

Patient Engagement & Communication



Overview

Health care has been evolving away from a “disease-centered model” and toward a “patient-centered model.” In the disease-centered model, physicians make almost all treatment decisions based largely on clinical experience and data from various medical tests. In the C3HealthLink patient-centered model, patients become active participants in their own care. C3HealthLink creates patient engagement based on intrinsic motivation.

Patients attain the following benefits:

1	Control: Patients want more control over their health. The days of patient blindly accepting and following medical advice are over. C3 allows patient to control their chronic disease customized to their preferences. They can control what they monitor and track, who they allow in to their medical information, what their personal health goals are.
2	Challenge: People are more motivated when they pursue goals that have personal meaning, that relate to their self-esteem, when performance feedback is available, and when attaining the goal is possible but not necessarily certain. C3HealthLink allows for personal goals setting, progress tracking and reporting.
3	Curiosity: Internal motivation is increased when something in their physical being grabs the individual’s attention (sensory curiosity) and when something about the activity stimulates the person to want to learn more (cognitive curiosity). C3HealthLink takes advantage of those moments by creating medical mindfulness. By asking patients how they are feeling, combined with tracking of objective data points, patient discover patterns, habits, and personal insights. Then they can understand what needs to change to attain their wellness and health goals.
4	Cooperation and Competition: Intrinsic motivation can be increased in situations where people gain satisfaction from helping others and also in cases where they are able to compare their own performance favorably to that of others. C3HealthLink allows patient to share their stats, goals, progress and failures.
5	Recognition: People enjoy having their accomplishment recognized by others, which can increase internal motivation. C3HealthLink allows patient, and your care team to recognize progress in managing disease and reaching wellness.

C3 Healthlink delivers on needs for empowered and activated patients that:

- Feel more able to make informed choices about treatment.
- Understand the need to make necessary changes to their lifestyle for managing their condition.
- Actively seek out, evaluates and makes use of information.
- Understand their health condition and its effect on their body.
- Feel able to participate in decision-making with their healthcare professionals.
- Are able to challenge and ask questions of the healthcare professionals providing their care.
- Take responsibility for their health and actively seeks care only when necessary.

C3HealthLink Patient Locker

The [C3HealthLink Patient Locker](#) is the ultimate patient-centric tool to manage the patient's care universe. All of their physicians and providers can communicate with the patient across healthcare system and technological barriers. The C3HealthLink Patient Locker can house different EHR system information, act as a hub for patient education, integrate wearables data and metabolics, provide instructions, navigate care and allow providers to communicate with each other about a given patient. Most importantly, it will allow the patient to change, collect and track relevant information in real time. This can be critical when it pertains to allergies, medication adherence, metabolics, diagnoses or a change of clinical status.

Quality patient education and monitoring tools: Until now, there has been little adoption of health literacy or appropriate education technologies. A patient-centric healthcare system would place both of these categories of technologies at the highest of priorities. They can both be tied to the patient C3HealthLink experience.

- To frame patient-centered plans that offer true value to the end-user, the consumers.
- To unlock real insights requiring a dialogue with all customer groups.
- To ensure effective implementation. Strategically-aligned personal goal-setting is key.
- To design internal and external auditing methods to measure progress.



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Founded in 2010, intelliSanté is a patient-centric, medical informatics company focused on developing applications and web-based tools that improve health and wellness. The company is on the forefront of developing software products that provide a personal, secure environment through which users can control their personal health data and communicate with trusted healthcare providers and caregivers, all in a HIPAA-secure environment.

With Intellisante's suite of Consumer Centric Communications cloud-based software applications, the company is positioned to take advantage of the rapidly evolving environment in U.S. healthcare. C3HealthLink is a patient-centric health data and communications system, C3Interact is an organization-controlled enterprise platform for application development, and C3Knowledge Exchange is the analytics and data solutions arm of the company.

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