



There's no place like home: Healthcare tech innovator Anelto helps seniors thrive

- **Business needs** – Wellness solutions leader Anelto required connectivity for a simple, easy-to-use system it developed so that seniors can engage with their caregivers remotely and become proactive in their care.
- **Networking solution** – AT&T cellular service enables Anelto Internet of Things (IoT) health monitors to easily connect patients with their healthcare teams. Regular monitoring supports early intervention to manage emerging problems and possibly prevent hospitalization.
- **Business value** – Enabling better access to healthcare increases seniors' ability to age in place.
- **Industry focus** – B2B wellness solutions
- **Size** – 100,000+ devices in use nationally

About Anelto Health

Anelto Health is a leading provider of cutting-edge technologies and services. Created by a team seeking better solutions for the ever-growing senior population, Anelto offers smart, innovative services to clients. It built its life-changing solutions by closely listening to its clientele and understanding their needs.

The situation

Recognizing that most people want to stay in their homes as they age, Anelto engineers developed a sophisticated IoT remote-patient monitoring system. To facilitate communication between the patients and their healthcare team, Anelto needed to supply dependable connectivity to patients who may not have cell phones or Wi-Fi® connectivity. Officials sought a cellular service provider that could give Anelto the power to easily provision and control its monitoring devices.

Solution

AT&T supplies highly reliable cellular connectivity. That makes it easy for patients to plug in their Anelto remote health monitors and immediately begin using them. The monitors conduct health status checks via interactive, patient-voice questionnaires. Patients can reach a clinical call center at the touch of a button, and a two-way voice console provides direct communication with their healthcare professional. And Anelto engineers can easily deploy and manage the devices in the field thanks to a powerful AT&T device management platform.

Tools to help seniors live where they like

Anelto Health is a leading provider of cutting-edge technologies and services that can help make life better for people. CEO and President Mark Denissen said the company started with personal emergency-response products that summoned assistance if a person fell or became ill. “We have decades of experience in doing that,” he said.

There are 47 million seniors living in the U.S. today, and that number is expected to double in the next 40 years.¹ As Americans age, the need for Anelto solutions has increased dramatically. Three of four people over 50 want to stay in their homes and hometowns, an AARP survey found recently. However, just 59% anticipate they will be able to remain at home without assistance.²

“Most seniors will tell you that it’s very important that they live out their years in the place they currently reside,” Denissen said. “Nobody wants to move to assisted living unless they have to. We’re all about

providing technology and tools to help seniors live where they would like as long as possible. We want to help alleviate fear, provide solid advice, and encourage people to actively engage in their personal healthcare.”

“We just felt like a relationship with AT&T Business was the best thing for the company. AT&T really checked all the boxes for us, and the experience has been fantastic.”

Mark Denissen
CEO and President, Anelto

Melding technology with medical care

Anelto devised monitoring devices that can help people stay in their homes longer. “We had a vision to help people stay safe and well as they age,” Denissen said. “That really was the driving foundation of what we wanted to do.”

Monitoring patient vital signs outside of conventional clinical settings, such as in the home or remote areas, increases patient access to care. It also minimizes the risk of exposure to contagions by reducing visits to doctors’ offices and hospitals. Anelto Remote Care removes complexities, making it easy for at-risk seniors to proactively manage their own health. The voice-centric communication delivers advice, puts patients at ease, and encourages them to take their daily vital-sign measurements.

¹ <https://www.seniorliving.org/research/>

² <https://www.aarp.org/research/topics/community/info-2018/2018-home-community-preference.html>

David Fronk, Anelto's Senior Vice President of Business Development and Sales, added that it's past time for chronic disease management to move beyond doctors' offices and hospitals. "We're finding that Medicare believes in that as well," he said. "They've begun to incentivize doctors and patients alike to be receptive to care and monitoring inside patients' own homes. And part of delivering that care is really the melding of technology with a clinician's services."

Denissen, a technology-focused expert in business development and marketing, and Fronk, an experienced healthcare executive, recognized the need for new ways to help people manage chronic medical conditions. They both understood that Anelto was uniquely positioned to address the challenge.

"We had the ability to make medical monitoring devices mobile," Denissen said. "We wanted to use cellular technology to provide seniors a simple, easy-to-use product that they can take with them anywhere they go."

To launch its ambitious initiative, the company needed a reliable cellular provider with nationwide reach that could give Anelto the power to provision and control the SIMs in its devices.

"With better chronic disease management and remote patient management we can keep people healthier, out of the hospital, and better able to age in place."

David Fronk
Senior Vice President, Business Development and Sales, Anelto

Access to problem-solving tools

Anelto chose AT&T Business to power its innovative IoT solutions. Anelto's Remote Care, for example, is a comprehensive remote patient-monitoring solution designed for seniors and people with chronic illnesses. The solution uses vital sign monitors, activity trackers, and in-home sensors to measure, collect, and encrypt patient health data. The highly secure AT&T mobile network transmits this data to each patient's healthcare provider.

As technology innovators, the Anelto staff appreciated the ability AT&T Business provided to launch and manage its connected medical devices. The AT&T Control Center, powered by Cisco Jasper, provides Anelto a turnkey management solution.

"With a startup, time to market is really important," Denissen said. "Having access to tools so that you can solve your own problems is vital. We needed highly reliable cellular coverage. The AT&T team was very supportive. We got good, competitive rate plans right out of the chute."

Denissen continued: "We manufacture our own devices. We have the know-how to manage them.

That's why it was very important that we have control of the SIMs and are able to provision them for various use cases. We found the Control Center platform from AT&T to be really great for doing that."

Artificial intelligence facilitates status checks

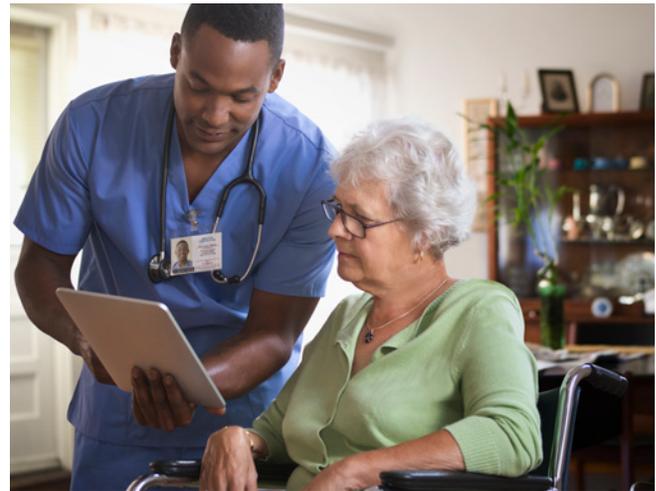
AT&T makes it easy for Anelto to program the Remote Care Console's alerts. "What's beautiful about having a cellular platform from AT&T is that our artificial intelligence and intuitive software can send down a natural voice questionnaire to check a patient's status," Fronk said. "It's not a real person, but the patient hears a voice asking, 'Do you have any swelling in your extremities?' or 'Are you experiencing shortness of breath?'"

If the patient answers 'no' to the questions, the alert is dismissed. If the patient replies 'yes' to any question, the platform alerts the care team or hospital as needed. There's a 24/7 clinical call center available at a push of a button along with a two-way voice console that enables direct communication with the patient's doctor or care team.

Patients can even share information with their families through an app. Families can, with the patient's permission, check the patient's status, oversee chronic disease management, receive alerts of health issues, and even communicate directly with their loved one via the console itself.

Expertise, coverage, agility

Denissen was impressed with the respect AT&T showed his company. "Anelto is a small company, and some people told me that AT&T would never consider working directly with us," he said. "That wasn't the case. As soon as we explained our backgrounds, our capabilities and what Anelto aspired to do, the IoT health team from AT&T Business was extremely engaged and helpful."



He initially considered working with other mobile virtual network operators that resell AT&T services, but ultimately opted to work directly with AT&T Business. "We just felt a relationship with AT&T was the best thing for the company. Coverage is really important to us."

Price and competence were other considerations. "Cost was important," Denissen added. "We also needed to an efficient partner that did what they said they were going to do. And they had to help us move quickly without a ton of resources. I would call this a low-friction relationship. We can move fast. And that's very much been our experience. AT&T really checked all the boxes for us, and the experience has been fantastic."

Overcoming healthcare barriers

Anelto ingenuity and AT&T connectivity help overcome a basic healthcare barrier that most Americans face. "The challenge is that there are not enough doctors for the number of patients that need help," Denissen said. "The current model where you go into a doctor's office, wait to be seen, talk with the physician assistant, then see the doctor for 8 minutes doesn't work very well for seniors."

“We’re offering an easy connection between thousands of seniors and their doctors,” Denissen said. “The doctors and their staff are getting regular updates on the patient’s wellbeing and they’re able to communicate with the patient through a variety of methods. Patients are only in the physician’s office when it’s really needed.”

Anelto’s Remote Care Console works with vital sign monitors and activity trackers to determine whether seniors are at risk for a fall or are exhibiting any other troubling health characteristics. For example, if a senior gains or loses several pounds in a short period of time or has low blood oxygen levels, caregivers are sent an alert and can quickly connect with patients through the device.

“Setting up Remote Care is easy,” Fronk said. “Patients don’t need a cell phone, tablet, or Wi-Fi. Thanks to AT&T cellular connectivity, all you have to do is plug it in.”

Keeping patients healthy and at home

Medicare now covers the Anelto solutions for some patients. “Medicare is moving care out of hospitals and doctors’ offices into patients’ homes,” Denissen said.

Solutions like Anelto Remote Care are attractive because Medicare currently spends more than 60% of its budget on hospitalizations and ER visits, according to Fronk. “Many hospitalizations could be avoided with proactive patient care,” he said.

Anelto products are designed to help prevent unnecessary ambulance rides, ER visits, and hospital stays. “A lot of those could be avoided if a care provider knew that patients were dehydrated or having breathing issues,” Fronk said. “With better

chronic disease management and remote patient monitoring, we can keep people healthier, out of the hospital, and better able to age in place.”

The tools to build on success

AT&T Business enables Anelto’s visionary services. “Obviously we get high quality, highly reliable cellular service,” Denissen said. “That’s really foundational. We get the tools we need to manage our business. That’s critical, because we don’t have a lot of staff. We’re all busy.”

Fronk said AT&T gives Anelto’s customers confidence. “I just did a training in West Virginia, which is very mountainous,” he said. “AT&T tools enabled me to show our clients what their coverage would look like. The ability to tell customers that we have AT&T as our backbone is a plus. Having the reliability of the AT&T name helps us go out there and sell and be successful.”

A company like Anelto that is known for its engineering expertise needs a communications provider with the strength and stability to support its innovations. “I think our program is very strong,” Fronk said. “I like the flexibility of the cellular connections, since our platform will continue to evolve. One of our core strengths as an engineering technology company that’s in healthcare is our ability to be very agile to customize and add features to serve our customers.”

Denissen sees a bright future for Anelto. “We plan to continue to build out these health management tools for seniors and engage thousands of healthcare professionals because they’re the people that are going to decide what kind of care people get,” he said. “We want to get this technology into more people’s hands so that we can help more people.”