



Making Hospitals Heroes™

WarriorCentricHealth®

THE WARRIOR CENTRIC SOLUTION SUITE®

A Population Health Solution that fulfills your facility’s mission, reduces readmissions, and builds your bottom line.

THE PROBLEM

Because of the conditions of service, Veterans and their family members present with an unusually high rate of chronic illness, as well as significant rates of co-morbidity. The overwhelming majority of them—over 90% in any given year—receive their healthcare at commercial healthcare facilities, not Veterans Administration facilities. Many active duty service members, National Guard, and reservists also receive their healthcare from commercial facilities. Combined, this “Warrior Community” represents a significant portion of a commercial facility’s patient population—as much as 25%. But most facilities are neither aware of this unique and underserved population nor prepared to treat them optimally:

- They do not screen for them.
- Their providers may lack the clinical competencies needed to treat them.
- Their providers may lack the cultural competencies needed to communicate effectively with them.

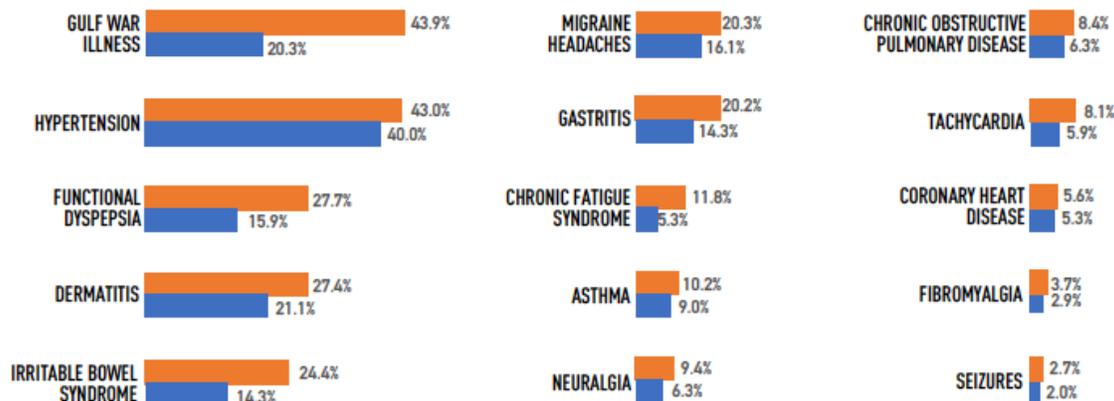
These conditions result in sub-optimal care for this large population. The cost to hospitals can be measured in elevated readmission rates, dragging down the bottom line.

The conditions of service leave veterans with a unique array of chronic medical conditions unexpected in a young population.

CHRONIC ILLNESSES

Deployed Non-Deployed

79% of Veterans reported at least one chronic medical condition (82% in deployed Veterans and 78% in non-deployed Veterans)



The average number of self-reported chronic medical conditions was 3.5 (3.7 in deployed Veterans and 2.9 in non-deployed veterans)

Dursa EK, Barth SK, Schniderman AI, Bossarte RM. Physical and Mental Health Status of Gulf War and Gulf Era Veterans: Results from a Large Population Based Epidemiological Study. J Occup Environ Med 2016; 58: 41-46.



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THE SOLUTION

The Warrior Centric Solution Suite® enables healthcare facilities and providers to deliver optimal care to the individuals in their Warrior Communities, people who are suffering the effects of military service, but who are now overlooked and underserved. It consists of three integrated solutions, which enable healthcare facilities and providers to:

- Identify and assess their Warrior Community (WarriorMark™ Analytics & Insights).
- Deliver optimal treatment to the Warrior Community (Warrior Centric Health® Education & Training).
- Encourage participation in your WCH program and fulfill Community Benefit requirements (WarriorComm™ Community Outreach Tools).

When a facility has successfully adopted the WCH Solution Suite, it is prepared to deliver optimal care to the Warrior Community.

The WCH Solution Suite: an integrated approach to the Warrior Community healthcare crisis.



IMPLEMENTATION

Facilities can put the full scope of the WCH Solution Suite into action in Year One, beginning with each facility's Environmental Scan and development of their Warrior Centric team. Warrior Centric provides each facility the tools to manage implementation, most of which are available online 24/7.

By the end of Year One, each facility should begin to see results from the program. WCH will assess those results against the benchmarks measured at the beginning of the year. In subsequent years, as the program matures, Warrior Centric will continue to measure against the benchmarks, leading to continuous improvement and accurate assessments of the facility's Return on Investment.

Year One Implementation follows a well-marked path, managed by WCH tools.

PHASE 1

- Kick-Off & Discovery
- Top-Down Communications to facility staff
- Environmental Scan

PHASE 2

- WCH provides Veteran Data to facility
- Begin CME/CE eLearning (WCH Education & Training)
- Begin Community Outreach (WarriorComm)

PHASE 3

- Collect Updated Measurements & Aggregate Knowledge Gain (WarriorMark)
- Continue Community Outreach (WarriorComm)



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THE WARRIOR CENTRIC SOLUTION SUITE®

BENEFITS

Facilities that adopt the WCH Solution Suite experience a variety of important benefits:

OPTIMIZED CARE

For any healthcare facility, the primary effect of the WCH Solution Suite is to **provide better outcomes to a large population of existing patients**. This Warrior Community may comprise as much as **25% of a facility's patient population**.

REDUCED READMISSIONS

Improving outcomes reduces readmissions. Doing so for a substantial, readmission-prone population can **measurably reduce a hospital's overall readmission rate**. This saves cost in readmission penalties.

CORE MISSION ACHIEVEMENT

By optimizing care to an existing hospital population, a facility takes concrete steps to improve results against its core mission. **The WCH Solution Suite is the only way currently to achieve compliance in all three areas of the AHA's Equity of Care Pledge.**

Facilities that successfully implement the WCH Solution Suite gain these recognitions.



AUTHORIZED

WarriorCentricHealth®
CLINIC



AUTHORIZED

WarriorCentricHealth®
FACILITY

RETURN ON INVESTMENT

Your facility's return on investment is measured through Warrior Centric's regimen of data collection, benchmarking, and periodic assessment. **Typical ROIs for individual facilities range from 50% - 150%, but can go much higher.**

ABOUT WARRIOR CENTRIC HEALTH

Founded in 2008 by two Military Veterans, Warrior Centric Health, LLC® is the nation's first commercial health equity solutions provider. Presently, the Warrior Centric Solution Suite® is the only comprehensive way for hospitals and other healthcare facilities to optimize care to the large population of Veterans, active service members, and their families, over 90% of whom do not use the Veterans Administration system for their healthcare.

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Awarded Supplier

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Making Hospitals Heroes™

WarriorCentricHealth®

WarriorMark®
Analytics & Insights

The data science tool that's essential to **UNDERSTANDING** your patient population, **BUILDING** strategies, and **ACTING**.

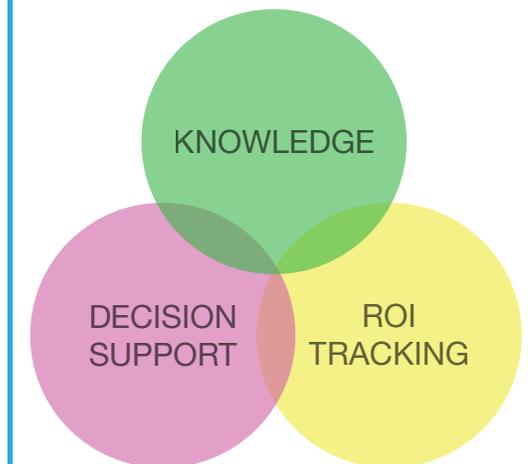
THE PROBLEM

Optimizing healthcare for a facility's Warrior Community can result in reduced readmissions and a stronger bottom line. But even the strongest education and training program—absent an informed strategy to apply it—is bound to fall short of the mark. Maximizing effectiveness and ROI requires concerted, measurable action that addresses your specific situation, beginning with knowledge of:

- The size, location, and composition of your Warrior Community, both inside and outside your current patient population.
- Current health information of the Warrior Community, including specific diseases, practices, interventions, and outcomes.
- Benchmark measurements for your Warrior Centric program.

There is no single, easily accessible source for all of this information, much less the tracking and analytical tools needed to make it actionable.

WarriorMark informs effective action three ways.



THE SOLUTION

WarriorMark™ Analytics and Insights incorporates a wide range of collected, vetted, and validated data sources to deliver the information and insights hospitals need to make the critical decisions required to build and maintain a powerful Warrior Centric program. To do that WarriorMark provides:

KNOWLEDGE

To make your project team knowledgeable, WarriorMark collects and provides graphic presentations of:

- Veteran Population Health and Demographics
- Veteran Patient Data
- Knowledge Scores

DECISION SUPPORT

To turn that knowledge into understanding, WarriorMark feeds critical analysis to your monitor, including:

- ROI Measurements
- Specific Learning Needs
- Specific Demographics
- Specific Diseases
- Specific Practices
- Health Interventions and Outcomes

ROI TRACKING

WarriorMark tracks the success factors you need to know in order to determine your return on the Warrior Centric Health investment, as well as evolve the program itself. These include:

- Veteran Patient Volume
- Veteran Readmissions
- Veteran Satisfaction

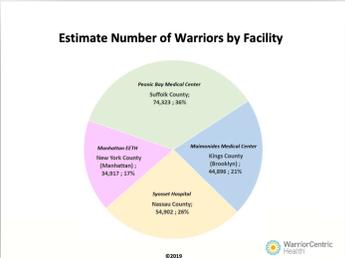
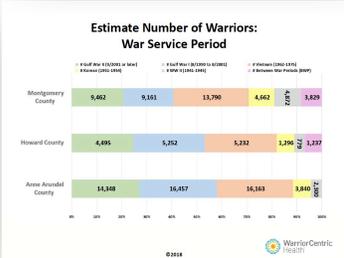
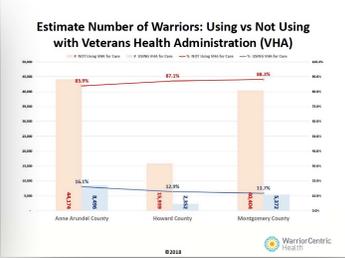
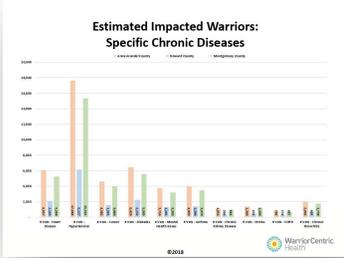


THE BENEFITS

WarriorMark helps you transform knowledge into action, helping you develop strategies to:

- Increase Patient Volume
- Reduce Readmissions
- Increase Provider/Patient Communications
- Develop Effective Veteran Patient Care Teams
- Reduce Patient Cost
- Predict Risk
- Plan Physical Expansion
- Enhance Service Lines
- Evaluate Provider Performance

WarriorMark graphics help turn data into knowledge.



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Making Hospitals Heroes™

WarriorCentricHealth®

Warrior Centric Health®
Education & Training

More than accredited courses: an e-learning program designed to optimize outcomes for the Warrior Community.

THE PROBLEM

Delivering optimal care to the Warrior Community patient population is the goal of any hospital's Veteran care program. That goal requires that a full cross-section of professionals in a facility—providers, support staff, and executives—are prepared to deliver that care. But the vast majority of healthcare professionals are unfamiliar with the unique needs of this population, much less how to treat them.

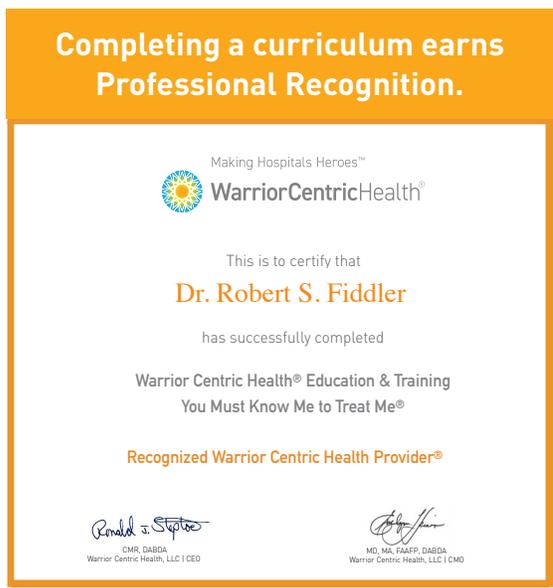
While there are various Veteran care courses professionals can access, no combination of these courses integrates the cultural and clinical dimensions of Warrior care, which are fundamental to achieving the healthcare facility's goal. **Absent a fully integrated and comprehensive approach to education and training, hospitals' and providers' CME/CE spending is simply not aligned with the goal of optimizing care for this vulnerable population.**

THE SOLUTION

Over a decade in development, Warrior Centric Health Education & Training has been designed from the bottom up to enable a healthcare facility's providers and staff to deliver optimal care to the facility's entire Warrior Community population.

The foundation of this program is the standard of care developed by the Warrior Centric Team, in partnership with governmental, medical and research university partners. Called YOU MUST KNOW ME TO TREAT ME®, this standard of care pays particular regard to the cultural and clinical dimensions of Warrior care, which are fundamental to optimizing outcomes.

Completing a curriculum earns Professional Recognition.



All WCH Education & Training is fully CME/CE Accredited.



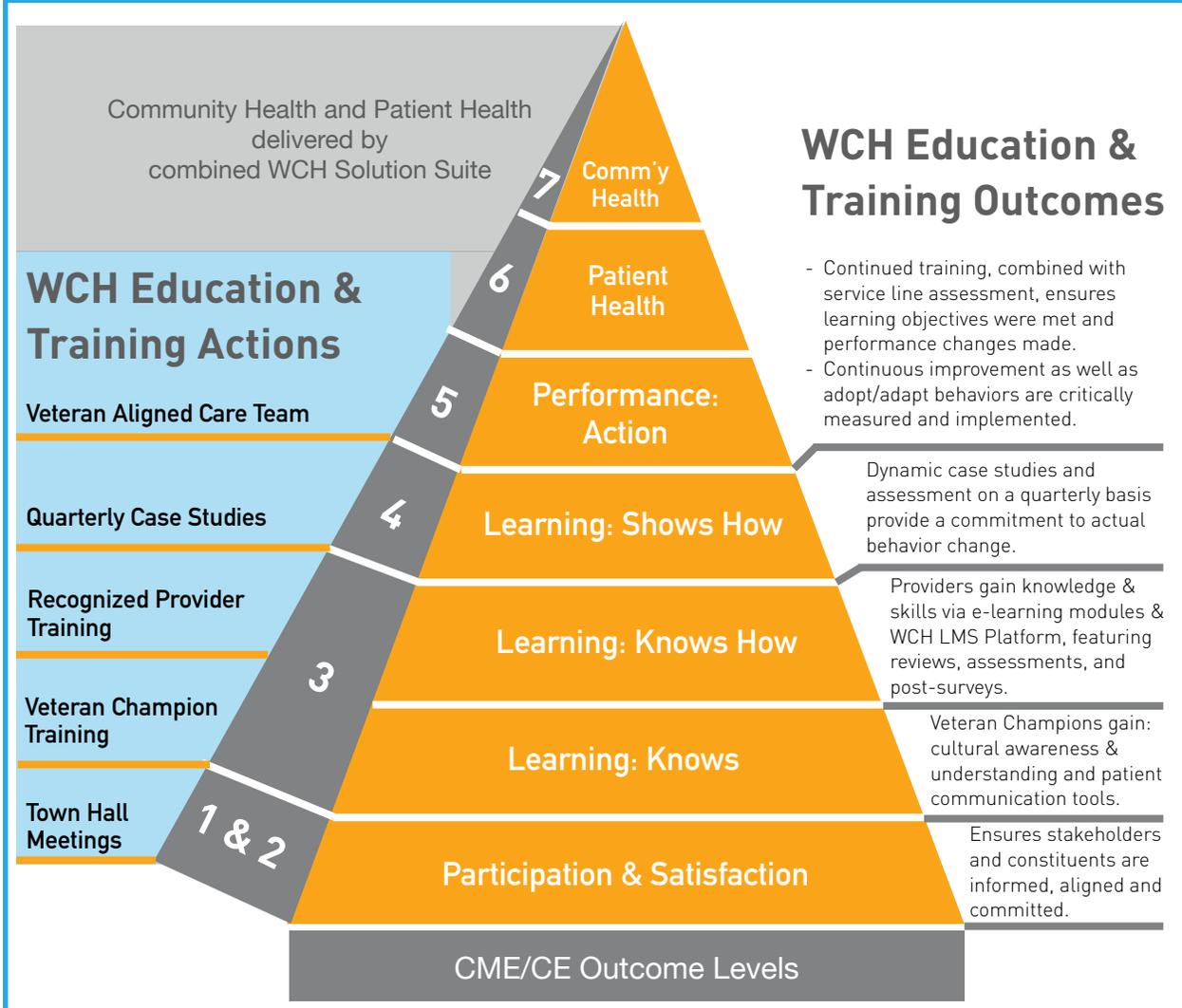


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Education & Training

WCH Education & Training employs MOORE'S 7-LEVEL CME OUTCOME MODEL—
from participation to action to outcomes .



COURSES

Warrior Centric's team of healthcare professionals—Veterans themselves—developed each CME/CE accredited course topic around the challenges healthcare professionals encounter when treating the Warrior Community. All courses contain practical, actionable information. Participants learn to communicate, connect, and provide culturally competent health care to Warrior Community patients.

CURRICULUM

Professionals complete a curriculum of courses developed to fit their professional profile.

Each curriculum is built to move participants in an intentional way from participation, to action, to measurable outcomes. Additional courses are also offered to increase the professional's ability to treat Warrior Community patients optimally.

CONVENIENCE

Because valuable time and energy are required to complete the curriculum, courses are delivered in ways convenient and inviting to busy medical professionals. All courses are:

- Delivered online, 24/7.
- Professionally produced and easy to follow.
- Fully CME/CE accredited, enabling professionals to meet their CME/CE requirements.



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Warrior Centric Health®
Education & Training

WCH Education & Training is a **COMPREHENSIVE** program, evolving continually as WCH gains knowledge and feedback.

PHASE 1		Awareness & Baseline Education
Professional Group	Professional Credential	Required Courses
Providers	Warrior Centric Health Recognized Provider™	<ul style="list-style-type: none"> • Military and Veteran Communities • Military and Veteran Culture in the Clinical Setting • Patient/Provider Communication Optimization with the Military and Veteran Community • Clinical Workshop: Post Traumatic Stress Disorder (PTSD) and Traumatic Brain Injury (TBI) in the Military and Veteran Community
Support Staff	Warrior Centric Health Veteran Champion™	<ul style="list-style-type: none"> • Veteran and Family Cultural Awareness Series
Executives	Warrior Centric Health Recognized Executive™	<ul style="list-style-type: none"> • Veteran and Family Health Series

PHASE 2	Veteran Aligned Care Team Education	PHASE 3	Specialized Service Line Education (Clinical Workshop Series)
<p>Examples:</p> <ul style="list-style-type: none"> • Advanced Military and Veteran Culture Series • Advanced Military and Veteran Population Health Series • Advanced Provider/Patient Communications Series 		<p>Examples:</p> <ul style="list-style-type: none"> • Respiratory Health in the Military and Veteran Community • Acute, Sub-Acute, and Chronic Pain Management in the Military and Veteran Community • Auto-Immune Diseases in the Military and Veteran Community 	

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WarriorComm™
Community Outreach Tools

Drive participation in your hospital's Warrior Centric program and fulfill Community Benefit requirements.

THE PROBLEM

In a word, the problem is "time."

Developing a Warrior Centric program that truly benefits a hospital's Warrior Community requires:

- Awareness and support from the hospital staff.
- Awareness from individuals within the hospital's existing Warrior Community patient population.

To grow the program so that it delivers maximum ROI, a Warrior Centric hospital also needs to reach out to the Warrior Community outside its walls, as well as the local community at large.

Most hospitals' communications and outreach staff are already straining to keep up with current workload. Where will the resources and materials come from to take on these new challenges? How can hospital staff find the time and energy?

THE SOLUTION

WarriorComm™ Community Outreach Tools puts a comprehensive set of plans and materials in the hands of the hospital's Warrior Centric team that make meeting the challenges described above both manageable and exhilarating. Easy-to-implement strategy and planning guides map an integrated, actionable approach to moving the hospital staff, Warrior Community and local community from awareness to action—beginning with an opening Flag Ceremony event that grabs the attention of the entire community. Accompanying communication templates, all available online, are ready to customize and roll out—from pre-written press releases, to brochure templates, to ongoing newsletter articles.



THE BENEFITS

Using the WarriorComm tool set, a hospital drives the success of its Warrior Centric program:

- Transforming hospital staff into Warrior Centric ambassadors
- Aligning Warrior Centric activities to mandates and requirements of Community Benefit
- Building awareness and involvement among hospital's Warrior Community patients
- Building awareness and goodwill in the hospital's community
- Bringing more Warrior Community individuals into the hospital's patient population



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WarriorComm™
Community Outreach Tools

WarriorComm builds integrated outreach to your four important constituencies, inspiring action.



You also get the data collection and communication tools to improve your outcomes.

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