wellwink

CASE STUDY



# GXG HEALTH PARTNER

## Driving Better Healthcare with Digital Care Coordination

## ABOUT GXG HEALTH PARTNERS

Gen By Gen Health is dedicated to **simplifying your care management tasks** through

1. Personalized care plans
2. Preventive health approaches
3. Collaborative communication

They aim to **unite families in the caregiving journey**, ensuring **collaborative oversight** of elderly care across generations.

Gen By Gen Health's vision is to be the leading provider of :

1. Personalized care management
2. **Connecting** families, their elderly loved ones, and their communities through **innovative technology** with **real-time, comprehensive updates** and **quality services**.

## GXG HEALTH CHALLENGES

1. **Complex Healthcare Navigation**: Patients struggle with insurance hurdles to get necessary equipment.
2. **Self-Managing Chronic Illness:** Individuals lack support when dieting or lifestyle-planning for conditions like high blood sugar.
3. **Medical Dismissal:** Patients (e.g., women with pelvic pain) feel ignored or invalidated by specialists.
4. **Lack of Informal Advocacy:** Families need a dedicated "explainer, researcher, and organizer" to understand the medical system.
5. **Fragmented Family Caregiving:** Keeping multiple generations aligned and informed on elderly care is difficult.



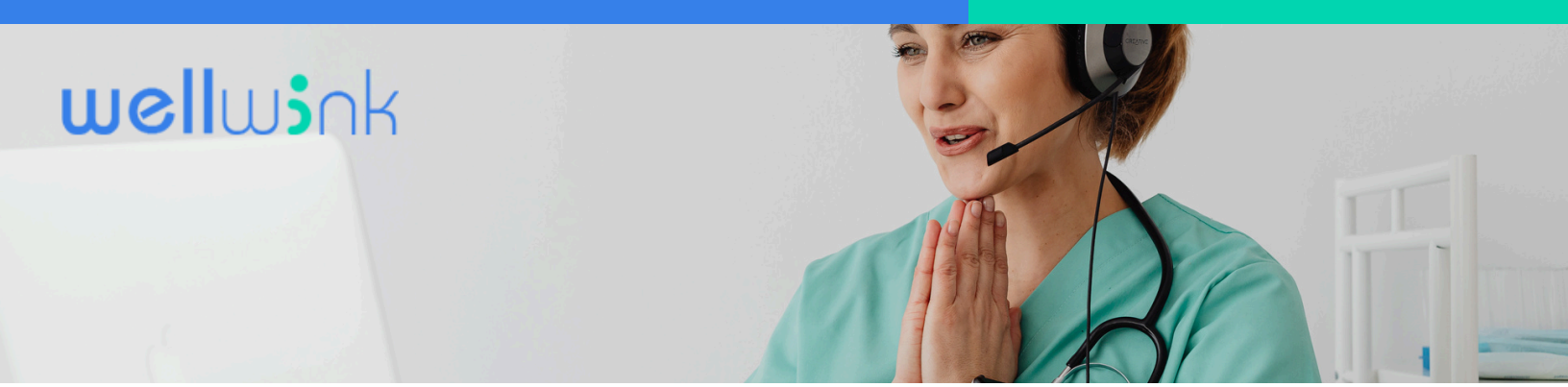
# GXG implements WellWink software for standardized care coordination across patient populations

## The Solution & Value

In 2023, Gen By Gen Health implemented WellWink's care coordination software to deploy a consistent care management approach across patient populations. Utilized by RN Care Managers and Care Coordinators for care planning, assessments, documentation, and scheduling, the platform was expanded in 2024 to include WellWink Analytics for advanced dashboard visualization and clinical reporting.

**By leveraging WellWink, Gen By Gen Health achieved key operational and clinical efficiencies:**

- **Streamlined Clinical Workflow:** WellWink enables secure, remote, and clinically relevant patient engagement for care managers without EHR access, while automated documentation saves time and reduces staff burden.
- **Automated Care Plan Development:** Individualized assessments automatically generate tailored care plans and interventions, eliminating redundant data gathering and strengthening patient-provider relationships.
- **Enhanced Patient Engagement:** Integrated call scheduling and population analytics ensure seamless staff coverage, zero communication gaps, and expanded patient outreach.
- **Targeted SDOH Support:** Care Coordinators utilize WellWink's tailored assessment screening to identify Social Determinants of Health (SDOH) needs, efficiently connecting vulnerable patients with critical community resources.



WellWink enables Gen By Gen Health's Care Managers to efficiently document critical patient health data and feedback. Through the platform, users can simply select relevant conditions to access specialized tools, ask targeted questions, and deliver appropriate patient education.

## Case Study: Post-Discharge Care Management

### The Challenge

A patient with a 20+ year history of diabetes, nephropathy, and coronary artery disease was hospitalized for a major coronary blockage, requiring complex Coronary Artery Bypass Grafting (CABG) surgery. Post-discharge, the patient faced an elevated weight and a high A1C of 8.1%.

### The Gen By Gen Intervention

The day after hospital discharge, a Gen By Gen Health care manager engaged the patient and his family to reinforce the provider's clinical plan of care through targeted education and regular check-ins:

**Clinical Alignment:** Collaborated with the family to support the patient's transition into cardiac rehab despite initial post-surgical pain.

**Chronic Condition Management:** Provided critical guidance on medication compliance and safe physical activity.

**Nutritional Advocacy:** Educated the family on blood sugar control, emphasizing protein and vegetable intake, carbohydrate management, and the elimination of processed foods.

### Outcome

Through consistent Gen By Gen Health care management, the patient successfully adhered to his post-CABG plan of care, safely increased his physical activity via cardiac rehab, and actively adopted critical dietary changes to improve his weight and 8.1% A1C.

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# THANK YOU!