glassCanopy

Marketing Technology for Healthcare: **eBook Samples**

Our Philosophy

At glassCanopy – we love eBooks.

They make ideal “bait” when trolling for top-of-funnel leads and create a great first impression for your brand – they also provide valuable collateral for your sales force. What’s more, eBooks can be easily chopped into SEO-optimized blog posts and provide the context needed to quickly create videos, datasheets, case studies, and other collateral.

However, to be effective, the research, writing, and overall quality of the eBooks must be top-notch. Nobody feels good about giving out their contact information in exchange for a thinly disguised sales brochure.

Many of our clients felt that no one outside their organization could write an ebook that wouldn’t come off as just marketing fluff. That was before they started working with glassCanopy. Quarter after quarter, we produce in-depth eBooks on technical and complicated subjects that our clients (and their clients and customers) love.

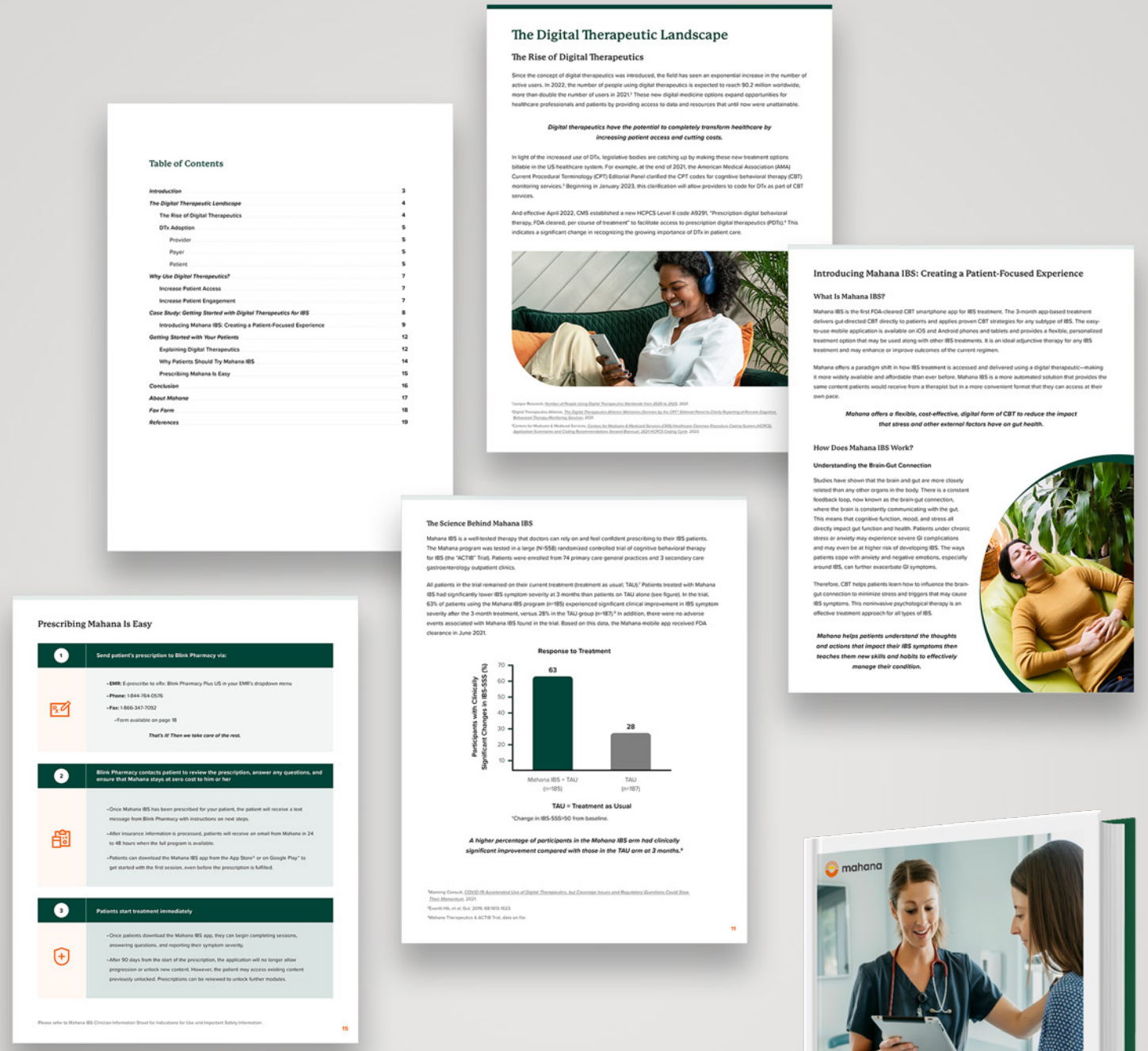
Here’s a taste of what we can do...

Client: Cambridge Brain Sciences

What they do: Provide an online digital cognitive assessment platform

Summary: A discussion on how cognitive health should be integrated into traditional healthcare, and how this can be easily implemented by leveraging modern digital solutions.

Want to read the entire 19-page eBook? CONTACT US



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The Digital Therapeutic Landscape

The Rise of Digital Therapeutics

Since the concept of digital therapeutics was introduced, the field has seen an exponential increase in the number of active users. In 2022, the number of people using digital therapeutics is expected to reach 90.2 million worldwide, more than double the number of users in 2021.[1] These new digital medicine options expand opportunities for healthcare professionals and patients by providing access to data and resources that until now were unattainable.

Digital therapeutics have the potential to completely transform healthcare by increasing patient access and cutting costs.

In light of the increased use of DTx, legislative bodies are catching up by making these new treatment options billable in the US healthcare system. For example, at the end of 2021, the American Medical Association (AMA) Current Procedural Terminology (CPT) Editorial Panel clarified the CPT codes for cognitive behavioral therapy (CBT) monitoring services.[2] Beginning in January 2023, this clarification will allow providers to code for DTx as part of CBT services.

And effective April 2022, CMS established a new HCPCS Level II code A9291, "Prescription digital behavioral therapy, FDA cleared, per course of treatment" to facilitate access to prescription digital therapeutics (PDTs).[3] This indicates a significant change in recognizing the growing importance of DTx in patient care.

Introducing Mahana IBS: Creating a Patient-Focused Experience

What Is Mahana IBS?

Mahana IBS is the first FDA-cleared CBT smartphone app for IBS treatment. The 3-month app-based treatment delivers gut-directed CBT directly to patients and applies proven CBT strategies for any subtype of IBS. The easy-to-use mobile application is available on iOS and Android phones and tablets and provides a flexible, personalized treatment option that may be used along with other IBS treatments. It is an ideal adjunctive therapy for any IBS treatment and may enhance or improve outcomes of the current regimen.

Mahana offers a paradigm shift in how IBS treatment is accessed and delivered using a digital therapeutic—making it more widely available and affordable than ever before. Mahana IBS is a more automated solution that provides the same content patients would receive from a therapist but in a more convenient format that they can access at their own pace.

Mahana offers a flexible, cost-effective, digital form of CBT to reduce the impact that stress and other external factors have on gut health.

How Does Mahana IBS Work?

Understanding the Brain-Gut Connection

Studies have shown that the brain and gut are more closely related than any other organs in the body. There is a constant feedback loop, now known as the brain-gut connection, where the brain is constantly communicating with the gut. This means that cognitive function, mood, and stress all directly impact gut function and health. Patients under chronic stress or anxiety may experience severe GI complications and may even be at higher risk of developing IBS. The ways patients cope with anxiety and negative emotions, especially around IBS, can further exacerbate GI symptoms.

Therefore, CBT helps patients learn how to influence the brain-gut connection to minimize stress and triggers that may cause IBS symptoms. This noninvasive psychological therapy is an effective treatment approach for all types of IBS.

Mahana helps patients understand the thoughts and actions that impact their IBS symptoms then teaches them new skills and habits to effectively manage their condition.

The Science Behind Mahana IBS

Mahana IBS is a well-tested therapy that doctors can rely on and feel confident prescribing to their IBS patients. The Mahana program was tested in a large (N=558) randomized controlled trial of cognitive behavioral therapy for IBS (the "ACTIB" Trial). Patients were enrolled from 74 primary care general practices and 3 secondary care gastroenterology outpatient clinics.

All patients in the trial remained on their current treatment (treatment as usual; TAU).[7] Patients treated with Mahana IBS had significantly lower IBS symptom severity at 3 months than patients on TAU alone (see figure). In the trial, 63% of patients using the Mahana IBS program (n=185) experienced significant clinical improvement in IBS symptom severity after the 3-month treatment, versus 28% in the TAU group (n=187).[8] In addition, there were no adverse events associated with Mahana IBS found in the trial. Based on this data, the Mahana mobile app received FDA clearance in June 2021.

Response to Treatment

TAU = Treatment as Usual

*Change in IBS-SSS≥50 from baseline.

A higher percentage of participants in the Mahana IBS arm had clinically significant improvement compared with those in the TAU arm at 3 months.[8]

Prescribing Mahana Is Easy

1 Send patient's prescription to Blink Pharmacy via:

- **EMR:** E-prescribe to eRx: Blink Pharmacy Plus US in your EMR's dropdown menu
- **Phone:** 1-844-764-0576
- **Fax:** 1-866-347-7092
  - Form available on page 18

That's it! Then we take care of the rest.

2 Blink Pharmacy contacts patient to review the prescription, answer any questions, and ensure that Mahana stays at zero cost to him or her

- Once Mahana IBS has been prescribed for your patient, the patient will receive a text message from Blink Pharmacy with instructions on next steps.
- After insurance information is processed, patients will receive an email from Mahana in 24 to 48 hours when the full program is available.
- Patients can download the Mahana IBS app from the App Store® or on Google Play™ to get started with the first session, even before the prescription is fulfilled.

3 Patients start treatment immediately

- Once patients download the Mahana IBS app, they can begin completing sessions, answering questions, and reporting their symptom severity.
- After 90 days from the start of the prescription, the application will no longer allow progression or unlock new content. However, the patient may access existing content previously unlocked. Prescriptions can be renewed to unlock further modules.

Please refer to Mahana IBS Clinician Information Sheet for Indications for Use and Important Safety Information.

Client: Mahana Therapeutics

What they do: App-based prescription digital therapeutics

Summary: An eBook campaign that provides an overview of prescription digital therapeutics, including the legal landscape, why adoption rates are increasing, and support for incorporating these new solutions into healthcare practices.

Want to see the entire 19-page eBook? CONTACT US

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Introduction

Hospitals and Integrated Delivery Networks (IDNs) are facing ever-greater pressures to innovate in both the clinical and financial spheres. Patients and providers increasingly demand ever-more costly equipment, medications, and systems for cutting-edge care. Meanwhile, payors increasingly tie reimbursements to the quality of patient outcomes...which are often dependent on factors outside a hospital's four walls and control.

To meet these challenges, health systems *must* capitalize on technology that increases clinical effectiveness and back-office efficiency. However, we've been down this road before. Some of you reading this are undoubtedly having flashbacks to costly and disappointing rollouts of Electronic Health Record (EHR) technology...or of pilot programs for other cutting-edge technology that turned out to be unreliable and costly white elephants.

Silicon Valley often brags about how its technology can be "disruptive" — but for the 24/7 business of providing health care, disruption can be anathema to staff satisfaction, patient care, and the bottom line. It's better to focus on low-risk "transformative" technology that can enhance results *without* disrupting well-established habits and processes.

Conclusion

Next Step: Click-Through Proof-of-Concept

Data analytics projects of this type are complex. Complex projects bring a lot of unknowns.

We find that the best way to approach these unknowns is to create a click-through prototype that quickly fleshes out a proposed project while bringing challenges and risks to light.

Egen can provide a user-centered workflow and a click-through prototype in just five days.

Day 1	Day 2	Day 3	Day 4	Day 5
Onsite discussions, exercises, and strategy meetings.	Data discovery	User testing and interviews	High-resolution designs with a click-through prototype	Presentation of all insights and handoff of designs with all work completed

This low-cost/low-risk prototype can be used internally to socialize and refine the project. Along with the prototype itself, we provide a fixed-price proposal and schedule for building out a production-ready application.

Give us a call at 630-870-1936.

We can discuss the parameters of your project and see if we might be a good fit.

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The Challenge of Unstructured/Siloed Data

Structured data is composed of clearly defined data types that make it easy to search and analyze. Most structured medical data is stored in databases or EHRs. Unstructured data is "everything else." Unlocking the value of structured data has long been the primary focus of most IT initiatives. However, it has been estimated that 80% of all relevant medical data consists of **unstructured** data.

Examples of unstructured medical data include:

- **Doctor's notes**
- **Admission notes**
- **Medical histories**
- **Emails**
- **Genome information**
- **Audio and imaging files**

What's more, the primary increase in medical data is coming from unstructured data, as these files are starting to be measured in petabytes rather than gigabytes. Standardized tools for unlocking this data have only recently moved out of the lab and become ready for production deployments.

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Machine Learning Is Mainstream

Big data. Machine learning. Artificial intelligence (AI). Pick a buzzword. The use of this technology is exploding across enterprises in every sector of the economy. Gartner cites deployment of AI in some form by 37% of all organizations, and a 270% growth rate in deployed AI solutions over the past year.[1]

> **"If you are a CIO and your organization doesn't use AI, chances are high that your competitors do, and this should be a concern."**
> —Chris Howard, Research VP, Gartner

AI capabilities have matured significantly, and enterprises are increasingly implementing the technology. A "general AI" that can wholly take over complex tasks is still a far-off dream, but **AI-augmented work and decision-making are already mainstream**.

Enabling these powerful technologies requires:

1. Identifying the sources of raw data (whether structured or unstructured)
2. Setting up the data engineering resources needed to transform this information into a useable format and pool it into a single data lake
3. Analyzing and querying this information to power specific initiatives

1 Gartner, Gartner Survey Shows 37 Percent of Organizations Have Implemented AI in some Form, Gartner, 21 January 2019

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How to Transform Healthcare Delivery

with Off-the-Shelf AI

Client: Egen

What they do: Support growing companies with outsourced digital and data engineering services.

Summary: An eBook explaining how hospitals and integrated delivery networks (IDNs) can leverage AI and analytics for clinical and financial innovation.

Want to see the entire 13-page eBook? CONTACT US

Client: Elation Health

What they do: Electronic health record (EHR) system

Summary: An overview of how healthcare has changed and guidance on how embracing the right technology can help practices flourish.

Want to see the entire 13-page eBook? CONTACT US

Client: PipelineRx

What they do: Telepharmacy services and solutions

Summary: An introduction to the benefits of telepharmacy for hospital and healthcare system executives.

Want to read the entire 19-page eBook? CONTACT US

Client: SDLC Partners

What they do: Healthcare services with a focus on automation and human-centered design.

Summary: An overview on the importance of healthcare experiences, including a guide on how to ensure that the front-end experience and back-end system are able to deliver a seamless and personalized journey across channels.

Want to read the entire 22-page eBook? CONTACT US

About glassCanopy

glassCanopy

You could probably write a fantastic eBook every quarter that would engage your prospects and customers... if you had the time. glassCanopy effectively creates that time by taking on all of the heavy lifting: conceptualization, research, writing, and final layout. All you have to do is provide feedback and revisions.

We then take those eBooks and integrate them into a lead generation machine that we run for you. We handle everything:

- Content creation
- Ad buy planning and execution
- Landing page and banner design
- Integrating with your CRM and marketing automation
- Lead nurture campaigns
- Closed-loop analytics, reporting, and optimization

Our core services cost between $10–25K per month plus media buys. We're best suited to companies with complex products/services with average deal sizes of $10K or more.

If you're interested in seeing what we can do for you:

Give us a call at (415) 663-7826

Send us an email at rich@glasscanopy.com

Get in touch

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