

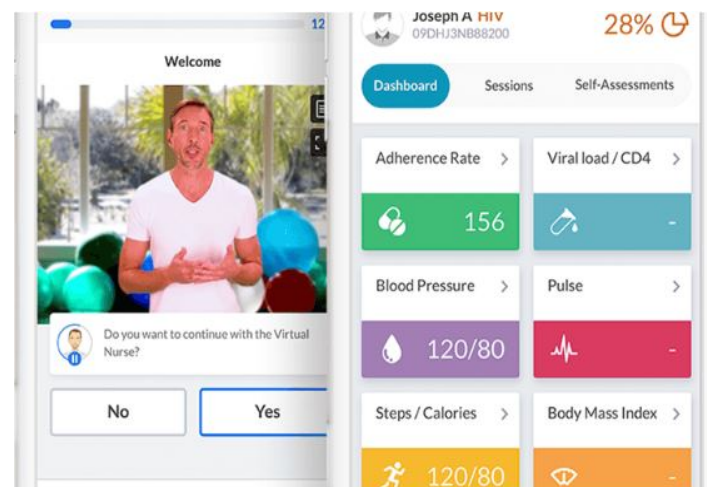
360Medlink is an award-winning digital health innovator focusing on scientifically tested solutions that bring value to patients, providers and payers. Their products help improve the lives of chronic disease patients, often from vulnerable communities.



Known as a pioneer in Digital Health, 360Medlink spearheaded an effort to reduce the percentage of HIV positive patients in Rhode Island who had dropped out of treatment through the nationally funded Ryan White Program.

The goal? To get the 87% of low income and homeless HIV infected population who were not adhering to their prescribed treatment plan to change their behavior and return to treatment on a regular basis.

How? By linking patients to their caseworkers and the healthcare system. By enabling patients to communicate with their case workers to receive reminders about and transportation to appointments and information about prescriptions and care plans. **The ultimate objectives:** to increase patient engagement, improve treatment adherence and reduce healthcare costs associated with ER visits and disease management. 360Medlink's solution is designed to overcome the obstacles to treatment such as homelessness or unstable housing, depression, help managing care or lack of access to a smartphone.

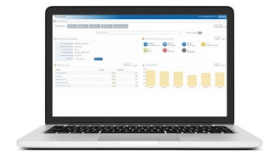




The strategy? The team at 360Medlink began by providing the targeted patients with Android phones loaded with the TAVIE platform. The interactive TAVIE app engages the patient and is designed to inform, support, motivate, and accompany patients through their care journey. It also rewards its active users.

There were HIPPA considerations. There were details to be worked out about activating and deactivating the phones should the patient become non-compliant. The devices and data plans had to be strictly managed so they were used solely for care management.

This is where DataXoom entered the picture. As a provider of LTE solutions and a partner of MDM (Mobile Device Management) experts, DataXoom offered a unique solution to 360Medlink. The solution allowed 360Medlink to choose from any of the major US carriers, pool the data across the devices and activate and deactivate the phones as needed without penalties. DataXoom’s mobility implementation platform allows 360Medlink to monitor usage, set alerts and pay just one bill each month. This was a business-friendly solution that made it possible for 360Medlink to execute their strategy.



The Result? The program is a huge success, and 360Medlink is growing it to target other populations and treatment for other diseases. By offering patients a direct lifeline to their caregivers, 360MedLink saw a huge improvement in treatment adherence.



DataXoom and 360Medlink continue to grow their relationship and 360Medlink’s activations each month.

To read the full case study of 360MedLink’s TAVIE app **OUTCOMES IN HIV**, [click here](#).