

Challenge

Low patient adoption and adherence to diabetes management programs present significant challenges, contributing to poor health outcomes and higher healthcare costs. Prime Education, a subsidiary of Everyday Health, helps patients with Type 2 diabetes better manage their health through research-informed education, delivered in partnership with FQHCs like West Virginia Health Right and MedStar. Enrolling patients, effectively disseminating educational content and keeping patients engaged in a multi-month program has historically been a challenge. In fact, app-based health education programs have a median dropout rate of 50% with many rates as high as 80%.



Solution

The TheraPay[®] digital app by Reciprocity Health addresses these challenges by integrating best-in-class clinical programs with financial rewards on a user-friendly, gamified platform. Available on iOS, Android, and the web, TheraPay[®] provides patients with a to-do list tailored to their specific care program. The app encourages ongoing participation through digital nudges and immediate reinforcement delivered to their TheraPay Rewards[®] card. TheraPay[®] incentivizes patients to adhere to their care journey, improving health outcomes and reducing overall healthcare costs.



Your Diabetes Care Journey: West Virginia Health Right & MedStar

50 activities per 12 week plan • 34 activities unpaid (68%)

	WV Health Right		75%	MedStar		73%
	M	SD		M	SD	
N	94			65		
Age (yrs)	52.2	10.7		54	11.68	
Rewards Earned	\$82.50	\$34.48		\$156.04	\$75.51	
Total Activities Completed	37.67	14.18		36.25	15.62	
	%	N		%	N	
Male	46%	43		28%	18	
Female	54%	51		72%	47	
Activated Card	67%	63		74%	48	
Started Program	68%	64		82%	53	

Results

On average, WV Health Right patients completed 38 ±14 activities (75% of all 50 activities) and earned \$83 ±\$35 (75% of \$110 total potential rewards). MedStar patients completed 36 ±16 activities (73% of all 50 activities) and earned \$156 ±\$76 (71% of \$220 total potential rewards). The majority of TheraPay users demonstrated increased knowledge of diabetes management (97%); strengthened motivation for improving outcomes (84%); actionable changes in health behaviors (73%); and behavioral changes they anticipate will be sustainable beyond the program (81%). TheraPay users saw significant reductions in A1c (10.5% to 8.5%, p<.001), weight (250 to 239 lbs; p<.001) and BMI (41 to 37 kg/m²; p<.001) over the 12-week program.

48%

IMPROVEMENT
IN ADHERENCE WITH
THERAPAY[®]

Conclusion

On average, people who used TheraPay[®] completed 74% of the diabetes self-management program activities and showed a 48% improvement over the median adherence rate of similar app-based educational programs. The success can be attributed to three fundamental drivers of the TheraPay[®] program:



Communications Proficiency

The TheraPay[®] platform employs a hyper-personalized, omnichannel messaging system to drive broad enrollment and activate sustained adherence through continuous encouragement, nudges and reminders. This tailored outreach, supplemented by our in-house Member Support call center, ensures that patients remain informed and motivated throughout their care journey.



Digital Platform

The TheraPay[®] app provides a seamless user experience with interactive features such as care roadmaps, resource repositories, and a reward center. The app – in combination with the reloadable TheraPay Rewards[®] card – serves as a persistent touchpoint for patients, enhancing engagement and adherence by allowing users to easily track their progress, receive immediate rewards, and monitor their rewards spending.



Decision Science Expertise

The program is grounded in behavioral economics and data-driven design, ensuring that the financial incentives are effectively tailored and executed to motivate patients. Continuous testing and analysis allow for ongoing optimization of the program to meet the specific needs of different communities.

