# The Pyx Health Program

## Sunflower Health Plan

October 2025

UPDATED 03-25-25

Pyx Health

*Because no one gets better alone* ™

# Pyx Health:

Deeply rooted in the power of **HUMAN CONNECTION**

Scaled tech to achieve **IMPACT with EMPATHY**

# Because no one gets better alone

## OUR CLIENTS

**32**
*states*

**80+**
*health plan partners*

**6M+**
*covered lives*

**137,000+**
*Active today*

## SERVING KEY POPULATIONS

### MEDICAID

Maternal

SMI

Dual-eligible / DSNP

Behavioral Health

### CHIP

Youth + Family

### MEDICARE

Seniors

Caregiver

## MAKING IMPACT

**15%**
*Engagement rate*

**96%**
*of needs resolved*

**70%**
*reduced loneliness*

**54%**
*reduced depression/anxiety*

**72%**
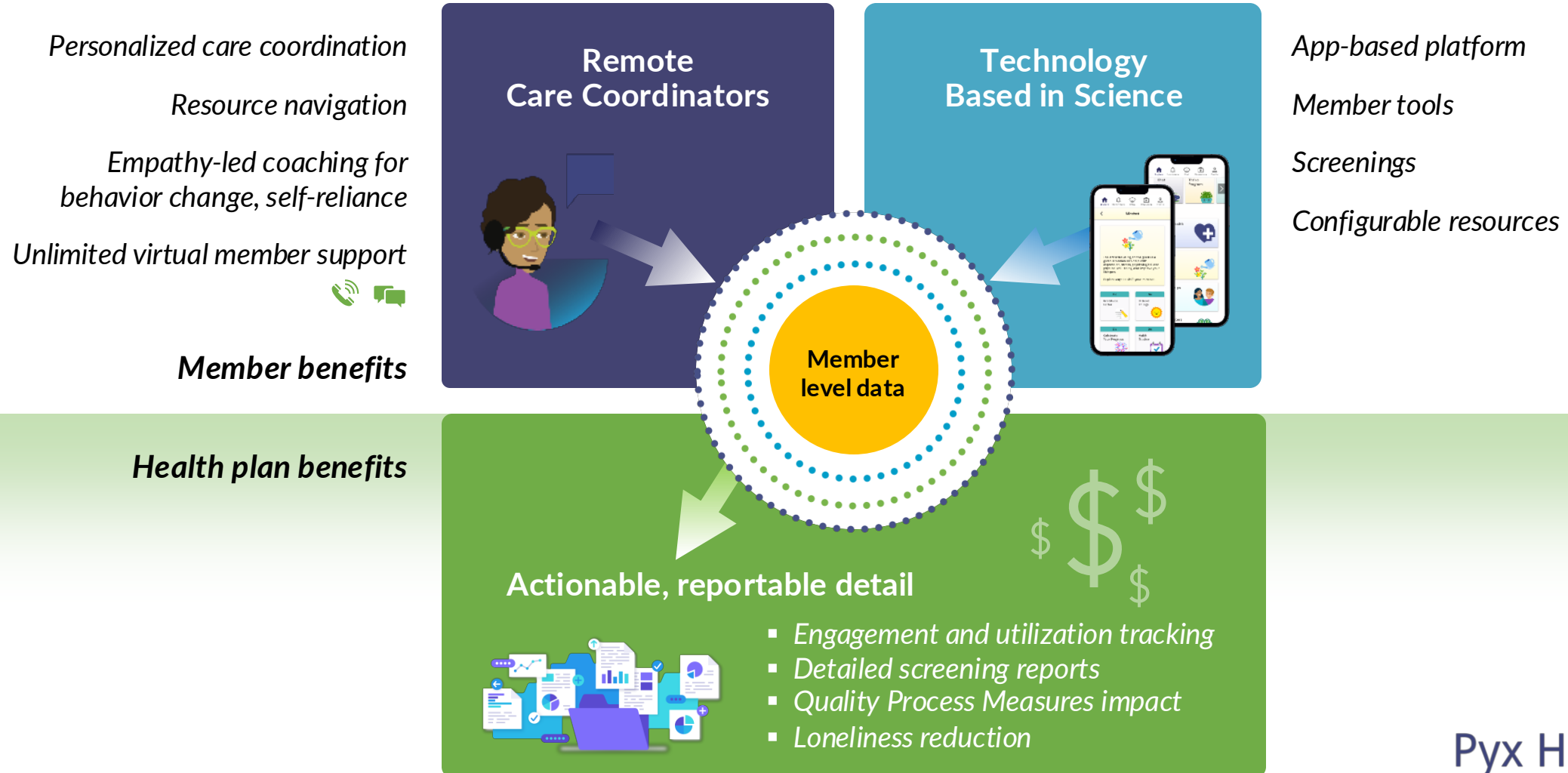*of members feel highly connected to their health plan*

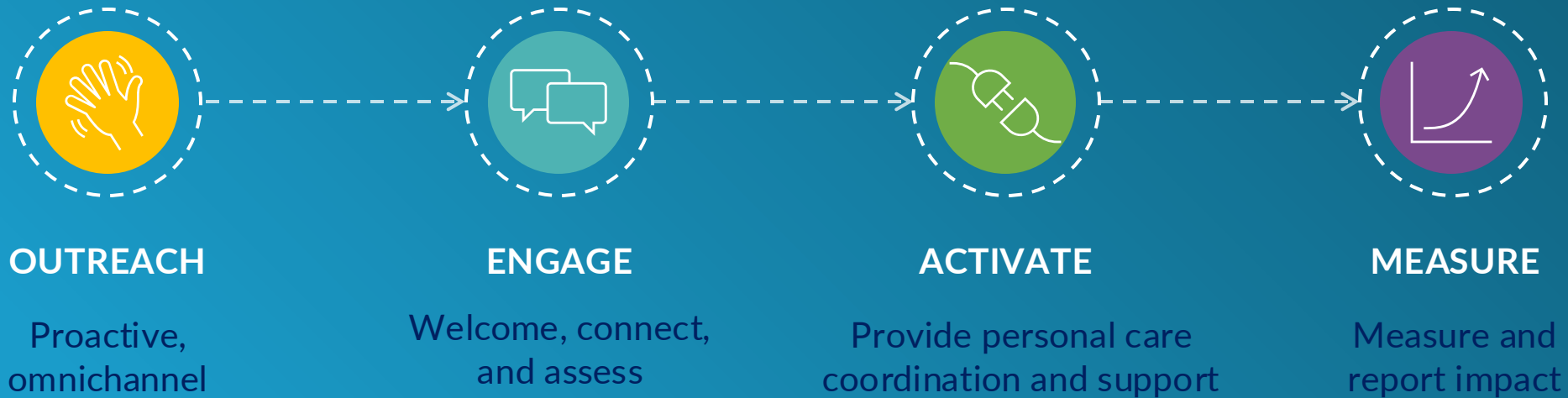Pyx Health

# Serving members with empathetic human connection

Loneliness

Population specialization

SDOH support and coordination

State initiatives and surveys

Care coordination for population health

**+** *Human support*

**+** *Risk stratification With indices*

**+** *Quality improvement programs*

2017  2018  2019  2020  2021  2022  2023  2024  2025

*Third-party white paper proves ROI and outcomes impact*

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# How Pyx Health scales human connection

*Personalized care coordination*

*Resource navigation*

*Empathy-led coaching for behavior change, self-reliance*

Unlimited virtual member support

**Member benefits**

**Health plan benefits**

**Remote Care Coordinators**

**Technology Based in Science**

**Member level data**

*App-based platform*

*Member tools*

*Screenings*

*Configurable resources*

**Actionable, reportable detail**

- *Engagement and utilization tracking*
- *Detailed screening reports*
- *Quality Process Measures impact*
- *Loneliness reduction*

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# Our Secret Sauce? Trust built via "human first" mentality

**OUTREACH**

Proactive, omnichannel

**ENGAGE**

Welcome, connect, and assess

**ACTIVATE**

Provide personal care coordination and support

**MEASURE**

Measure and report impact

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# Finding those who will most benefit

Eligible members

Target Lists

Pyx proprietary indices
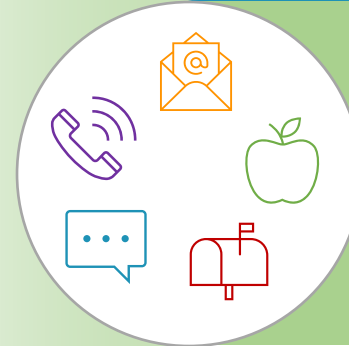
10-20% Engaged members

OMNICHANNEL OUTREACH

ENGAGEMENT

RISK STRATIFICATION

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# Engage and activate through ongoing support...

*Engagement infused with Pyx Health's proprietary and award-winning empathy programming*

## EDUCATE

Available health info, patient portals, virtual care resources

Pre-appointment planning

Self management coaching, goal setting

## NAVIGATE

Identify/connect to health plan services, resources and benefits
to close care gaps

Refer to community resources
to close SDOH loops

## FACILITATE

Ongoing health or quality incentive

Complete initial or follow-up screenings
(EPDS, CAHPS proxy, HRA)

Schedule PCP or specialist appts

Referrals/warm transfer to health plan network

**Average phone call lasts 27 minutes**

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# Pyx's remote workforce: A diverse range of skills

## Peer support certification

- NAMI Peer-to-Peer Recovery Education Training and Certified Leader
- State-level peer support certifications

## Post-secondary education

- PhD in Healthcare Education
- Master of Social Work
- Masters in Counseling
- Masters in Public Health
- Bachelor of Science in Psychology and Human Services
- Bachelor of Arts in Sociology
- Associate Degree in Social Work
- Nursing
- MS Addiction Studies
- MA Psychology

## Specialized training and certificates

- Crisis-Critical Incident Intervention
- Registered Dietitian
- Certified Respiratory Therapist
- Certified Asthma Educator
- Certified Diabetes Educator
- Motivational Interviewing Certification
- Trauma Intervention
- Child and Family Team Facilitation
- Rational Living Cognitive Behavioral Therapy
- Motivational Interviewing
- Certified mental health support specialist
- Mental health care coordination certification

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Play video of CSC staff talking about how they help members

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# The mobile app: 24/7 self-serve access

Wide range of activities, assessments and configurable community and health plan resources
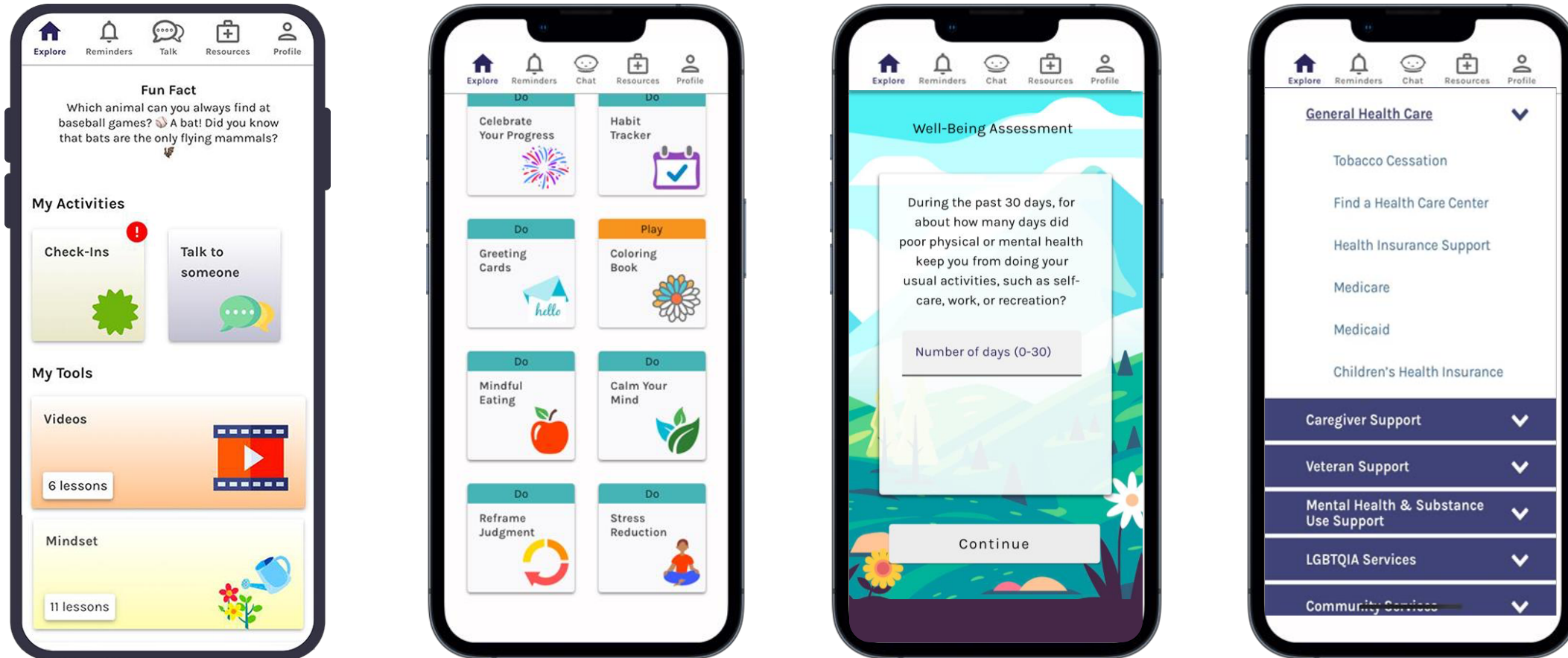
# The power of Pyx Health interventions

Trust is the foundation to engagement

## ID and solve NMDOH

Every touch point is an opportunity to understand member at a personal level, know their specific needs

## Evidence-based screenings

UCLA-3, PHQ-4 and SDOH results drive personalized care plans to support needs

## Empathy-built trust

*Happier, healthier members*

## Care gap closure

Help schedule annual wellness visits, remove barriers to med adherence, connect members to providers

## Benefit navigation

Plan and community resources, PCPs, 24/7 RN line, SDOH assistance, find a provider, crisis services

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# Referring members to Pyx Health

Client sends member info to Pyx via phone at **833-747-1613** or email at **support@pyxhealth.com**
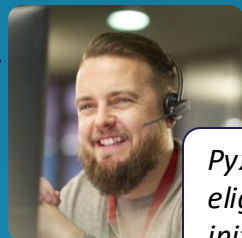


*Pyx staff verifies eligibility and initiates outreach to member*

*Member offered immediate support and screenings to identify needs*

*Pyx supports and connects member to plan identified, community, and national resources*

*Frequent re-screenings gauge member progress and identify new or emerging needs for a proactive approach to member well-being*

*Pyx continues to engage member, providing ongoing support and connection back to plan resources as needed*

## MEMBERS WHO BENEFIT:

- Are socially isolated
- Have SDOH needs
- Need help navigating the health care system
- Have recurrent ER/ED visits

**Care coordination services free up your time and resources**

- ✓ Resource connection
- ✓ Health plan benefits uptake
- ✓ Screenings, assessments
- ✓ Care-gap closure to improve HEDIS measures
- ✓ Facilitate appointments, transportation, medication access and adherence
- ✓ Engage with lonely members
- ✓ Coordination between providers, resources, and the health plan as needed

**Community support can include:**
FindHelp, food pantries, government assistance programs, 211, Unite Us, abuse hotlines, and veteran support

**Health plan resources can include:**
Customer care, member services, care management, member portals and provider locators

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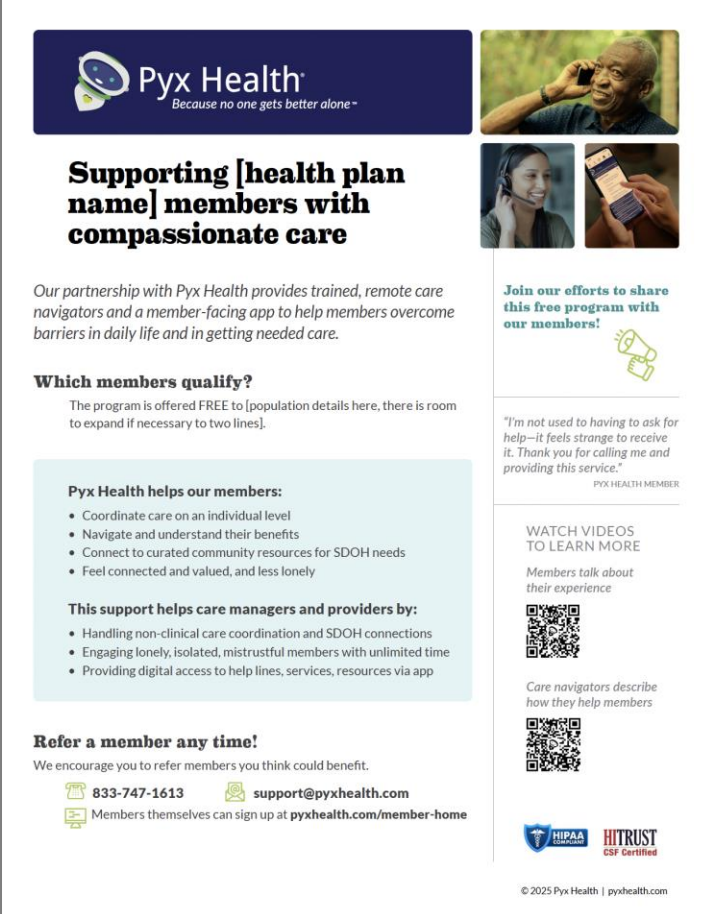# Educating your teams and members about Pyx Health

Promoting the program internally, and supporting Pyx with awareness

## Refer, educate, and follow-up

**Provider/CM Helpline: 833-747-1613**
**Email: support@pyxhealth.com**

- *Request outreach to a member for support or enroll them in the Pyx Health program*

- *Follow up with Pyx team regarding a particular member interaction or referral*

- *Questions about the Pyx Health service*

# Putting the care in care coordination

## MEET ANNA

- 20 years old
- Medicaid
- First pregnancy
- No family nearby

*"I'm glad you called. I've been needing you. A lot has been going on."*

### WELCOME CALL

*What can I do for you?*
WIC application help

### FOLLOW-UP CALL

*What happened with...*
Utilities solved, working on WIC with resource navigator

*How are you doing?*
Trouble sleeping
Doesn't have ride to appt

*Let's take a quick screening.*
Depressed

### INBOUND CALL

*What's going on?*
WIC application complete
Out of medication

*How are you feeling?*
Isolated, lonely

### 4-WEEK FOLLOW UP CALL

*How did it go?*
Dr. appt went well
Joined mom group

*Anything I can help with?*
Next appt not scheduled

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Helps Anna take 2 screenings

Transfers to Pyx Resource Navigator

Schedules follow-up call

Shows Anna activities in app for relaxation and gratitude

Connects Anna to transportation vendor

Helps Anna make list of things to talk to Dr. about

Celebrates progress

Validates feelings, shares experience (20 minutes)

Recommends support group

Warm transfers to member services to fill Rx

Celebrates progress

Facilitates next appt, suggests flu shot

Schedules a follow-up call

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- PHQ-4 (9/12 score)
- SDOH (urgent utilities need)

Body scan to relax: 1am
Gratitude meditation: 2pm

Nurseline: 10pm

PHQ-4: 7pm (5/12 score)

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## OUTCOMES

| SDOH needs solved | Self-serve for wellbeing | Rx filled | ↑ social support | ↓ depression |

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# Downstream benefits of Pyx interventions

**MEMBER WELLBEING**

**MENTAL HEALTH**

Loneliness
↓70%

Depression
↓54%

**PHYSICAL HEALTH**

Medication fills
↑36%

"Unhealthy Days"/mo
↓18.5%

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# Downstream benefits of Pyx interventions

**QUALITY IMPROVEMENT**

Postpartum appt uptake
↑20%

Medicaid 7-day FUH adherence
65% Pyx vs. 45% non-Pyx

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# Downstream benefits of Pyx interventions

**COST BENEFITS**

**UTILIZATION**

BH outpatient visits
↑57%

BH hospital admits
↓23%

BH ED use
↓19%

**STAFF AUGMENTATION**

Hours saved annually
5,300 or 2.5 FTE

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