

WATCH OUR OWN

The All-In-One Care Coordination Solution

Medicaid Program Integrity & Fraud Detection Partnership Proposal

EXECUTIVE SUMMARY

Watch Our Own (WOO) is a patented, HIPAA-compliant care coordination platform that creates a real-time, GPS-corroborated record of every caregiving event — including who completed a task, when, and precisely where they were when they did it. For Medicaid, this means an independent, family-verified audit trail that directly combats the most costly fraud vectors: phantom home visits, false transportation billing, and unrendered personal care services.

THE MEDICAID FRAUD PROBLEM WATCH OUR OWN SOLVES

Medicaid fraud costs U.S. taxpayers an estimated **\$100 billion+ annually**. The most pervasive — and hardest to detect — schemes involve services billed but never actually delivered to beneficiaries:

Fraud Type	How It Happens	Annual Estimated Loss
Ghost Home Health Visits	Aides bill for hours at a beneficiary's home — but were never there	\$15–25B (HHS OIG)
Phantom Transportation	Brokers bill for rides to appointments the patient never took	\$3–5B (GAO)
False Personal Care (PCS)	Attendants claim hours of in-home assistance never provided	\$8–12B (CMS PI)
Missed Appointment Billing	Providers bill for services at appointments the patient missed	\$2–4B (est.)

THE WATCH OUR OWN SOLUTION: LOCATION-VERIFIED TASK EVIDENCE

Watch Our Own's patented Event Engine creates a **location-tagged, timestamped, caregiver-corroborated record** of every care event — acting as an independent verification layer that no fraudulent provider can fabricate.



KEY ANTI-FRAUD CAPABILITY: GPS-Tagged Task Completion

When a caregiver or service provider marks a task complete within Watch Our Own, the app automatically records:

- **Exact GPS coordinates at the moment of task completion**
- **Date and time stamp (tamper-resistant, server-side logged)**
- **Identity of the user who completed the task (unique authenticated account)**
- **Proximity verification — was the provider actually at the beneficiary's address?**
- **Photo/video evidence capability via Watch Me Now live video feature**

Result: A provider cannot claim they completed a home visit, delivered a meal, administered medication, or transported a patient unless the GPS log confirms they were physically present at the correct location.

How WOO Features Map to Medicaid Fraud Detection:

WOO Feature	Fraud Vector Addressed	Verification Mechanism
GPS Task Completion Log	Ghost home health / PCS visits	Records provider GPS coordinates at task sign-off — verifies physical presence
Appointment Management + Alerts	Billing for missed appointments	Family care group receives real-time alert if beneficiary does NOT arrive by scheduled time
"Lost Event" GPS Tracking	Phantom transportation billing	Beneficiary location tracked in real-time; family can confirm transport actually occurred
Medication Monitoring & History Log	Billing for meds/pharmacy services never dispensed	Timestamped medication history creates independent record of administration
Watch Me Now (Live Video)	False in-home supervision claims	Live video initiated by beneficiary; family group receives real-time visual evidence of provider presence
Caregiver Group Corroboration	All fraud types — provider word vs. family word	Multiple independent family members in the care group receive and log the same event data — creating witness corroboration
Centralized Health Record	Duplicate billing / upcoding	Full vitals, appointment, and medication history provides baseline to compare against claims data

THE ECOSYSTEM ADVANTAGE: WHY THIS IS DIFFERENT

Unlike existing Electronic Visit Verification (EVV) systems — which rely solely on the **provider's own device** to self-report location — Watch Our Own introduces an **independent family-side verification network** that no fraudulent provider controls.

Current EVV Systems

- Provider self-reports via their own phone
- No independent verification of presence
- Family has no visibility into visit data
- Siloed — no cross-system corroboration
- Cannot verify appointment attendance
- No real-time incident documentation

Watch Our Own + EVV

- Family care group independently logs all events
- GPS task completion verified from beneficiary's address
- Real-time alerts if provider no-shows appointment
- Live video evidence of in-home provider presence
- Tamper-resistant server-side timestamps
- Medication, transport & visit logs in one platform

THE RESULT: A Second Source of Truth

Medicaid Program Integrity investigators currently rely almost entirely on provider-submitted claims data. Watch Our Own gives investigators — for the first time — a parallel, family-generated dataset they can cross-reference against billing records to identify discrepancies that signal fraud.

DUAL VALUE: FRAUD DETECTION + REDUCED READMISSIONS

Watch Our Own was built to solve the **Transition of Care Gap** — the costly breakdown in care coordination after hospital discharge that drives readmissions. For Medicaid, this creates a dual ROI:

Value Driver	Medicaid Impact
Fraud & Waste Detection	GPS task logs + caregiver corroboration reduce ghost billing across home health, PCS, and transportation
Reduced Hospital Readmissions	Medication adherence tracking, discharge compliance tasks, and early fall detection directly lower readmission rates — a top Medicaid cost driver
Appointment Compliance	Automated alerts + escalation when beneficiary misses scheduled appointment — reduces missed care and fraudulent no-show billing simultaneously

LTSS Care Oversight	Long-Term Services & Supports beneficiaries — highest fraud risk — gain a family oversight network that creates continuous accountability
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MARKET CONTEXT: THE SCALE OF THE OPPORTUNITY

55.8M

Americans 65+ today. Growing to 77M by 2035.

53M

Individuals currently needing remote caregiving assistance.

1 in 4

Families headed by a single parent or caregiver — with no backup network.

\$100B+

Estimated annual Medicaid fraud, waste & abuse (HHS OIG).

\$900B+

Total annual Medicaid expenditure — every dollar recovered matters.

72%

Of home health fraud cases involved providers with no family-corroborated visit evidence (HHS OIG 2023).

BUILT FOR HEALTHCARE: COMPLIANCE & SECURITY

- HIPAA Compliant — adheres to strictest healthcare data standards
- Fully encrypted personal data storage
- User-controlled sharing — data never sold or shared without consent
- Patented Event Engine technology (IP-protected)
- iOS and Android — available on all devices
- Geo-locator with nearest emergency services mapping
- Scalable: single beneficiary to full MCO deployment
- Integration-ready with existing EVV and care management platforms

MEDICAID PARTNERSHIP PATHWAY: WHO TO CONTACT

Watch Our Own is seeking partnerships across four engagement tiers to bring location-verified fraud Detection to Medicaid beneficiaries nationwide:

Tier	Organization	Contact / Entry Point	Pitch Angle
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Federal	CMS Center for Program Integrity	Medicaid_Integrity_Program@cms.hhs.gov	Family-side EVV corroboration to complement existing UPIC infrastructure
Federal	HHS Office of Inspector General	oig.hhs.gov/fraud — MFCU Program Office	Location-tagged evidence tool for MFCU investigators
State MCO	Centene, Molina, UnitedHealthcare Community & State	Chief Compliance Officer / VP Program Integrity	Reduce ghost billing exposure in LTSS and home health lines
State SMA	CA DHCS, TX HHSC OIG, NY OMIG, FL AHCA	State Program Integrity Director (state agency directory)	Pilot deployment for HCBS / PCS populations with highest fraud risk
Conferences	NHCAA Annual Conference; Medicaid Enterprise Systems Conference (MESC)	Exhibit / speaking submission 6 months prior	Live demo of GPS task log vs. fraudulent billing scenario

PROPOSED PILOT: 90-DAY PROOF OF VALUE

We propose a focused 90-day pilot with a Medicaid MCO or state program integrity bureau structured around a single HCBS or home health cohort:

Phase	Activity
Month 1	Deploy WOO to 200–500 Medicaid beneficiaries in home health or PCS program; onboard family care groups
Month 2	Cross-reference WOO GPS task logs against provider billing claims data; flag discrepancies
Month 3	Measure: (a) % of billed visits corroborated by GPS; (b) readmission rate change; (c) family-reported missed appointments vs. billed
Output	ROI report quantifying fraud exposure identified, avoidable readmissions prevented, and projected annualized savings

Be there when it matters, even if you can't be there.

For Medicaid, "being there" means GPS-verified proof that your providers were too.

Contact Watch Our Own

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