V1C in Action

Leveraging virtual-first care to increase accessibility & affordability of specialist-level care for migraine patients

THE PROBLEM | Patients with chronic conditions face a host of obstacles: expensive specialty care, inaccessible doctors, poor outcomes, and a dehumanizing experience. Migraine specifically is the third most prevalent illness in the world, impacting 12% of Americans, with women being 3x more likely than men to suffer. This often stigmatized condition is highly disabling; it is the #1 cause of years lived with disability between ages 15 and 49. It also exacerbates mental health conditions — migraine sufferers are up to five times more likely to experience anxiety or depression and two times more likely to use opioids. Despite this disease burden, there is only one headache specialist for every 80,000 migraine sufferers in the U.S. Only 28% of primary care doctors are familiar with preventive migraine treatment guidelines.

THE INTERVENTION | Founded in 2017, Thirty Madison is the leading provider of evidence-based, cost-effective, specialist-level care for chronic conditions. Thirty Madison's unique integrated care model brings the best digital health into one company: driving superior health outcomes while providing a patient-centric brand experience tailored to specific conditions. Today, the 30M portfolio includes specialist-level care and ongoing care management, providing care for over 1MM patients.

Cove, an end-to-end migraine solution, leverages a virtual-first approach to ensure migraine sufferers have access to specialist-level care, a full range of personalized treatments spanning innovative Rx, cognitive behavioral therapy, and non-Rx treatments, as well as ongoing care management, including access to an app-based migraine tracker. As part of this unique care model, patients develop an ongoing relationship with their Cove physician for continuous care.

Components:

Synchronous and/or asynchronous virtual interactions between a clinical team and an individual

An interdisciplinary approach that includes consults with specialists and other disciplines to provide comprehensive and longitudinal care



Patient self-report Pres (e.g., symptom survey, pain scale)

Prescription and/or provision of traditional medications or digital therapeutics



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Care navigation support



Personalized digital content supporting individual education and self-management in their health journey



Dynamic patient monitoring capability



The Virtual First Care (V1C) Coalition by the Digital Medicine Society (DiMe) convenes V1C leaders to accelerate effective patient care, where digital interactions are key components of a patient's journey. Our members collaborate to build the tools, resources, and networks necessary to establish a viable omnichannel healthcare ecosystem — one that's optimized for the digital era with a shared mission of improving outcomes, enhancing access, and meeting patients where they are with the most effective care possible. Learn more <u>here</u>.

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THE RESULTS | Cove's integrated care model is designed to increase accessibility and affordability of specialist-level care for migraine, delivered within a branded experience patients love:

- Patient NPS: 73; 95% of patients are highly engaged
- 74% of patients would be very disappointed if they could no longer use Cove
- The median wait time for a patient to connect with a Cove doctor is less than a day, while the average wait time to see a headache specialist is over 15 months.
- 76% of Cove patients report a reduction in headache intensity, and 66% report a reduction in headache frequency
- On average, Cove patients see a 47% reduction in their MIDAS score (a clinically validated instrument that measures migraine-related disability)

cove 30

• Cove has generated a 55% reduction in ER visits and a 46% reduction in urgent care visits for migraine.

"Cove has helped me get my life back. I can now focus better at work and actually enjoy my weekends. Without Cove, I would be a mess. I recommend it to all of my friends who are migraine sufferers like myself." -*Cove Patient*

THE BENEFITS | (§) Affordability + 3° Interconnectedness + (R) Experience + 2° Increased Reach + (§) Efficiency + (§) Access

🖉 LEARN MORE about <u>COVE</u> | <u>Thirty Madison</u>

Migraine Tracker Understand your migraine patterns better	Log migraine attacks Figure out your migraine triggers and track your treatment effectiveness	Guidance from doctors who care Together, build your personalized treatment plan	Ongoing care and support Unlimited messaging with your doctor
9:41 9:41 9:41 9:41 9:41 10 10 10 10 10 10 10 10 10 1	9.41 JIV C New Incident Add MIGRAINE Start Mar 16, 2021 14:44 > End Mar 16, 2021 14:00 > I'm still experiencing	9:41 ult Constant State Stat	9:41
APR 15, 2021 3.0 10:00 PM - 6:00 AM 30 mm. 8 hrs 0	Pain intensity 1/10	make sure you're getting the right treatment. SHO PM I will Already have noticed such a difference. S20 PM	Ribofflavin, 40mg Drug Facts, application, type, Info
5.0 1:30 AM -6:30 AM 5 hrs	Medic. taken during this incident MIGRAINE TRIGGERS Triggers over the last 48 hours?	Contract Con	



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