

# Demonstrating IMPACT in Action With **dreem**

## THE BACKGROUND

- » An estimated **1B people** suffer from obstructive sleep apnea (OSA) globally, and more exponentially more have insomnia.
- » To receive a diagnosis, which takes place in a clinic by a sleep doctor, patients may see 4-6 clinicians. This **complicated journey** forces many to drop out, resulting in <1% of people with sleep disorders receiving correct treatments.
- » On whole, there is little personalization in sleep care and with so many different players involved, **costs balloon and outcomes suffer**.

## THE COMPANY'S SOLUTION

- » **Dreem**, an **IMPACT** Member, is a **virtual sleep clinic**, providing insomnia and OSA diagnosis and treatment through virtual first care (V1C) to improve outcomes.
- » Reconstructing the sleep care pathway enables Dreem to optimize many of the **unique benefits of V1C**. For example, **access to care is enhanced**: appointments are available immediately (versus waiting 6 months for a sleep center appointment) and the virtual nature of the solution enables a far reach.
- » Dreem established trust with a **large network of payers** by demonstrating its health economics, supported by its **use of existing CPT codes**, allowing it to **gain awareness and build relationships** with referring providers (General Practitioners).
- » By keeping patients engaged in their long term chronic care remotely, Dreem reduces the need to transition patient back to in-person care.

## WHY IT MATTERS

- » Referring a patient to a V1C solution, rather than the traditional care journey, requires **effective engagement with payers, providers, and patients**; **coordination, trust and awareness**, and **aligned incentives** are necessary components of a seamless patient journey.
- » **V1C care** with multichannel patient engagement improves adherence and health outcomes.

### The IMPACT Resource to Use

A seamless patient journey is enabled through **low-friction referrals** and the **right conditions**, as outlined in IMPACT's **Guide to Effective V1C Care Transitions** and other resources in the **Care Transitions Toolkit**.