

Welcome to HealthLink™

Reduce Costs. Improve Outcomes Patient Centric, Provider Focused remote patient monitoring



Actionable Information not Data - Timely Delivered According to YOUR needs.

For millions of US Adults chronic Diabetes, Heart Failure, Hypertension, or COPD are a daily part of life. For their providers and payers, caregivers and family members these conditions represent a daily risk. **HealthLink™ is your partner keeping providers informed, patients engaged, families connected and interventional care proactive and cost effective.**

Starting at \$2/patient per day (Medicare Reimbursed), Providers, Caregivers and Family Members can receive patient-tailored alerts regarding acute values, intraday -, longitudinal-, behavioral-changes and patient's adherence. Each and all key insights to early identification, proactive treatment, and improved health outcomes.

HealthLink's custom insights draw from Rule- and Machine-Learning models (AI) to identify patients at risk and those in active decline, in addition to providing alerts and updates on Blood Pressure, Glucose Levels, Weight, O2 Saturation, Pulse and more.

HealthLink Connect™ brings together your patient's community-of-care in a value-based model that integrates and is responsive to the unique needs of each physician, specialist, nurse, care coordinator, medical staff and team members, family, caregivers and - of course - the patient.

Our Mission: Help reduce cost, drive down, risk, and improve patient health outcomes proactively, non-invasively, and cost effectively.

Connected Simply, Making Engagement Simple



How Does it Work?

HealthLink Connect™ is an Information-as-a-Service offering that is technology agnostic and focuses on Provider's needs, Ease of Use, Cost Efficacy and Patient Outcomes. Our Cloud-based HIPAA platform receives biometric and event data from home health devices, biometric sensors, environmental-and activity-based sensors and maps that data into a state-of-the-art Machine-Learning model, integrating rules- and AI driven decisioning to engage and alert Providers, Caregivers, Family Members and other key stakeholders Patient's health or behaviors indicate deterioration or acute risk.

The HealthLink Connect™ platform does NOT require cell phones, smart apps, tablets nor computers. It is simple to use. non-invasive. unobtrusive and convenient for patient. careiver. family and providers.

Providers, including Home Health Agencies, issue patients condition appropriate biometric devices, for example Blood Pressure monitor, Pulse Oximeter, Weight Scale, Glucometer together with either a mobile or counter-top communications hub along with a schedule of when readings are to be taken.

A five minute training is all that's needed to walk most patients through set-up and use, and then it's as simple as the patient pressing a button on a BP Cuff or other biometric device. For their part, Providers, Caregivers and other stakeholders use our secure Cloud-Portal to customize notifications, alerts, 'Green' and 'Red' Zone settings. Alerts and notifications are presented via SMS (text messages) and e-mail without the need for any special or costly devices, apps or inconvenience.

Connected by BlueTooth, No Cell Phone Required!

One key to successful patient engagement and adherence is simplicity. HealthLink's partners take complexity out, put simplicity in. Data from individual biometric devices (e.g. BP, Glucometer, etc.) is automatically relayed from the device to the provided hub, in turn, safely transmitted over AT&T's wireless network and seamlessly handed off to HealthLink's HIPAA Cloud-based servers for processing and analysis hosted by Amazon Web Services or Microsoft Azure.

What is Patient Centric, Provider Focused?

HealthLink™ was born out of a personal family need. Grandma was the center of our universe. HealthLink Connect™ links your patient or loved one with their key stakeholders - Physicians, Nurses, Care Teams, Health Navigators, Family Members and caregivers. Each, getting the timely information they deem important, customized to their patient and that patient's needs.

What is Provider Focused?

Provider's are exceptionally busy, often overloaded, and need timely, succinct, actionable information, not data. HealthLink Connect™ was designed to meet these needs.

HealthLink™ enables Providers to Act Proactively - getting the 'heads up' not just with acute biometric values being out-of-range, but being alerted up-front when intra-day, short- or longer-term biometric values change beyond provider-set, patient-specific thresholds.

More, Providers, Family Members and Caregivers are alerted when scheduled readings fail to occur, or when a pattern emerges of missed readings - indications that a patient may be at risk or in need of help.

Accessible through most desktop-browsers, the HealthLink™ Portal is available 7x24, and is not disruptive to Provider's work flow nor case management. HealthLink Connect adds value as a clinical support resource.

Now, (2019) Reimbursed by Medicare - "Net, no cost."

On November 2, 2018 the Centers for Medicare and Medicaid Services (CMS) published the 2019 Final [Physician Fee Schedule](#) (PFS) and the [2019 Home Health Final Rule](#) (HHFR). Key amongst the changes for 2019 is Home Health being reimbursed for equipment and services related to remote collection of physiologic data, with payment for the services modeled after CPT 99091.

For Providers with patients having two or more chronic conditions CMS has added three CPT codes for use with remote collection of patient-generated physiologic data. CPT 99453 was established for charges related to patient set up, installation and training. CPT 99454 is the charge code for reimbursement for collection and processing of remotely generated patient physiologic data. Lastly CPT 99457 was approved for "Remote physiologic monitoring treatment management services, 20 minutes or more of clinical staff/physician/other qualified healthcare professional time in a calendar month requiring interactive communication with the patient/caregiver during the month."

Simply put, Medicare has been listening, and, augmenting CPT 99091. For Home Health (see Pg. 321) and Heart Failure Populations (see CPT: EQ392) equipment needed to support and/or inform patient's and their plans of care are now covered, in the case of HHA, as an "administrative" cost (Pg. 636 of 682 [§409.46\(e\)](#) Allowable administrative costs).

I'm a Home Health Agency, How Does This Work For Me?

In the 2019 Final Rule for Home Health Agencies Medicare announced



Let's Talk Economics

ROI For ACO's, MCO's and Medicare Advantage Providers...

What is the ROI with HealthLink's Connect Service?

Take for example a population of 100 "high use, high need" Diabetic patients, with, on average, one ED/Admission per year each. According to CMS' inpatient charge data the cost, per episode, is for a DRG 638 (Diabetes w/cc, n=50,349) is \$5,272 on charges of \$26,309.

Studies indicate proactive remote patient monitoring and intervention can yield up to 60% reduction in ED presentation/admission, instead directing the patients proactively to a provider's office. Let's assume that for each ED/Admission mitigated the patient is seen in the physician/provider's office 4 times using E/M code 99203 (\$110/visit).

At only a 40% reduction facilitated through HealthLink Connect's Biometric, Behavioral and Adherence Alerting one can compute potential savings as follows:

- 100 Patients * \$5,272 (DRG: 638)	=	\$527,200
- Less: 40%		(\$210,880)
- Add: Uncovered monitoring cost:		\$2,400
- Add: In Office E/M visits @ \$110/ea	=	\$17,600
* Potential Savings/100 Patients:		\$190,880
** \$19M per 10K patients		

CMS reports 235,068 patients discharged with DRG 291 - Heart Failure / Shock w/MCC. Average charges were reported as \$44,357 per episode. Average Medicare payments were \$9,403. At just a 30% reduction the potential savings could be \$26M per 10K patients.

Under the 2019 PFS, the vast majority of costs are reimbursed by Medicare, amplifying the ROI and affording payers and providers a pathway to better health outcomes, STARS ratings and value-based-purchasing scores.

Call 410/625-1510 x100 or e-mail to schedule a demonstration of the HealthLink Connect(tm) platform.



Unique Opportunity for Home Health and LTC



Improving Patient Health Outcomes With Better Information

Home Health Providers face one of the greatest challenges - supporting a population who are remote, recovering, and without the benefit of even basic vitals and biometrics..... until now.

For thousands of skilled home health professionals each day is a surprise. Not knowing your patient's status means not knowing where the priorities are. Effective January 1, 2019 - that all changes.

Medicare Now Pays for Patient Insight!

CMS announced on November 2, 2018 that [Home Health Agencies may now use and be reimbursed for remote collection of patient's physiologic data](#) - or "Remote Patient Monitoring"

Unlike Physicians, Home Health Providers charge the RPM services, including equipment and data collection / evaluation, as Administrative costs pursuant to [§409.46 \(e\)](#) Allowable administrative costs - including equipment and monthly monitoring / data collection & analysis services. Priced in concert with Medicare CPT Code 99091, reimbursement is around \$2/patient per day.

What Does This Mean for Home Health Providers?

Well, for starters, greater INSIGHT to a patient's status - which means access to better patient health outcomes!

By Why Should Home Health Agencies Use HealthLink?

HealthLink's Connect Platform offers HHA professionals, staff and community the unique ability to connect

HealthLink's Connect Platform offers HHA professionals, staff and community the unique ability to connect with a patient's community of care - and have those stakeholders connect with, and connect TO you!

HealthLink Connect for HHA is a special offering that enables you as a HHA provider the ability to on-board not just your patients, but their families and loved ones. With the added ability to add your branding to the portal and messaging - your patients and clients see your value and connect with your brand every day!

During the 1st 30-day episode your health professionals can effortlessly monitor patient's key biometric values, knowing that they can be alerted if acute changes take place - enabling care sooner, less expensively, and non-invasively.

Continuing The Relationship Post the 30-Day Episode

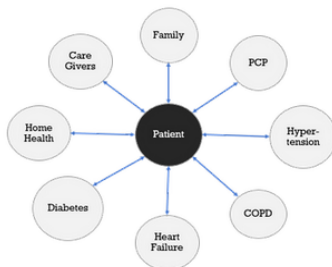
When patients come off of your service you have a unique opportunity to extend your relationship through follow-on offerings using HealthLink Connect to provide ongoing peace-of-mind for family members, and, when using the mobile-communicator option, Seniors can have peace of mind that they can reach YOU at the touch of just one button, no matter if at home or travelling. Your Home Health patient can become your concierge patient as well!

HealthLink Connect can help you build your base, generate stronger relationships, referrals and open doors to recurring revenue and repeat business.

Call Us To Learn More

Chronic and Aging Populations follow a continuum - HealthLink is Proud to be your Partner in improving relationships and patient health outcomes. Call us today (410.625.1510) and let's work together to build your business.

Supporting a Community of Care



There is No One-Size-Fits-All

Increasingly, Value Based Care means Community of Care - one patient, many stakeholders, each with unique, important and often differing thresholds for action. In order to be EFFECTIVE, each stakeholder must be able to get only what he or she needs. Simply. Succinctly. Accurately. Timely.

PROVIDERS Look for TRIGGERS

Effective clinical intervention begins with pointed, focused, meaningful information. HealthLink Connect enables each provider the ability to set biometric-, longitudinal, behavioral and adherence thresholds appropriate to each patient's unique plan of care.

One patient, many views. HealthLink's unique AI/Machine-Learning driven insights enable providers and caregivers to proactively identify patient's at risk for health deterioration as well as those whose individual acute values may not trigger alerts but whose longitudinal assessments identify at-risk and failing health.

DESIGNED for COMMUNITIES of CARE

We live in a multi-dimensional world. Each patient likely has a PCP and at least one specialist in addition to their care givers and family members. Each has unique informational requirements. HealthLink was designed to meet each stakeholder's need.

We describe the model as "Patient Centric, Provider Focused" - enabling each provider the flexibility to set biometric, behavioral and adherence thresholds on a patient-by-patient basis, reflecting that patient's unique circumstances. At the same time, our Threshold Matrix(tm) enables stakeholders to exchange insights at a patient-level, enabling better whole-view of each patient.

PAID (Reimbursed) By MEDICARE

Priced from \$2/day per patient, including the communications services (but not equipment), Providers and Home Health Agencies pay "net no cost" for HealthLink Services, including support for 6-8 providers, payers, caregivers and/or family members per patient.

CPT Codes 99091 and 99454 cover the cost of HealthLink Connect(tm) and accompanying Codes 99453 and

99457 provide compensation for installation, training and patient orientation as well as ongoing provider review

Connected. Informed. Proactive.

What Is HealthLink?



We are a Cloud-based HIPAA End-to-End health analytics and solution provider. As your partner, we connect you with your chronic and acute- needs populations, collect biometric and qualitative data, providing insights that enable cost lowering, risk reduction, improved patient engagement, compliance and health outcomes.

Providers



Your diabetic, hypertensive, heart failure, and COPD patients have a new resource: YOU.

Starting at \$2/day, HealthLink connects patients' at-home biometric devices and data to your desktop, delivering AI-driven, HIPAA compliant, alerts, analytics and reports to you and your EHR systems. Let HealthLink help you eliminate the "blind spot." Gain insight. Capture opportunities to intervene with at risk patients.

MCO's and ACO's



Managed and Accountable Care Organizations are challenged to provide appropriate care, *and* not lose money. HealthLink enables proactive insight, intervention and care. Patients win. Providers win. You win.

Improving Compliance



We understand. Taking, recording and reporting sugar, BP and weight become a chore. Compliance falls off. Conditions quietly worsen. Emergency attention is required. The cycle renews. With HealthLink, non-compliant patients are identified, offering you the ability to counsel, engage and proactively intervene.

Family Members



If you or a loved one is Aging-in-Place or living with chronic conditions e.g. Diabetes, High Blood Pressure, Heart Failure or COPD that call for daily monitoring and review, HealthLink and our Partners have solutions to keep your family connected, informed and aware.

Payers



It's simple. Chronic condition and aging populations are financial time-bombs. HealthLink is your partner in mitigating subscriber risk, minimizing payouts and improving underwriting gain. Let our solutions help you save up to tens-of-millions per year.

Service on a "Net No Cost" Basis

Physicians & Healthcare Providers

Want to see how HealthLink can help your chronic condition and Aging-in-Place populations? Click the button below:

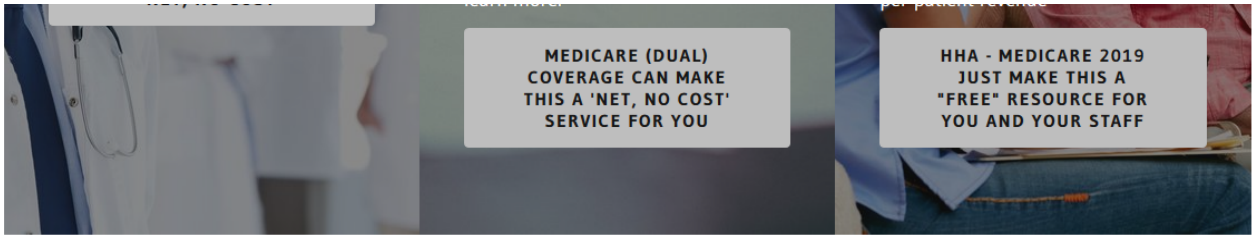
MEDICARE QUALIFIED POPULATION? HEALTHLINK MAY BE "NET. NO COST"

MCO | ACO | M.A. | Payers

For as little as \$2/Day your providers and patients can gain insight, enjoy better health, lower costs and you can save money. HealthLink Connect(tm) keeps your providers informed and your patients away from costly ED Visits and Hospitalizations. Click the button to learn more.

Home Health Providers

Your patients expect the best, your clients demand the highest quality information. HealthLink's hybrid biometric & custom call solutions can help you make money, improve patient outcomes. Click the button below to learn how a field trial can help you be your best and optimize per-patient revenue.



**MEDICARE (DUAL)
COVERAGE CAN MAKE
THIS A 'NET, NO COST'
SERVICE FOR YOU**

**HHA - MEDICARE 2019
JUST MAKE THIS A
"FREE" RESOURCE FOR
YOU AND YOUR STAFF**

Frequently Asked Questions

How Does HealthLink Connect(tm) Work

A cloud-based service partnered with Nortek Security & Communications EverThere service securely collecting transporting, evaluating patient-appropriate biometric data; alerting Physicians, Providers, Family and Caregivers regarding compliance, signs of deteriorating health, acute need or risk. Hospital-grade scales, glucometers, blood pressure cuffs and more wirelessly connect to a palm-sized communication hub connected over AT&T's nationwide cellular data network. Reports and alerts are issued to cell phones (text messages), e-mail, by telephone (optional) and to Electronic Health Record Systems providing key stakeholders timely access to critical, actionable, information.

Is HealthLink HIPAA Compliant?

Absolutely. HealthLink maintains all data in HIPAA-compliant cloud computing environments hosted with Amazon Web Services. We comply with HIPAA requirements for BAA agreements, protected transmission and protection at rest. Our data architecture even separates personally identifiable information from the actual biometric and behavioral data and analytics affording even greater levels of protection, security, and controls.

Does HealthLink Offer EHR Support?

Short Answer: Yes. Our mission is to close the information gap. Today, providers and health systems are challenged to keep up with a myriad of inputs from within their clinical and regional settings. We recognize that Health Informatics teams are often overwhelmed and overloaded. HealthLink's approach offers access to patient biometric data through HIPAA-compliant portals - and - we make that same data electronically available to EHR / Informatics teams opening the door for Providers to have each timely and comprehensive views of their patient's essential information.

Want to Learn More? Get Connected!

Sign up to hear from us. (We will never sell or redistribute your contact info)

SIGN UP

Contact Us

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Tel: (410) 625-1510

Hours

Mon	9:00 am – 5:00 pm
Tue	9:00 am – 5:00 pm
Wed	9:00 am – 5:00 pm
Thu	9:00 am – 5:00 pm
Fri	9:00 am – 5:00 pm

Fri 9:00 am – 5:00 pm

Sat Closed

Sun Closed

How Can We Best Help You?

Drop us a line, we'd love to hear from you!

Name

Your Company or Organization Name

What is your E-Mail Address*

What is the best Phone Number to reach you?*

What is the best time of day (and time zone) to reach you?

Message

SEND

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Windows taskbar showing search bar, taskbar icons (File Explorer, Edge, Word, etc.), system tray (network, volume, date/time: 5:41 PM 11/27/2018).