



Case Study: Improving Quality Outcomes and Patient Engagement Using Health Entertainment

Background

Primary care and physician practice owners must balance quality outcomes with financial sustainability. Missed appointments, poor adherence, and disengaged patients cut into reimbursements and drive up costs, while staffing shortages add further strain.

By partnering with Adhearx, one physician group transformed care plans into engaging, interactive experiences that improved adherence, reduced cancellations, and lightened staff workload—strengthening both patient outcomes and the practice’s bottom line.

Implementation

The provider group deployed Adhearx Health Entertainment Cloud™ across two touchpoints:

1. Pre-Procedure Preparation:

- Patients received interactive video encounters via SMS with avatars resembling their own provider.
- Key instructions (fasting, medication holds, arrival times) were delivered in short, personalized interactive video episodes.

2. Post-Operative Recovery

- Patients engaged with follow-up “episodes” reminding them of wound care, activity restrictions, and pain management.
- Personalized education and reminders reinforced healthy behaviors while reducing anxiety and confusion.

Results

KPI	Baseline	With Adhearx	Improvement
Patient Adherence	38%	88%	↑ 131%
Repetitive Task Time	Avg. 29.75 hrs/week/nurse	17.75 hrs/week/nurse	12.25 hours/week/nurse saved
Cost of Care per Patient	-	\$117.50 savings/patient	Cost savings realized*

* Annualized savings projection per patient and ROI are based only on indirect and administrative cost savings.

Why It Worked

The provider group attributed success to the science-backed design of Adhearx:

- **Engagement Stimulates Education:** Patients actively participated instead of passively reading handouts. When patients enjoy the experience, they voluntarily engage with their care plan instead of feeling forced.
- **Personalization:** AI-powered provider avatars deliver guidance in the patient’s preferred language, using plain, relatable scenarios that reduce anxiety, build trust, and reinforce healthy behaviors.
- **Storytelling:** Patients saw themselves as the “hero” of their health journey, reinforced by their “virtual surgeon”.
- **Seamless Access:** No app download required—personalized interactive videos arrived via SMS, in 30+ languages, and responses were accepted through text, voice, or video.
- **Operational Relief:** Automated touchpoints reduced staff burden, enabling clinicians to focus on complex, high-value decisions.

"Adhearx isn't just helping us run a better practice—it's helping us deliver smarter, more scalable, and more human-centered care.

As a result, we're seeing higher responsiveness, better-prepared patients, and improved adherence to care plans."

Adhearx Customer

Current Status

Building on the success of these initial touchpoints, the provider group is expanding use of Adhearx to additional workflows, including referral management, and Principal Care Management.

Expansion Use Cases	Provider Impact	Patient Impact
Referral Management & Closing the Loop	<ul style="list-style-type: none"> • Accelerates patient onboarding to capture revenue sooner. • Cuts intake triage time to lower staffing costs and ease workload. • Elevates referral partner satisfaction to expand and strengthen the network. 	<ul style="list-style-type: none"> • Minimizes patient anxiety and reduces costly no-shows. • Delivers personalized, easy-to-follow care instructions that improve adherence. • Accelerates trust and familiarity with the care team to strengthen relationships. • Boosts patient satisfaction, driving higher quality scores and reimbursement.
Principal Care Management	<ul style="list-style-type: none"> • New revenue stream through monthly PCM reimbursement. • Improves outcomes by proactively managing high-risk patients. • Reduces physician burden with delegated care team support. 	<ul style="list-style-type: none"> • More consistent support — patients receive regular check-ins and follow-up between visits. • Personalized care plans tailored to their single high-risk condition. • Better understanding of instructions with ongoing guidance and reminders. • Fewer complications and hospital visits through proactive monitoring.

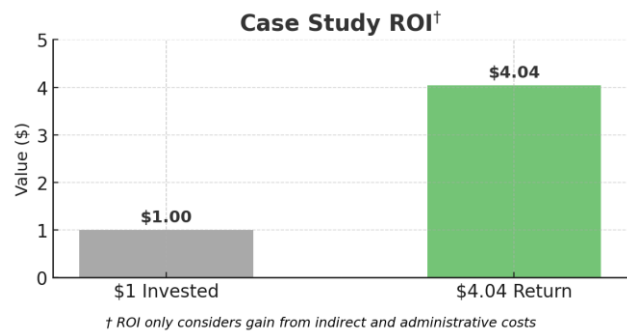
- Enhances quality metrics tied to incentives and value-based contracts.
- Strengthens patient satisfaction and loyalty with ongoing engagement.
- Builds referral and payer trust as a comprehensive, value-focused provider.
- Reduced stress and anxiety knowing a care team is actively watching over their health.
- Stronger connection with the care team builds trust and confidence in their treatment

Teams are evaluating the impact on additional KPIs such as same-day cancellations, patient satisfaction, and staff experience. Early results show promising improvements, supported by strong qualitative feedback from patients and clinicians alike. Patients reported greater confidence and enjoyment in following their care plans, while staff noted significant time savings and reduced stress.

Conclusion

By integrating Adhearx Health Entertainment, the provider group transformed patient non-adherence from a persistent challenge into a competitive advantage.

The solution improved outcomes, reduced cancellations, lowered costs, and enhanced the experience for both patients and providers. Even when considering only savings from direct and indirect costs, the return on investment was highly favorable—and is expected to increase further as additional benefits, such as reduced readmissions, are factored in.



For providers, Adhearx represents more than just technology—it is a self-driving engagement layer that continuously reinforces care plans, prevents costly complications, and drives measurable performance across HEDIS, STAR ratings, and patient satisfaction.

Bottom line: Better adherence, happier staff, healthier patients, and stronger margins.

By leveraging personalized healthcare entertainment, Adhearx is transforming the patient-provider experience. Patients receive short, easy-to-digest interactive episodes featuring a virtual avatar of their own provider. Personalized episodes guide them step by step through their care plan, offering timely tips, reminders, and encouragement. The experience makes adherence feel simple and supportive for patients, while giving providers measurable improvements in efficiency and outcomes. Learn how the power of healthcare entertainment will improve your program: email info@adhearx.com or visit www.adhearx.com.