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FOR IMMEDIATE RELEASE

**CHEAPER – BETTER – FASTER – with Hospitals are 2 out of 3 enough?
The Hospital Model is broken and requires all 3: CHEAPER – BETTER - FASTER**

Can ABBY (your virtual nurse) help keep patients from landing back in the hospital after they are discharged? ABBY (an avatar who explains medical instructions) is one of the strategies hospitals are using to help patients make the transition from hospital educator to home-health monitoring assistant. ABBY walks patients through a plan for their recovery, and then goes home with them. ABBY is part of a push to reduce the 4.4 million hospital stays that are a result of potentially preventable re-admissions, which add more than \$30 billion a year to the nation's health-care tab, or \$1 of every \$10 spent on hospital care, according to the federal Agency for Healthcare Research and Quality.

With shorter and shorter hospital, patients may be sent home in frailer states. Patients may not understand instructions on how to take care of themselves and face unexpected medical problems after leaving the hospital. Re-admissions often occur because of poorly communicated instructions. Discharged patients may experience side effects with new prescriptions because they resume medication that they'd stopped while in the hospital. More than a third of patients don't get the lab tests, specialist referrals or follow-up care they need, or they may fail to fill new prescriptions.

The first cuts to reimbursement from Medicare will focus on congestive heart failure, heart attack, and pneumonia, which account for the majority of re-admissions due to recurrence, complications, and poor adherence to medications and post-hospital regimens. ABBY acts as a "discharge advocate and a transition coach" who helps to educate the patient about the diagnosis, arrange follow-up appointments and confirm medication plans. At discharge, ABBY (on a tablet PC) is among the elements that the patient takes home with them – and helps keep them in constant contact with the hospital in order to resolve problems. The results (thus far) have reduced CHF readmissions from the mid 20%'s into the mid single digits.

Surprisingly, ABBY is FREE to hospitals and patients, and therefore avoids the hospital spending money that isn't reimbursable.

ABBY helps to reduce costs. Patients interact with ABBY either via phone, smart device, or personal computer. ABBY always has time to repeat something a patient doesn't understand. ABBY has the ability to bring "Cheaper-Better-Faster" back into hospitals – in fact – ABBY has helped cut nurses costs by over \$140 and by over 80 minutes per patient. ***Isn't it time for you to GetABBY?***
