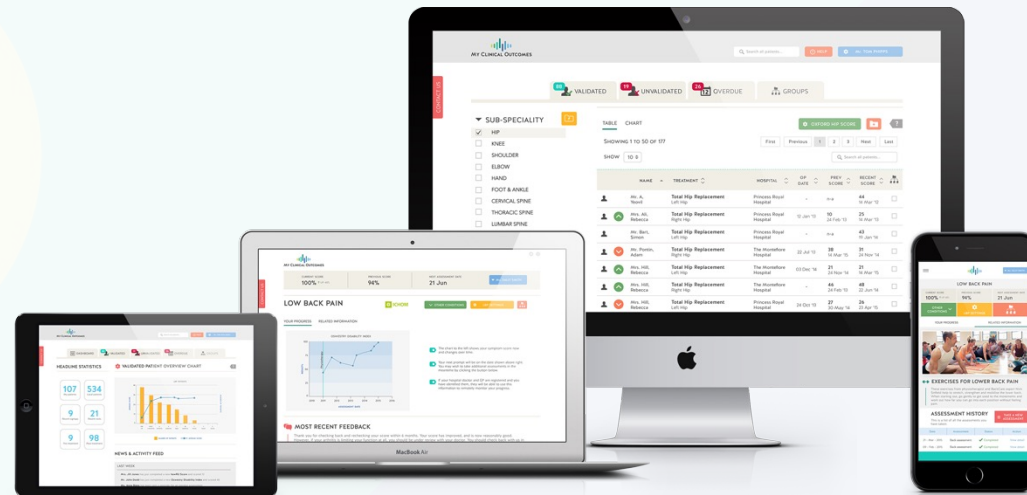




MY CLINICAL OUTCOMES

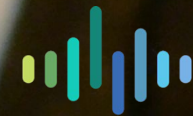
# MCO Introduction

2023



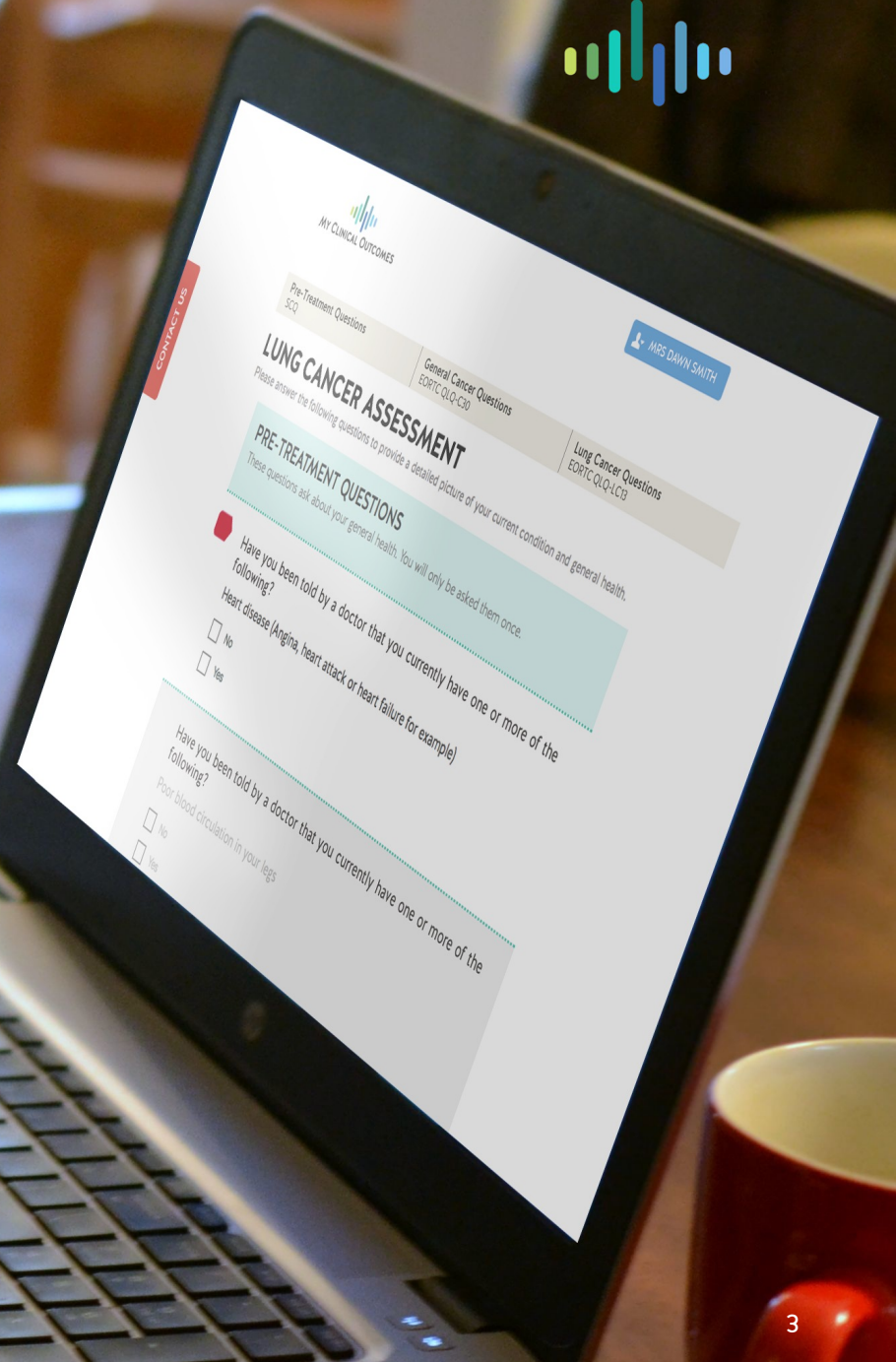


MCO is an asynchronous, remote digital Patient-Reported Outcome Measures (PROMs) platform for routine clinical practice



# Contents

- MCO Introduction
- Background & Overview
- Product
- Clinical & System Benefits
- Case Studies







MY CLINICAL OUTCOMES

# MCO Introduction

Founded by doctors in 2011, My Clinical Outcomes (MCO) is a web-based platform that automates the collection and analysis of Patient Reported Outcome Measures (PROMs)



140+ Hospitals



2,800+ Clinicians



120,000+ Patients

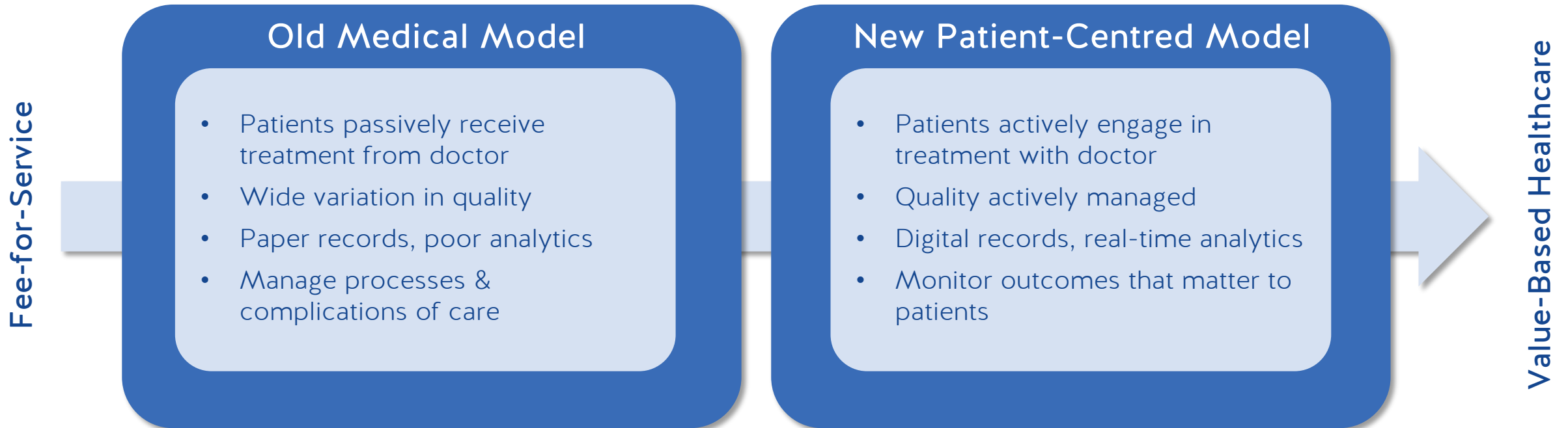


Any condition & specialty



# Background Challenge

Rising demand and spiralling costs are making it essential for healthcare organisations to measure variation in outcomes to stop ineffective activity and take out cost

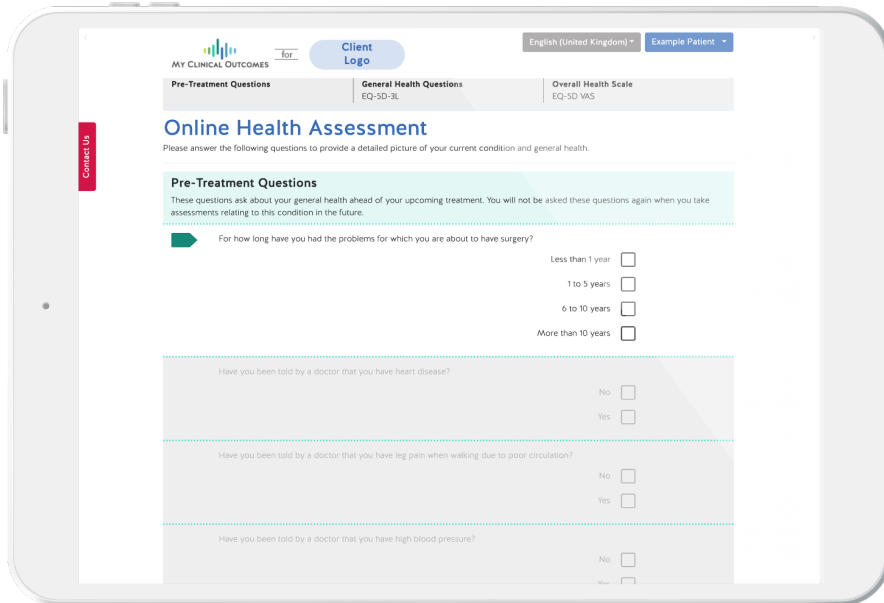


**Outcomes** “The results people care about most when seeking treatment including functional improvement and the the ability to live normal, productive lives.” ICHOM<sup>1</sup>

# Product: How MCO Works

MCO works with clients to implement around existing care pathways in any condition to remotely capture long-term patient-reported data and present it back to clinicians and patients in real-time

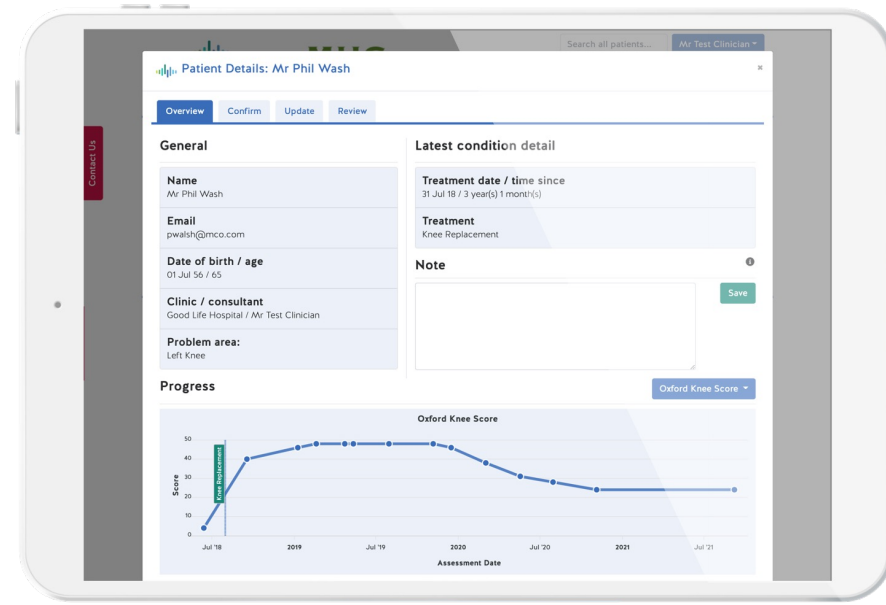
## Patient Account



The screenshot shows the 'Patient Account' interface. At the top, there's a header with the MY CLINICAL OUTCOMES logo, a 'Client Logo' field, and language/location settings ('English (United Kingdom)' and 'Example Patient'). Below this, there are tabs for 'Pre-Treatment Questions', 'General Health Questions (EQ-5D-3L)', and 'Overall Health Scale (EQ-5D VAS)'. The main content area is titled 'Online Health Assessment' and contains several questions with radio button options. A red 'Contact Us' button is visible on the left side of the screen.

- Receive regular condition-specific assessments
- Track progress on personal dashboard

## Clinician Dashboard



- Monitor individual patients to inform clinical decisions
- Compare performance between cohorts

# Product: Analytics & Integration

MCO work with clients to develop bespoke aggregate analytics to maximise patient engagement and ensure meaningful insights are available to the organisation



Activity monitoring to maximise response rates



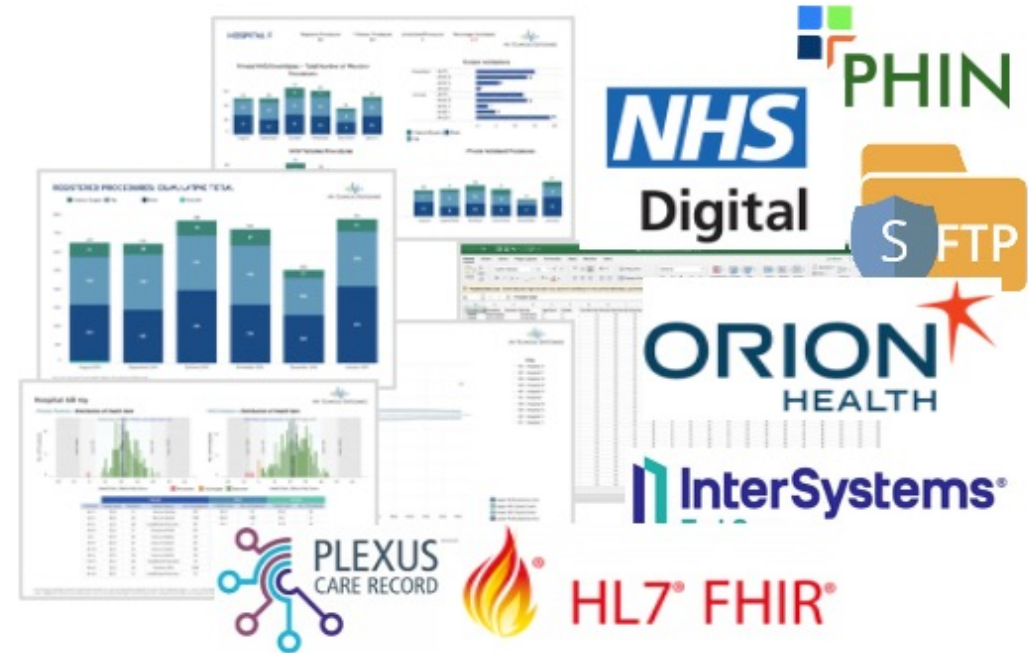
Benchmarking of variation in outcomes



Raw data provided securely\*



Submission to registries and regulatory bodies\*



- Stream into EMR, provider BI systems, registries and regulators



# Clinical Benefits

Clinicians use MCO to improve individual and overall patient care

## Better Outcomes for all Patients



### Improve treatment effectiveness

Clinicians use data collected remotely in MCO to ensure that all patients are on the right treatment and dose for them and progress appropriately

### Scalable

It is highly cost-effective to collect outcomes data on all patients over the long-term and at scale in real-world clinical settings, making aggregate analytics even more insightful

## Improve Patient Journey



### Personalised care pathway

Clinicians can use remotely collected outcomes data to inform when to review patients face-to-face, add or change treatment, making acute treatment more personalised and ensuring beneficial long-term care for all

### Patient satisfaction & engagement

Patients remotely monitor their own progress through their MCO dashboard knowing that they are being supported to make the best ongoing decisions long-term





# System Benefits

Hospitals use MCO to manage care pathways more safely and efficiently

## Operational Efficiencies



### System efficiencies

Reduced staff resource to support paper data collection. MCO can enable virtual follow-up and remote monitoring, saving time for clinicians and allowing resources to be focussed on those with the greatest needs.

### Reduce unwarranted variation & waste

Monitor overall outcomes to identify and reduce unwarranted variation by site, clinician / MDT, and treatment. Reduce less effective activity to improve overall efficiency of service.

## Evidence Safety & Quality



### Safety & risk mitigation

Ensure patients aren't lost to follow-up by remotely monitoring over the long-term with information included within MCO to signpost patients back into the service as needed to get the right management.

### Robust secure, outcomes monitoring

Accredited by ICHOM, PHIN, and compliant with HIPAA, NHS IG Toolkit and ISO/IEC 27001 for Information Security Management. Proven secure, hassle-free data submission as needed.

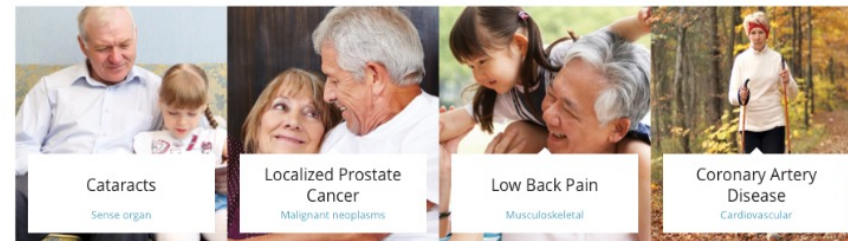
# ICHOM & Value-Based Healthcare

MCO was among the first four global electronic suppliers accredited by ICHOM in 2014

- International Consortium for Health Outcomes Measurement (ICHOM)
- Founded in 2013 by Prof. Michael Porter at Harvard Business School with BCG & Karolinska Institute
- Global industry standards of *what* to measure
- 26 conditions so far, includes:
  - Hip & knee OA, low back pain
  - Cataract and macular degeneration
  - Five cancer types
- Allow international benchmarking using robust and credible standards

“The central goal in healthcare must be **value** for patients, not access, volume, convenience or cost containment”

Prof. Michael E. Porter, Harvard Business School



Health outcomes: start small, build big

$$\text{Value} = \frac{\text{Health outcomes}}{\text{Cost of delivering the outcomes}}$$

# MCO Clients and Partners



MY CLINICAL OUTCOMES



Royal Cornwall Hospitals  
NHS Trust



Imperial College Healthcare  
NHS Trust



HCA Healthcare UK



Innovate UK

Spire Healthcare



# Case Study – Spire Healthcare

MCO has a longstanding relationship with Spire and is in use in all 39 Spire Healthcare hospitals

- 2nd largest UK private healthcare provider, 39 sites, £1Bn revenue
- Since Sept 2016, 7 conditions, full implementation <3 months
- > 80,000 patients; >300,000 assessments completed
- Automated data submission to NHS Digital & PHIN



Watch video of Spire CMO, Dr JJ de Gorter explain the value that MCO is delivering:

<http://www.myclinicaloutcomes.com/case-study/spire-cmo>



Spire Hospitals lead the way on collecting private healthcare outcomes data

Jonathan Evans | 01/02/2018

“My Clinical Outcomes has partnered with us to develop our analysis and insights, and what we’re now finding is that we’re getting real value from this and it’s just not a cost to the business.”

**Dr Jean-Jacques (JJ) de Gorter,**  
Chief Medical Officer, Spire Healthcare

“The My Clinical Outcomes team is quick to respond to support queries, knowledgeable about their product and PROMS internationally and are keen to ensure that we get fantastic value from the system. Setup was quick and easy, with minimal training required.”

**Elizabeth Harrin,** Programme Manager, Spire Healthcare



# Case Study – Virtual Clinics

Royal Cornwall Hospitals NHS Trust has been using MCO since 2011 to support routine, remote orthopaedic follow-up

- MCO is used to support routine, remote orthopaedic follow-up
- Productivity gain: converting two face-to-face appointments to five virtual clinic appointments



Watch video of a patient and clinician explaining how MCO is used to improve healthcare quality and to enable remote follow-up: <http://www.myclinicaloutcomes.com/case-study/rcht>

“Virtual clinics from a patient’s perspective are really useful and really easy to use. It’s just a matter of going online, answering questions about your pain levels and things like that and submitting those to your consultant and he then makes plans from there.”

Sharon, 74, rheumatoid arthritis and hip replacement patient



Referenced in the British Orthopaedic Association commissioning guidance for follow-up of hip and knee replacements<sup>3</sup>



# Case Study – Macmillan & RCR

- 4 NHS Trusts, 7 sites, 2 years
- All patients undergoing pelvic radiotherapy
- Patients asked screening questions and given support contact numbers should their responses indicate that they may be suffering from late effect, helping them to get the right help
- 92% of patients found the service useful



Watch video of industry leaders, clinicians and patients talk about the project:

<http://www.myclinicaloutcomes.com/case-study/trigger>

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**



“We now know how important it is to collect PROMs systematically and it’s really great that a number of partners have come together to work with My Clinical Outcomes to collect data systematically.”

**Prof Jane Maher, Chief Medical Officer,  
Macmillan Cancer Support**

“I found the website very easy to get on with, I used my iPad. It didn’t take very long at all to log in or to put my details in there and I found it very easy to use...I found the next steps very clear, I’d logged on, registered and the information I’d received told me I’d be asked to report again at various stages.”

**Howard, 82, prostate cancer  
and MCO user**

# Case Study – NHS Ayrshire & Arran

MCO has been in use by haematology clinicians and patients at NHS Ayrshire and Arran since September 2017 to inform treatment decisions

- Patients use MCO before chemotherapy to assess for signs of toxicity
- MCO analytics are showing higher levels of toxicity than previously understood, allowing clinicians to improve patients' care
- Positive feedback from patients, with the online assessments saving them time and making them more engaged in their care



Watch video of NHS Ayrshire and Arran patients and clinicians talk about the how MCO is helping them:  
<http://www.myclinicaloutcomes.com/case-study/cic>



“Firstly this is convenient. Secondly, this unearths levels of toxicity and side effects that might not have been identified by other methods and it allows more of a direct comparison between patients than was previously available.”

**Dr Peter Maclean, Consultant Haematologist and Director of Cancer Services, NHS Ayrshire & Arran**

“It allows a bit more time for you to think about what there is to convey, and it’s useful in saving a lot of time.... I think if we could use it anyone could use it!”

**Bill (& Christine), myeloma patient (and wife)**



MY CLINICAL OUTCOMES

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@MyClinOutcomes

