

# Digital Therapy: The New Frontier of Healthcare

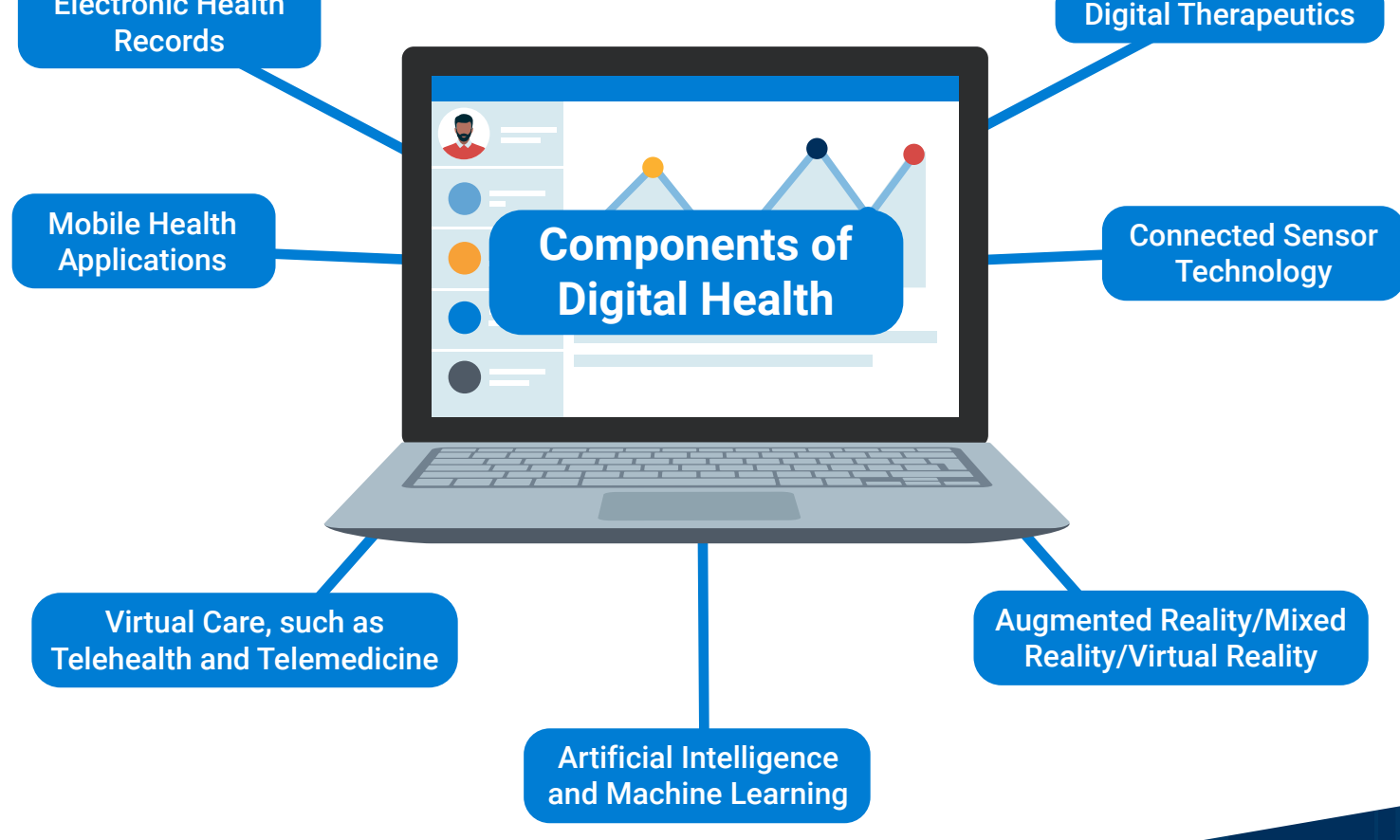


While the proliferation of telehealth has expanded healthcare access, improved patient engagement, and lowered healthcare costs, expanding the scope to comprehensive digital therapy has the power to create a complete healthcare solution.

But what is digital therapy and how does it work?

## Digital Therapy: It's More Than Just Telehealth

Digital therapy integrates medical knowledge with technology to improve care and patient self-management. A digital therapy solution includes a variety of virtual tools, including telehealth and home exercise programs, to improve engagement, adherence, and outcomes while also reducing costs. Digital health platforms, telehealth, and virtual care interventions have been shown to improve outcomes and function while reducing the pain of MSK disorders.<sup>1,2</sup>



## Digital Therapy in Action

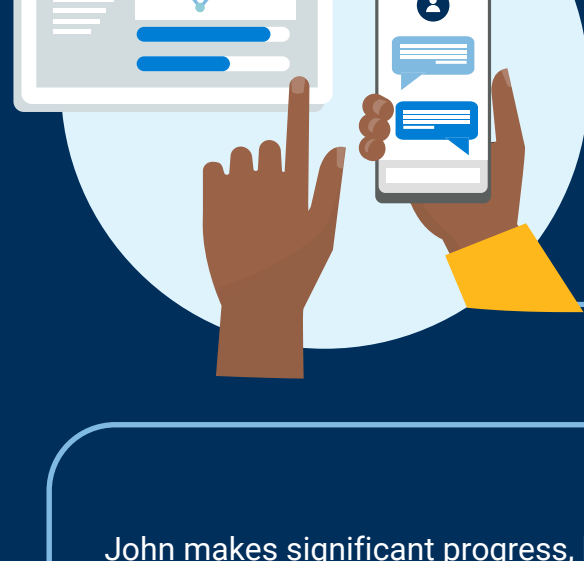


John has been experiencing persistent low back pain for the past two weeks, and is referred to a local physical therapist for a telehealth consultation. They discuss his low back pain, and they decide to proceed with an in-person visit. The clinician provides online patient education to help John understand his condition, including how to help mitigate pain until their appointment.

John visits his clinician to discuss a care plan. His clinician uses a standardized low back pain template to customize a plan for John, and prescribes an online Home Exercise Program. Before sending him home, John's clinician shows him how to use the app, and how to reach out if he has questions.



His clinician uses Patient Adherence Tracking to monitor John's progress, and notices he hasn't been doing some exercises. The clinician reaches out via HIPAA-secure text messaging in the app to check in, and learns that John has felt pain during some exercises. His clinician updates his treatment plan to accommodate John's needs.



John makes significant progress, his function improves and his pain decreases, and they are able to conclude his treatment plan. John's clinician is reimbursed for these additional virtual touchpoints via the Remote Therapeutic Monitoring CPT codes.



## The Benefits of Digital Therapy in the Patient-Provider Interaction



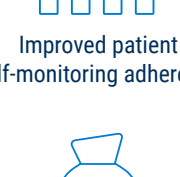
Reduced time to first appointment

**Increasing Access** The goal of digital therapy isn't to limit interaction to online spaces; it's to expand the reach of therapy services to broader patient populations. Telehealth has been shown to reduce travel time,<sup>3</sup> improve convenience,<sup>4</sup> and increase overall access to care.<sup>5</sup> A patient who lives in a rural area or has mobility challenges can get the care they need faster. One case study showed the average wait time for telehealth visits is 40 percent faster than for in-person visits.<sup>6</sup>



Improved outcomes and engagement

**Improving Patient Buy-in and Engagement** A patient's understanding of their condition and treatment plan is an important component of their satisfaction. Patient Education and Home Exercise Programs are low risk, effective treatments for patients with low-acuity low back pain and chronic low back pain, improving outcomes, reducing costs, and improving engagement in their care.<sup>7-10</sup>



Improved patient self-monitoring adherence

**Boosting Communication Between Visits** Digital therapy tools like mobile apps, online messaging platforms, and patient adherence tracking are effective for non-emergency interactions like patient questions and check-ins. Push notifications have been shown to increase patient interaction with a health app by up to 11.8 percent within the next 24 hours.<sup>11</sup>



Up to \$24,000 per provider per year

**Decreasing Costs and Increasing Reimbursements** As the components of digital therapy work together to improve patient engagement, providers can see reduced costs as better patient activation is associated with a decrease in health care costs by as much as 31 percent.<sup>12</sup> The new Remote Therapeutic Monitoring CPT codes have also increased reimbursements for digital therapy. As a supplement to onsite care, RTM can help organizations capture new revenue—up to \$24,000 per provider per year.<sup>13</sup>



Boost clinical capacity

**Improving Clinical Capacity and Reducing Burnout** Digital Therapy helps lower acuity patients better self-manage at home through virtual check-ins, freeing up clinicians to manage patients who need more hands-on care. Adding in EMR integration to digital therapy streamlines clinician workflows, helping boost clinical capacity and prevent burnout.

## How MedBridge Can Help with Digital Therapy

**Home Exercise Program (HEP)**  
Engage patients with an easily accessible and customizable library with thousands of video exercises developed by industry professionals.

**Patient Adherence Tracking**  
Identify behavioral patterns and barriers to adherence to help boost patient satisfaction and improve clinical outcomes.

**Patient Insights**  
Capture patient insights like pain, difficulty, and perceived progress with surveys and monitoring tools to help build a patient-inspired culture.

**Patient Education**  
Help patients understand their diagnosing and rehabilitation plan with engaging education to encourage them to effectively manage their care plan.

**Telehealth Virtual Visits**  
Replace or virtual visits for low-risk patients with effective, user-friendly telehealth tools.

**MedBridge GO Mobile App**  
Engage patients and promote adherence by prescribing home exercises in easy daily doses designed to motivate patients to better manage their conditions.

**Provider Education**  
Provide evidence-based online education and training covering telehealth, patient engagement, soft skills, and more.

## Conclusion

While digital therapy is still in its early stages, healthcare organizations and the patients they serve are beginning to realize the potential it has to solve the industry's biggest challenges like patient engagement, ensuring access, clinical capacity, and staff burnout. For more information on how you can leverage digital therapy to help future proof your organization for the challenges that lie ahead, reach out to a MedBridge representative for a demo today.

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 13. \$24,937 = 500 patients per year x 166.25 per patient x 30% Medicare mix

## About MedBridge

MedBridge has over 10 years of experience helping more than 2,500 healthcare organizations grow their business, elevate their workforce, and deliver exceptional patient experiences. Contact MedBridge to see what we can do for you.