



WE ARE  
**THE PATIENT  
ACTIVATION  
COMPANY™**

Activation Science That  
Delivers Measurable  
Clinical & Financial Results

**Engagement talks—Activation moves.**

Guideway Care fuses Activation Psychology, advanced data orchestration, and specialized human guidance to convert every patient intention into **the next right action**—reducing avoidable utilization, boosting satisfaction, and growing revenue for the organizations who serve them.

# Engagement Failure

Billions spent on portals, apps, nurse navigation programs, call centers, automated texts, and robo calls still leave hospitals paying readmission penalties, specialties chasing missed appointments, and payers absorbing preventable costs. Why? Most programs *inform* but do not *transform*. They ignore three stubborn truths:

## 1. Information ≠ Motivation

Facts alone rarely overcome fear, inertia, or competing priorities.

## 2. Barriers Block Good Intentions

Transportation, scheduling, or cost hurdles derail even willing patients.

## 3. One Size Fits Few

Uniform messages miss personal drivers and stall behavior at critical activation inflection points.

# GUIDEWAY CARE: THE PATIENT ACTIVATION COMPANY™

**Our single focus is turning passive engagement into reliable activation across an entire enterprise.** We do this through our proprietary **Motivational Patient Guidance (MPG) Framework**—a practical operating system built on Activation Science and continuously refined across millions of interactions.

## Foundational Motivation & Perception

Activation Techniques such as Motivational Interviewing, Contrast & Framing, and Social Proof reveal each patient's "why" and make healthy choices feel urgent and normal.

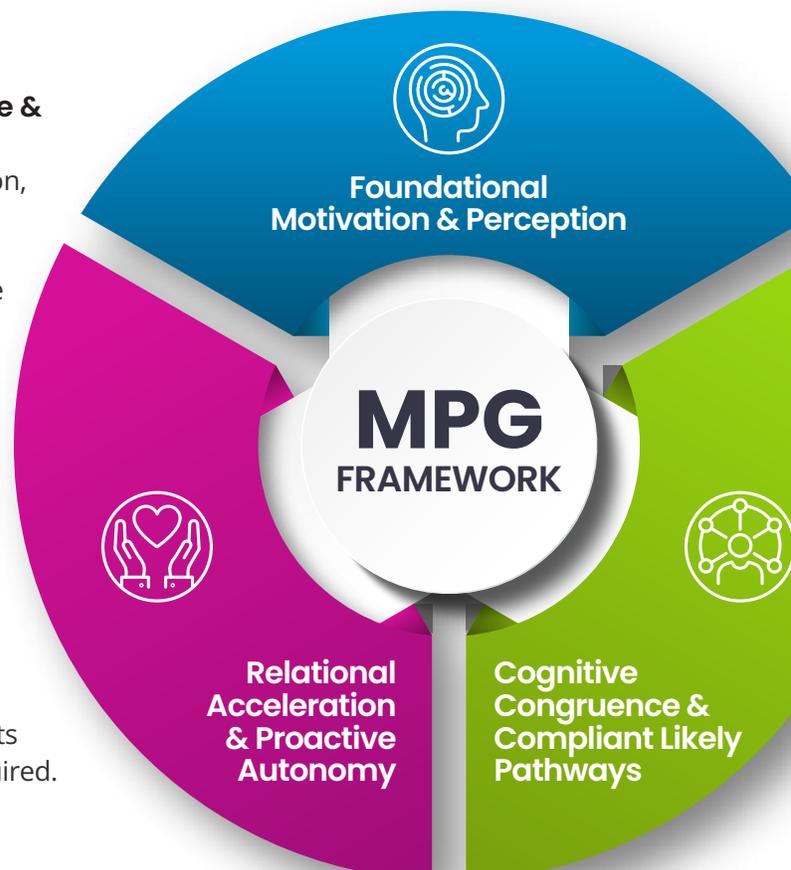
## Cognitive Congruence & Compliant Pathways

Ease & Effort Minimization, Choice Architecture, and Micro Commitments make the right action the easy action.

## Relational Acceleration & Proactive Autonomy

Persistent, relevant communication plus Balanced Authority and Reciprocity build trust, respect, and follow through.

An AI-driven Enterprise GPS engine personalizes these techniques in real time, escalating human Activation Agents exactly when empathy or complex problem solving is required.



# Evidence-Based Patient Activation

## PROOF THAT ACTIVATION OUTPERFORMS ENGAGEMENT

**5.6 : 1**

### FIRST YEAR ROI

*Documented across hospitals, ACOs, & bundled payment programs.*

**35%**

### FEWER READMISSIONS

*Hundreds of avoided stays and CMS penalties annually.*

**31%**

### HIGHER PATIENT SATISFACTION SCORES

*Tangible HCAHPS improvement.*

**73%**

### GROWTH IN TARGETED SPECIALTY VOLUMES

*Generating over \$1M additional profit per line.*

**≈100%**

### APPOINTMENT ADHERENCE

*Up from a 61% baseline within three months.*

## MPG at Work: Activation Techniques You Can Trust

Guideway Care's Motivational Patient Guidance (MPG) Framework applies nine evidence based Activation Techniques at critical inflection points to convert intention into action:

### Foundational Motivation & Perception

1. Motivational Interviewing & Empathetic Inquiry
2. Contrast & Framing (Weber Principle)
3. Social Proof & Community Norms

### Cognitive Congruence & Compliant Pathways

4. Ease & Effort Minimization
5. Choice Architecture & Micro Commitments
6. Adult Learning & the Power of "Why"

### Relational Acceleration & Proactive Autonomy

7. Relational, Persistent, Relevant & Timely Communication
8. Balanced Authority & Patient Voice
9. Reciprocity & Goodwill ("The Extra Mile")

Each technique is activated by our AI-driven Enterprise GPS and reinforced by specialized Activation Agents, producing rapid, repeatable gains across diverse populations.

## One Solution. Enterprise Impact.

Our solution delivers enterprise-wide impact by addressing core operational and financial patient activation challenges with a single solution across multiple settings:

- Decrease HRRP penalties
- Improve HCAHPS scores
- Decrease care navigation expense
- Improve patient acquisition and retention
- Increase clinical capacity
- Reduce patient leakage
- Streamline appointment setting
- Grow profitable revenue
- Decrease total cost of care
- Drive operational efficiency
- Make health equity actionable
- Eliminate avoidable acute care utilization
- Improve patient satisfaction
- Decrease avoidable utilization
- Leverage purpose-built predictive analytics
- Control network steerage to optimize cost and quality
- Capture RAF score revenue
- Grow attributed member populations
- Decrease no-shows
- Improve medication compliance
- Improve referred patient appointment setting
- Retain more patients
- Attract new patients
- Increase intra-organizational referrals
- Enhanced revenue through improved conversion and retention

## Why Guideway Care Wins

### ACTIVATION FIRST. LAST. ALWAYS.

Not a feature, our entire business.

**Enhanced Business and Clinical Outcomes with Evidence-Based Patient Activation**

# Activating Every Patient's Next Right Step.

Above all else Guideway Care understands every patient's next right step is the one that changes everything.

Patient Activation Science is changing the definition of patient success. When information alone stalls, our Motivational Patient Guidance Framework pinpoints the moment motivation, ability, and support must converge—and it delivers. Hospitals reclaim capacity, specialties accelerate profitable growth, and payers bend the cost curve without sacrificing experience. People move from anxious intention to confident action, achieving better health on terms that fit real life.

In an era of staffing shortages, margin pressure, and consumer choice, organizations cannot afford to let engagement stop at clicks and calls. Guideway Care provides a turnkey Activation operating model—tested at scale, secured for enterprise, and proven to return value in the first performance quarter. Whether you lead a sprawling IDN or a focused specialty network, our single solution flexes to your workflow, closes gaps others miss, and reports outcomes your board can celebrate.

**Choose Activation** over engagement fatigue.

**Choose Measurable Action** over messaging volume.

**Choose Guideway Care** and turn every patient's next step into a decisive stride toward healthier communities and stronger financial futures.

**We are Guideway Care,  
The Patient Activation Company™**



## Ready to Move Patients, Not Just Message Them?

**Turn the page on engagement fatigue.**

Partner with Guideway Care and let Activation Science work at every inflection point.



GUIDEWAYCARE

Contact us at **(844) 990-2975**  
or visit **go.guidewaycare.com** to  
learn more or to schedule a demo