

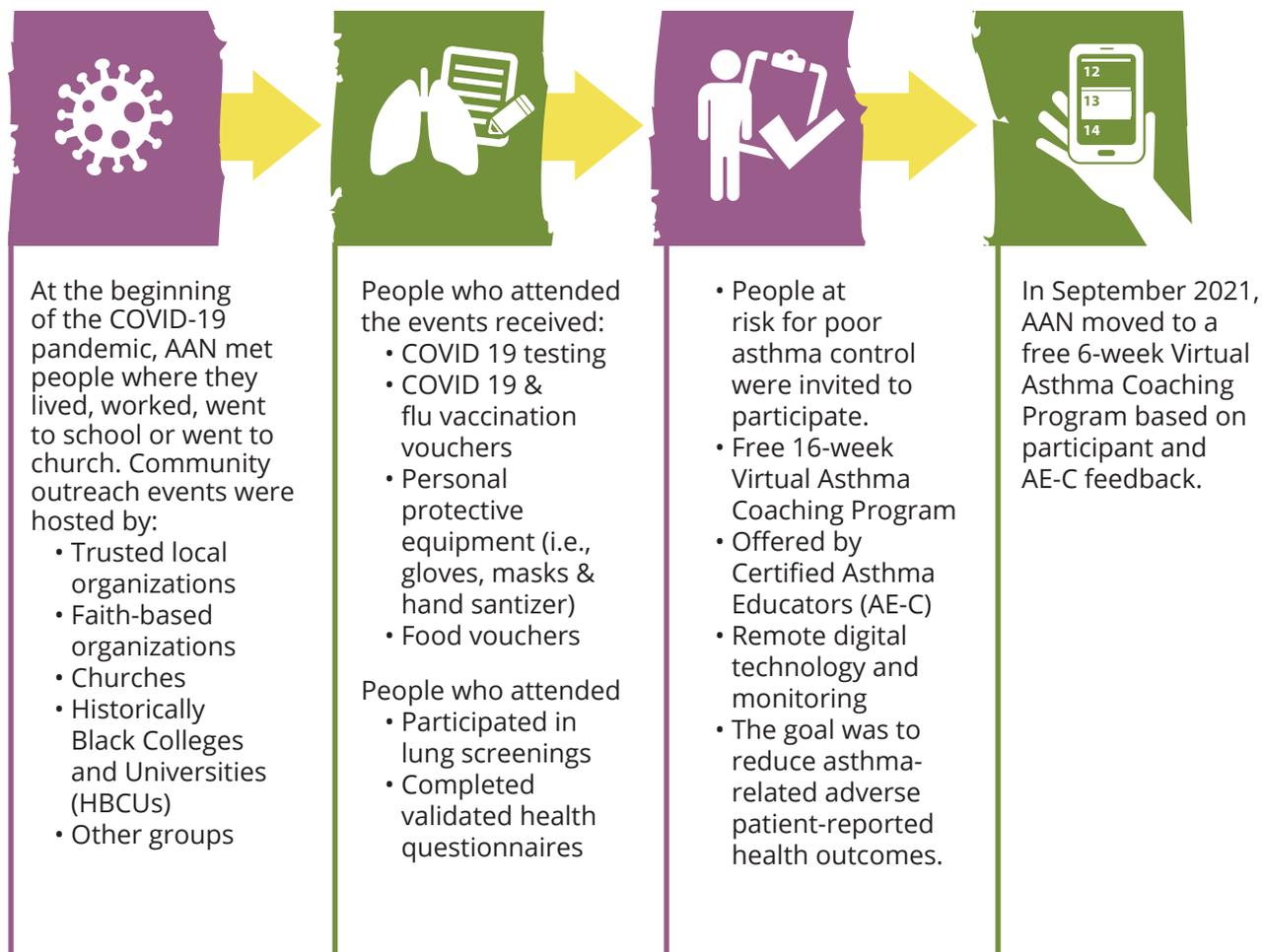
# trusted *messengers*

## 2020 – 2023 IMPACT REPORT

### Background

More than 25 million people are diagnosed with asthma in the United States. Persistent asthma disparities continue to impact Black and Hispanic/Latino American communities. These disparities have worsened even during a period of remarkable advancement in asthma diagnosis, management and treatment. They have resulted in patterns of poor adherence to treatment, reduced productivity at work and school, poor quality of life, and increased disease morbidity and mortality.

Allergy & Asthma Network is committed to ensuring health equity and access to care for all. We do this through a multi-prong approach.



# NOML TM Strategic Framework

<b>Vision</b>	We aspire to be the best in our industry at partnering on efforts to address health inequities and increase access to important health information and screenings for those who are at greater risk for COVID-19.
<b>Mission</b>	Launch a unique national project built on trust to address health inequities, increase access to important health information and screenings for people of color and improve long-term health outcomes, especially for those with respiratory conditions.
<b>Strategic priorities</b>	<ul style="list-style-type: none"> <li>• Drive community engagement – empower lifestyle changes and healthy behaviors through education.</li> <li>• Expand healthcare access: address barriers to care for at-risk patients with COVID-19 and chronic illness.</li> <li>• Accelerate digital innovation: translate patient data insights into personalized solutions.</li> </ul>
<b>Action areas</b>	<ul style="list-style-type: none"> <li>• Program: live/virtual testing &amp; educational events and a 6-week virtual asthma intervention</li> <li>• Platforms: community digital health hub (Health Storylines)</li> <li>• Communication hub <i>TrustedMessengers.org</i> (awareness and advocacy) + partner digital channels</li> <li>• Partners: leading national and local partners with complementary technical expertise and resources</li> </ul>
<b>Principles</b>	• Collaborative • Authentic • Rapid • Scalable • Gold standard

## NOML TM Outreach Objectives & Outcomes

Engage under-resourced populations in COVID-19 and asthma screenings.

- Screened 4,039 people
- Issued more than 3,000 masks, gloves, and hand sanitizer
- Disseminated more than 1,000 food and flu vaccine vouchers
- Vaccinated 500 people on site

Engage at-risk populations identified in the screenings with a free virtual asthma education program, app-based monitoring offered by both English and Spanish-speaking health coaches, and connected devices to monitor spirometry, pulse oximetry, and breath biomarkers depending on stratification.

Measure program success through engagement metrics: people screened, people enrolled in at-risk programs, and retention rate throughout the virtual asthma education program.

### Be Your Own Health Hero!

**FREE Asthma, COPD, COVID-19 & Respiratory Virtual Health Support**

Complete free online health screenings through the **Health Storylines** app, and find out if you qualify for a free 16-week respiratory health program with certified respiratory coaches.

It takes **less than 10 minutes** to assess your respiratory health – including conditions such as asthma, allergies and COPD – and access free resources and rewards (gift cards, tablet and more).

Download the free app



#### 2020 – 2021 — 16 week program

- 277 eligible
  - 26.4% enrolled
  - 69.9% completed the program
    - 58% White
    - Had 2 or more comorbidities
    - Engaged with the app 14,000 times

#### 2021-2023 — 6 week program

- 276 eligible
- 78.6% enrolled
- 84.3% completed the program
  - 88% non-Hispanic, 62% Black
  - 3 or more comorbid conditions reported

Measure program impact on health through change in health-related quality of life, symptom and disease management, and control assessments from baseline.

2020 – 2021 — 16 week program	2021-2023 — 6 week program
<b>HRQoL</b> <ul style="list-style-type: none"> <li>Improved mean HRQoL scores.</li> </ul>	<b>HRQoL</b> <ul style="list-style-type: none"> <li>Significant improvement in mean HRQoL scores.</li> </ul>
<b>Symptoms &amp; Disease Management</b> <ul style="list-style-type: none"> <li>Asthma symptoms, coughing, wheezing, and shortness of breath bothered the participants 3 days less.</li> </ul>	<b>Symptoms &amp; Disease Management</b> <ul style="list-style-type: none"> <li>Asthma symptoms decreased by 1.53 days, shortness of breath decreased by 0.51 days and waking up with asthma symptoms decreased by 1.08 days.</li> <li>Decrease in exacerbations and health care utilization. Corticosteroid burst decreased by 1.38 bursts.</li> </ul>
<b>Asthma Control</b> <ul style="list-style-type: none"> <li>Overall, the ACT score improved for all participants.</li> </ul>	<b>Asthma Control</b> <ul style="list-style-type: none"> <li>Significant improvement in ACT scores for those who identified as Black and living with very poorly controlled asthma.</li> </ul>

## Conclusions

- 1 Combination of asthma coaching with the app, remote monitoring and disease management tools has improved participants’ asthma control, healthcare utilization and quality of life, and decreased symptoms.
- 2 **Experience**
  - a. We have engaged over 4,000 people and improved the lives of 234 people with uncontrolled asthma, many of whom are Black Americans, have an annual income less than \$50,000 and live in under-resourced communities.
  - b. Participants had more than 2 comorbid conditions and it is possible this affected their mental health due to managing multiple conditions.
  - c. The program began during the COVID-19 pandemic.
  - d. At the end of the 16-week program, the recommendations were to focus on the Black and Hispanic/Latino communities, hire more diverse asthma coaches, and include more participants with poorly controlled asthma.
  - e. At the end of the 6-week program, 50% of AE-C coaches were Hispanic/Latina. Most participants identified as Black and non-Hispanic and reported their asthma was not well controlled.
  - f. Self-management skills improved for participants.
- 3 **Learnings**
  - a. The events were successful for education and awareness.
  - b. The community screenings resulted in less than 500 referrals to the asthma coaching program in 2022.
  - c. The technology barriers were consistent and impacted participant enrollment and retention.
  - d. The incentive process was tedious and difficult.
- 4 **Plans**
  - a. Engage in outreach events that are more health-focused and most likely to identify people at risk for uncontrolled asthma.
  - b. Develop official agreements/contracts with coalitions and other partners to support outreach and refer participants to the virtual asthma coaching program.
  - c. Develop and implement formalized participant education program in English and Spanish with knowledge assessments, formal handouts, and participant workbooks to reinforce the education taught.
  - d. Invest in a bilingual asthma educator to support Spanish-speaking participants.
  - e. Invest in a new digital virtual asthma coaching platform that is patient-friendly and user-friendly with fewer barriers.
  - f. Develop intentional networks for referral streams with asthma coalitions, physician practices with high-risk patients, and pharmacies with high-risk/high utilization patients.
- 5 Be more strategic to identify cities for outreach events. Consider planning events in locations of interest to partners and sponsors and focus on those cities where under resourced communities experience the highest asthma burden. Potential sites being considered: Boston, MA; New York City/Northern New Jersey; Los Angeles and Oakland, CA, Detroit, MI, Baltimore, MD, Cleveland, OH.

## 2023 Expansion Goals

- Hold community events in 2023 in 5 identified key locations in partnership with another stakeholder group.
- Establish multiple referral channels to increase the number of people who receive virtual asthma coaching.
- Formalize more partnerships with key stakeholders and influencers.
- Update, develop, and pilot a new asthma coaching curriculum.
- Develop a workbook for patients and a health educator manual.
- Establish the Disparities Coalition Advisory Council, an Industry Advisory Council and a Patient Advisory Group.
- Host webinars for people with asthma in the Black and Hispanic/Latino communities to educate and promote enrollment in the virtual asthma coaching program.
- Conduct a national awareness multichannel campaign to address health disparities in asthma.

## Testimonies

"Asthma coaching gave me tools and strategies to help me manage my health. I was given suggestions on how to remember to take my medication. I was educated about what signs I need to look for to identify an asthma attack. I am better prepared to ask the right questions when I go to the pulmonologist.

"It really empowered me to take more control of my health."

— *Frenika R., severe asthma patient*

"I was dealing with symptoms as they would occur. I would let myself wheeze, not knowing how dangerous that was. Asthma coaching gave me the knowledge and confidence to control my asthma. I knew I had to be more active in my treatment and ask more direct questions to my doctor.

"Asthma coaching saved my life."

— *Sonya A., severe asthma patient,*

"Asthma coaching completely changed how I use my quick-relief inhaler. I used to avoid it until I desperately needed it. Now I understand it as a medication that can help me avoid needing rescue. This one little change really has made a huge difference in my asthma management. Asthma coaching can save lives and improve quality of life. I enthusiastically recommend this program."

— *Clare C., registered nurse and severe asthma patient*

"I am doing alright - I might say very well. The sessions we did help, and I have been applying everything we talked about in my daily life, and I can say there is a lot of improvement. My doctor is still surprised to date with how fast I turned around. I have gone for 4 months without needing my rescue inhaler, no symptoms and I can work out freely. This is the best program I've been part of and thanks a lot for the opportunity."

— *Asthma coaching program graduate*

## Awards



## Collaborators



curie



VitalFlo



AliraHealth

## Founding Partner



## Sponsors

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