionnaires* ✓	Questionnaires* ✓
Computed Questionnaires* ✗	Computed Questionnaires* ✗	Computed Questionnaires* ✓
Checklists* ✗	Checklists* ✗	Checklists* ✓
Weblinks ✗	Weblinks ✗	Weblinks ✓
Direct Messaging		
Immediate ✗	Immediate ✓	Immediate ✓
Scheduled ✗	Scheduled ✗	Scheduled ✓
Repeating ✗	Repeating ✗	Repeating ✓
Help		
Knowledgebase ✓	Knowledgebase ✓	Knowledgebase ✓
Email ✗	Email ✓	Email ✓
Phone ✗	Phone ✗	Phone ✓
Customer Success Officer ✗	Customer Success Officer ✗	Customer Success Officer ✓
Project Support		
Getting started handbook ✓	Getting started handbook ✓	Getting started handbook ✓
Project kick-off meeting ✗	Project kick-off meeting ✗	Project kick-off meeting ✓
Pathway planning workshop ✗	Pathway planning workshop ✗	Pathway planning workshop ✓
Dedicated project manager ✗	Dedicated project manager ✗	Dedicated project manager ✓
Training		
Online videos ✓	Online videos ✓	Online videos ✓
Patient communications masterclass ✗	Patient communications masterclass ✗	Patient communications masterclass ✓

* Forms, Questionnaires, Computed questionnaires and Checklists are designed and developed to suit your requirements. Three of these items are included in the Patient Supporter subscription and ten in the Community Builder subscription. Additional forms, questionnaires and checklists can be ordered individually on any subscription plan.

Project Management Options

The PEP Health solution is designed to be used as a stand-alone, self-service, communications tool for clinical and administration teams to support:



The creation and delivery of new patient communication pathways.



The optimisation of the pathways for different countries, languages and hospital contexts.



The onboarding of new patients and professional hospital users.

Utilise Existing Patient Pathways and Content

The platform contains a range of exemplar and predefined content and generic patient pathways. These pathways are based on a range of topics such as procedures, diseases, admission preparation, lifestyle support, and discharge management.

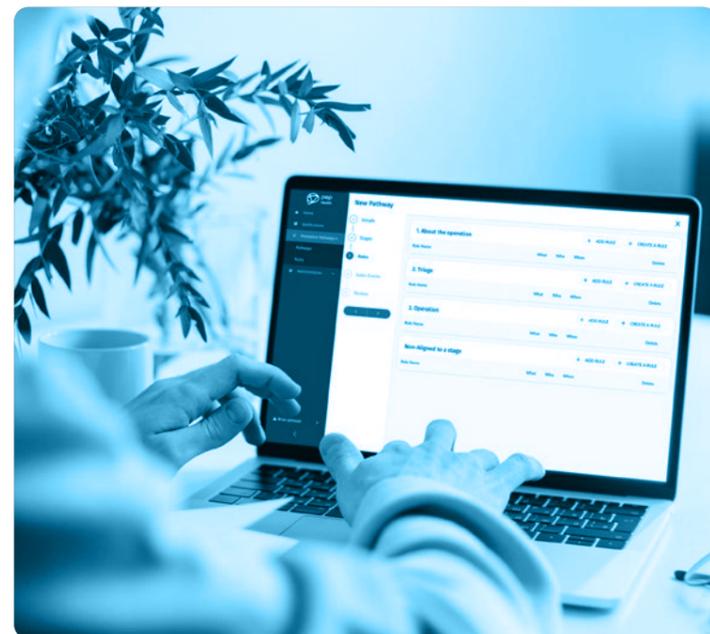
Clinical and department teams new to the solution are able to start supporting patients immediately by utilising the provided pathways and other content already contained within the PEP Health library.

Your Content ... Or Ours

Clinical and administration teams can also add their own content by uploading documents (PDFs) and videos (YouTube) to the solution to add to content or as the basis of original pathways they create. Where an organisation has a large content repository they wish to add to the platform, Liquid State can assist in the economic bulk conversion of all content types (PDF, Word, HTML, XML) on behalf of the organisation.

Notifications, alerts and reminders can also be created to suit the needs of an individual hospital or department utilising the messaging tools within the platform.

A variety of forms, questionnaires, calculated questionnaires, PROMs, PREMs and checklists are also included in the solution. Liquid State can convert hospital or department-specific forms so they are usable within the solution and on all mobile device screens.



Creating New Solutions, Content And Pathways

PEP Health is designed to provide health teams with the tools to create, deploy and manage their own patient support solutions. Hospital/department teams can easily create new patient communication pathways to support different clinical or surgical events.

When developing a new patient communication pathway, for example, to support patients scheduled for surgery for colorectal cancer, there are three different approaches that care teams can employ to design, develop and deliver this pathway.

Development and Delivery Approaches

All three approaches will result in a pathway of communication that can be delivered to patients within hospitals or clinics. The major difference is the level of support provided by Liquid State in the design, development and delivery process.



1 Self-service

Experienced teams can develop and deliver new pathways and onboard new patients utilising the PEP Health solution with the aid of online help resources, with no direct support from Liquid State staff.



2 Supported

Experienced teams manage the design, development and delivery process themselves but enlist the help of Liquid State staff for specific parts of the process where they may lack experience or the skills required.



3 Managed

Inexperienced teams are guided through the whole process of designing, developing and delivering a new pathway. The Liquid State team will manage the whole process which will include training on the use of the solution in addition to the process used to create a new pathway for patients.



Need More Help?

If you need a little help in getting your project ready for release, PEP Health staff can provide professional services at all stages of the project on an 'as needed' basis. Just let us know where we can add to your team's capabilities.

Why Work with Liquid State

PEP Health is a specialist communications offering for the health sector brought to you by the experienced and dedicated team at Liquid State.

Liquid State is an Australian-based information technology company with expertise in the development of patient and staff facing communications solutions for healthcare, both locally and internationally.

With over 80 projects in the last 9 years, Liquid State has extensive experience developing sophisticated solutions within this environment.

Industry Wide Experience



Laboratory Reporting Systems

(Bioscentia, Germany, Medlab, Dublin and The Doctors Laboratory, London)



Integrated Patient Support Applications

(B Braun Surgical, Spain, Germany, Czech Republic, UK and Medisupport, Switzerland),



Patient Administration Systems Integrations

(Spine Plus, Brisbane Private Hospital, Australia)



Health Media Publishing

(NSW Ministry of Health, Sydney and Stellar Vision, Australia)



Hospital Communications Systems

(Children's Health Queensland, Australia, Gold Coast Hospital, Australia)



Specialist Support Clinics Communications

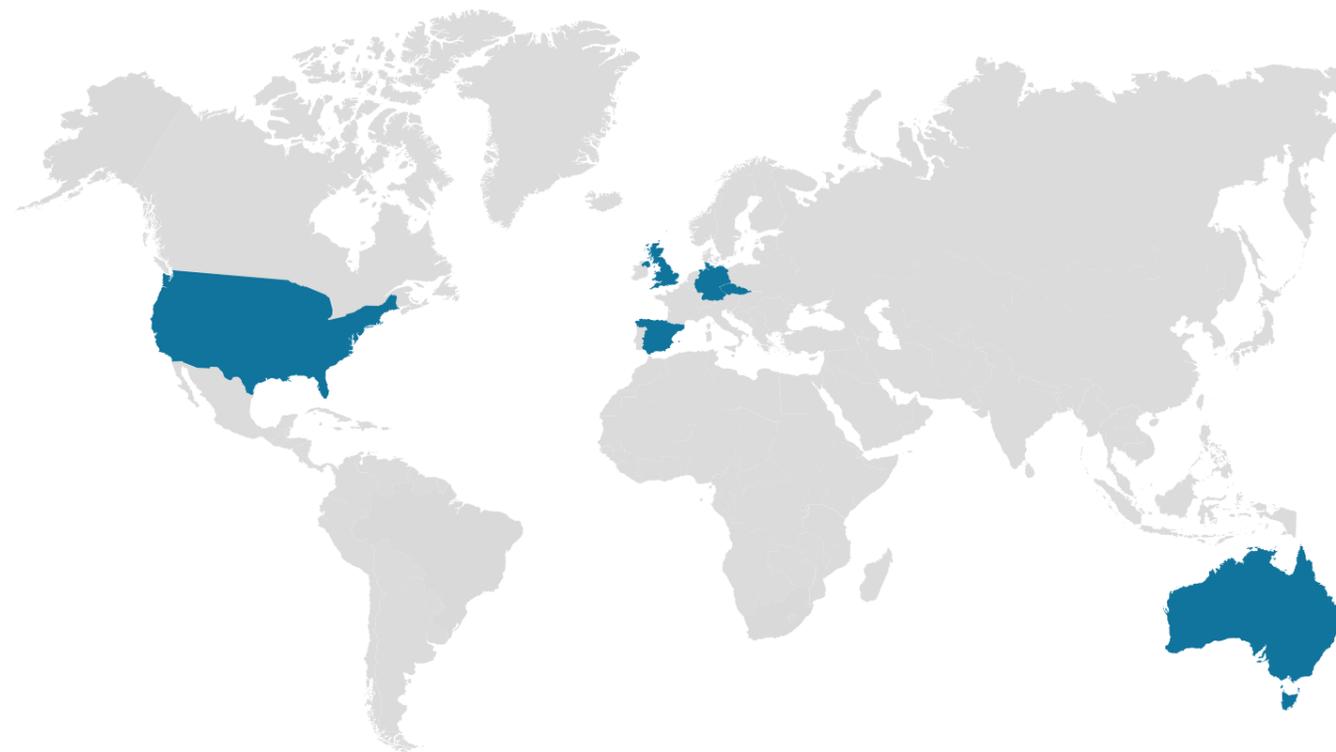
(CHQ, Brisbane and Weissenberg Joint Care Clinic, Germany)

2 million +
pieces of content
curated in the platform

6 million +
pages of paper saved
through digitisation

33 +
integrations with 3rd party
systems & platforms

40,000 +
hours of platform
development over 9 years



An Industry-Standard Platform

All solutions are built upon a modular technology platform that uses industry-standard approaches to user management, content creation and delivery, communication channel support, app production, information security and user privacy, and engagement metric collation to deliver complex integrated solutions quickly and efficiently.



We are excited about the possibilities for using Liquid State to make our communications more effective across the range of countries and companies in the Sonic Healthcare family"

Peter Joseph,
Chief Information Officer
Sonic Healthcare

A snapshot of our customers
from around the world



Investment Estimator

To estimate the cost of your proposed project, simply select your subscription plan, choose the approach you want to use for managing the project and nominate any additional services you require.

Description	Price
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1. SUBSCRIPTION PLAN (see page 18 for more details)

Select one of the monthly subscription plans for the PEP Health solution from the options below:

Health Communicator (\$2.00 per patient up to 500 patients)	\$1,000 per month
Patient Supporter (\$1.00 per patient up to 2000 patients)	\$2,000 per month
Community Builder (\$0.50 per patient up to 6000 patients)	\$3,000 per month



2. PATHWAY PROJECT APPROACH (see page 20 for more details)

Select the approach you would like to use to design, produce and deliver your patient support pathways project:

Self-Service approach - clinical/administration team managed the project	\$0.00
Supported approach - project management shared with PEP Health staff	\$15,000
Managed approach - the project is managed by PEP Health staff	\$30,000



3. ADDITIONAL SERVICES (ask a PEP Health sales person for more information)

Choose any additional services that you will need for your project:

Content conversion (per page)	\$20 per page
Simple form, questionnaire, checklist conversion (per item)	\$250 per form
Calculated forms or questionnaires conversion (per item)	\$400 per form
Complex professional services (per hour) "Trivalgo" trauma service listing	\$150 per hour
Standard professional services (per hour) "Trivalgo" trauma service listing	\$130 per hour

Protecting Your Rights



One of the key benefits of the PEP Health platform is the way it brings together quality health content from a range of trusted sources and allows clinicians to provide this content to their patients when and where they need it. For this reason, it is just as important to us that your brand is prominently displayed for both clinicians and patients to see, as it is to you.

Brand prominence is just one aspect of how we protect your rights when providing your content to clinicians via the PEP Health library. To ensure your content protection is comprehensive, we put in place syndication and licensing agreements with all our suppliers.

Key Aspects of The Agreement

- **Nature of your rights** - A clear indication of the rights of use we have with your content. To help with standardisation and international coverage we prefer to use one of the Creative Commons licenses for rights management
- **Author credit** - How you want your work credited
- **Permitted formats** - The format we can present your content in
- **Modifications to the content** - The types of modifications you will let us make to the content, if any, to ensure it displays well on multiple screens and devices
- **Content review and update process** - How and when the content will be reviewed and updated in order to maintain its currency
- **Engagement metrics and reporting** - The mechanism by which the level of patient and clinician engagement with your content will be reported to you
- **Royalty payments** - If you are wanting to sell your content to clinicians then upon which basis will your content be commercialised and how and when will payments be remitted to you.
- **Duration of the agreement** - The period we are allowed to present your content

We will happily supply you with a draft agreement for your review to ensure that you are comfortable with the way we manage and present your content.



