



## Digestive Health: SonarMD Achieves Industry-Leading Patient Engagement

*When health plans offer value-based GI care, more than 85% of patients engage—  
leading to better access, improved outcomes, and lower costs*

CHICAGO, March 31, 2022 – [SonarMD](#), a leading care coordination company specializing in digestive health, today announced new data revealing the success of its value-based program. To date, SonarMD has enrolled over 85% of eligible members across multiple major Blues' plans.

SonarMD has also sustained engagement at a rate far higher than the industry average: **Two-thirds of patients enrolled in the program stayed actively engaged over the course of a full year.** The company attributes its high patient engagement rates to its focus on strengthening, not disintermediating, the doctor-patient relationship.

With an estimated \$937 billion spent annually on care for complex chronic diseases, helping patients proactively manage their health is more important than ever. Yet typical health plan-led disease management programs show average patient engagement rates of just 13%. SonarMD works with health plans to take a unique specialist-led approach to care coordination that generates higher patient engagement and helps prevent costly health emergencies.

"The best way to lower healthcare costs is by keeping patients healthy and in the right care setting, and no one knows how to do that better than the clinical team," said Beth Houck, Chief Executive Officer of SonarMD. "That's why SonarMD aligns incentives around the doctor-patient relationship — it's a win for the patient, provider and the payer."

Although SonarMD's initial focus has been on inflammatory bowel diseases (IBD), including Crohn's disease and ulcerative colitis, which account for 50% of the variable spend in digestive care; the company is extending its solution this summer to tackle additional digestive health conditions, which collectively cost the U.S. healthcare system \$136 billion each year — more than heart disease, trauma and mental health.

Commercial health plan data shows patients with chronic digestive health conditions comprise 11% of the population, but are responsible for nearly 25% of the total cost of care. This is because digestive conditions are complex to predict, treat, and manage, especially in patients accustomed to living with symptomatic illness, who may not recognize worsening symptoms until serious complications arise.

"SonarMD works as an extension of gastroenterology practices to bring their patients to care earlier when necessary, so they can provide less intense and less costly interventions," said Lawrence Kosinski, MD, SonarMD Founder and Chief Medical Officer. "This new data proves patients are ready and willing to engage with innovative tools that improve access to care teams when they need it most — and that's how we can drive significant cost savings in digestive care."

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Connect. Calculate. Coordinate.

In a peer-reviewed [published](#) study with Blue Cross & Blue Shield of Illinois, SonarMD's approach was proven to keep people healthier and reduce annual medical costs by \$6,500 per member per year.

### **About SonarMD**

SonarMD aligns incentives around the doctor-patient relationship to reimagine care for complex chronic diseases, starting in gastroenterology. Using AI technology and human support, we predict clinical deterioration in patients and make it easier for patients and specialists to work together to proactively address problems before they become health emergencies. Our approach is proven to keep people healthier and help health plans reduce costs by 15% per member per year. For more information, visit [SonarMD.com](http://SonarMD.com).

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