Embracing Digital Care

Shifting Clinician Mindsets for Future Success

MEDBRIDGE

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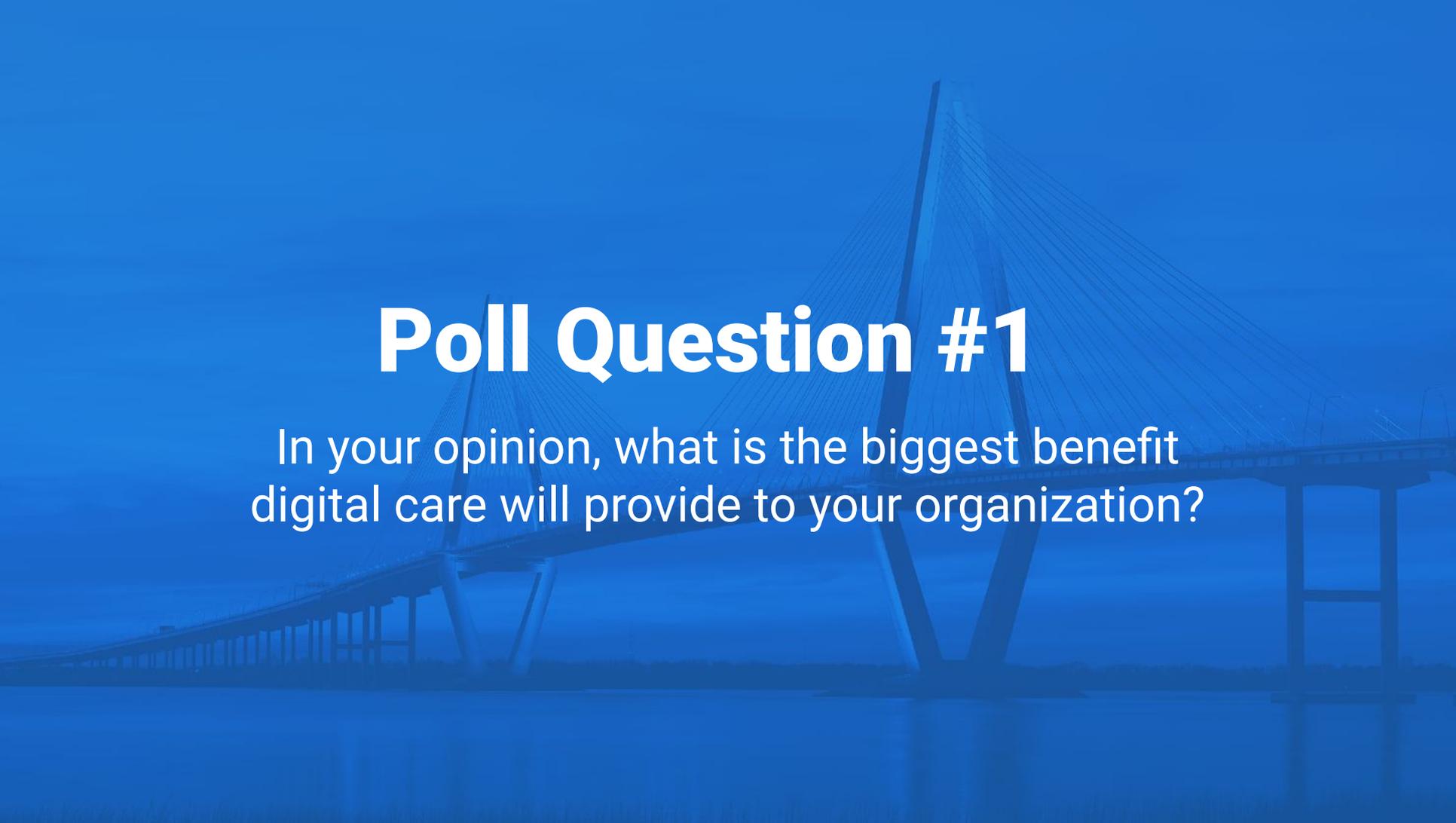
Poll Question #1

In your opinion, what is the biggest benefit digital care will provide to your organization?

Industry Trends: Digital Care

Access to care

Ease of using healthcare services

Quality customer service

56%
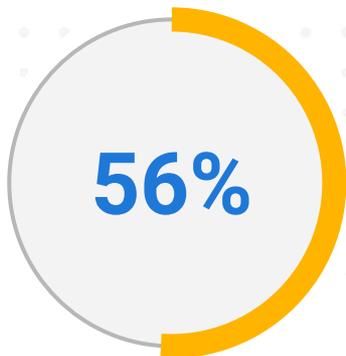
of consumers **prefer digital offering for minor conditions**

EY, 2023

57%
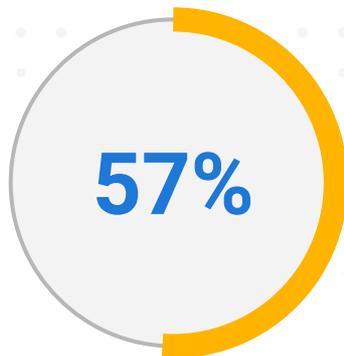
of consumers **prefer digital offering because "it saves time"**

EY, 2023

94%

of people who have used virtual care said they **would use it again**

Evernorth, 2023

83% of patients say convenience is more important to them now than it was 5 years ago.

Lederman & D'Alfonso, 2021

Average Wait Time for a...

Physician: 26 days

PCP: 20.6 days

Cardiologist: 26.6 days

Ortho Surgeon: 16.9–55 days *

* depending on the market

AMN Healthcare, 2022

183 Million

people in the US currently live in areas without sufficient access to a PCP

AMA, 2023

50%

of clinicians surveyed say they are experiencing burnout

APTA

21,000

PTs left the field in 2021

APTQI

30+ Days

is the average wait time to see a physical therapist

APTQI, 2017

Clinician's Expertise
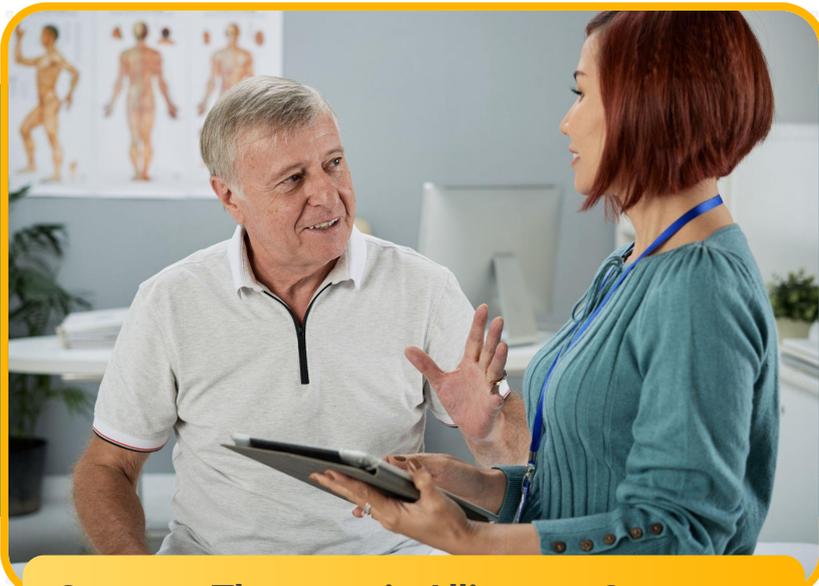
Digital Care

Stronger Therapeutic Alliance + Outcomes
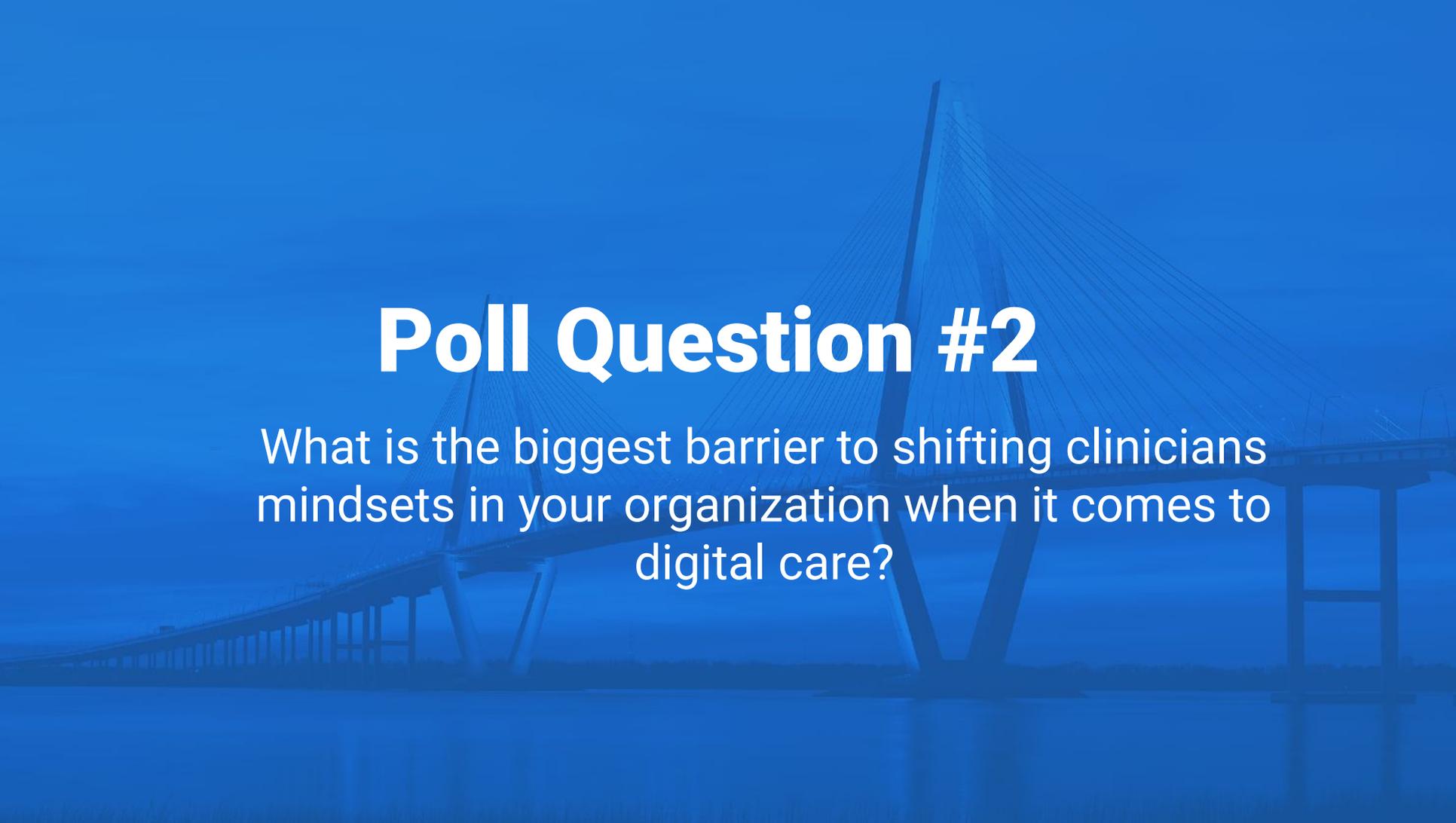
Poll Question #2

What is the biggest barrier to shifting clinicians mindsets in your organization when it comes to digital care?

Change Management

1. Know the Why

Clinicians

Clinical Efficiency

Standardized Care

Visibility

Patients

Increased Adherence

Motivating

Improved Outcomes

Organization

Shift to VBC

Digital Transformation Initiatives

2. Dream Big, Start Small
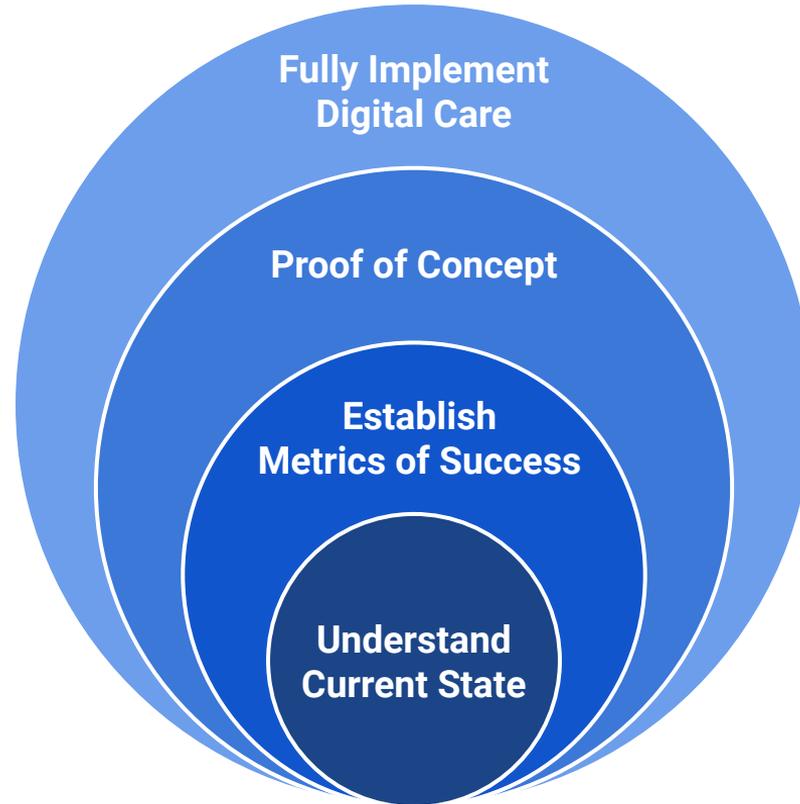
3. Train Effectively

- Leverage existing education tools

- Continuous feedback loops

- Create a digital care competency

- Tailored training
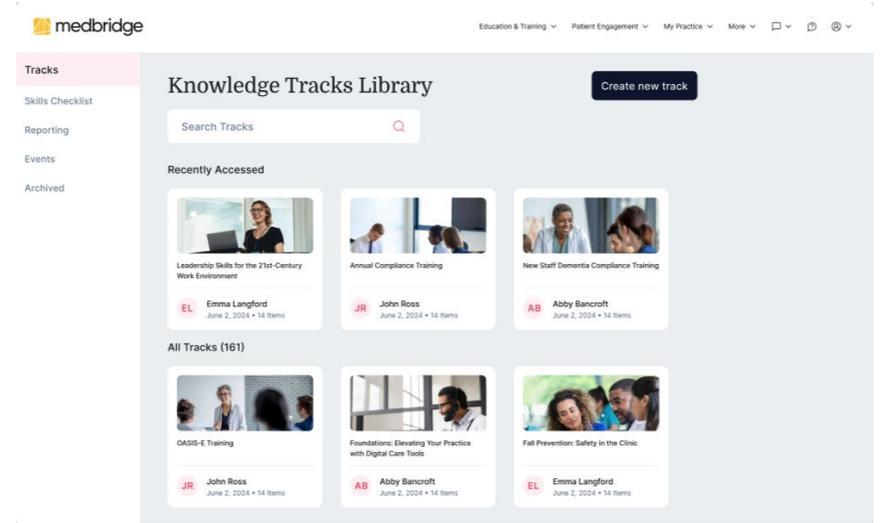
4. Identify Ownership Opportunities

- Set goals at individual, clinic, or region levels

- Incentivise change management leaders within your team

- Highlight internal champions

- Leverage Super Users

- Provide virtual care positions
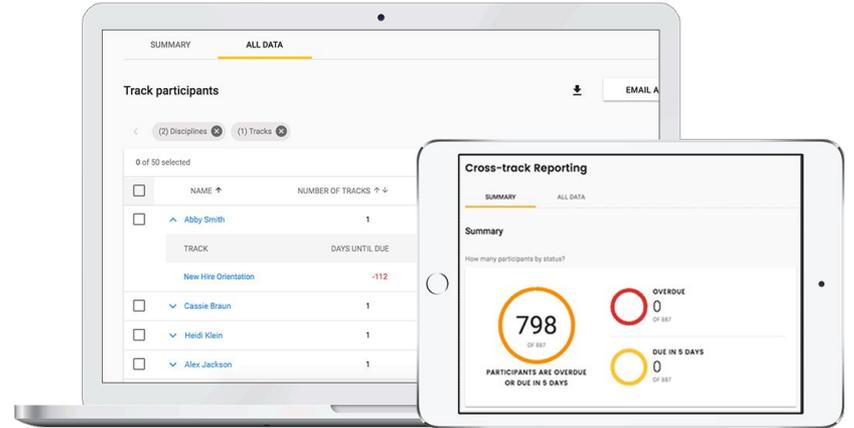
5. Share Successes and Close the Loop

- Report on the outcomes of your digital sharing initiatives

  - Do the clinicians find value? How do they feel about the change?

  - Are patient satisfaction scores improving?

  - Are patients completing their plan of care?

  - Are patients getting better?

  - Has there been a reduction in printing (and cost savings associated with that)?

  - Ask for feedback!

Change Management Framework

1. Know the Why
2. Dream Big, Start Small
3. Train Effectively
4. Look for Ownership Opportunities
5. Share Success and Close the Loop

Up Next: BayCare Customer Story

BayCare   MEDBRIDGE

BayCare
Section

Introductions

Stephanie Mataya, M.S. CCC-SLP, BCS-S
Katy Casillas, PT, DPT, CPHQ

BayCare Rehab by the Numbers

*Non-Profit Community Hospital System Serving West Central Florida*

- 15 hospitals
  - Including a children's hospital and two women's hospitals
- 17 outpatient rehab clinics
  - Four of those pediatric
- One skilled nursing facility
- One LTAC
- Therapists: PT, OT, SLP, ATC, and audiologists
  - 500+ acute
  - 300+ OP
  - 200+ HHC

The Why

- Individualized care for patients using exercise programs tailored for their needs
  - Modifications easily made to update as patient progresses
- Adult learning model
  - Visual learning through use of videos enhances understanding and adherence
- Accessibility
  - Patients can access anytime and anywhere
- Therapist satisfier
  - Therapists are important stakeholders
  - Streamlines process of creating and distributing programs resulting in clinical efficiency
  - Evidence based exercises: up to date and high-quality programs
- Stepping-stone for further innovations and improvement in patient care

The How: Analysis

- Baseline data
- Evidence support
- Leadership discussions
- Department team goals
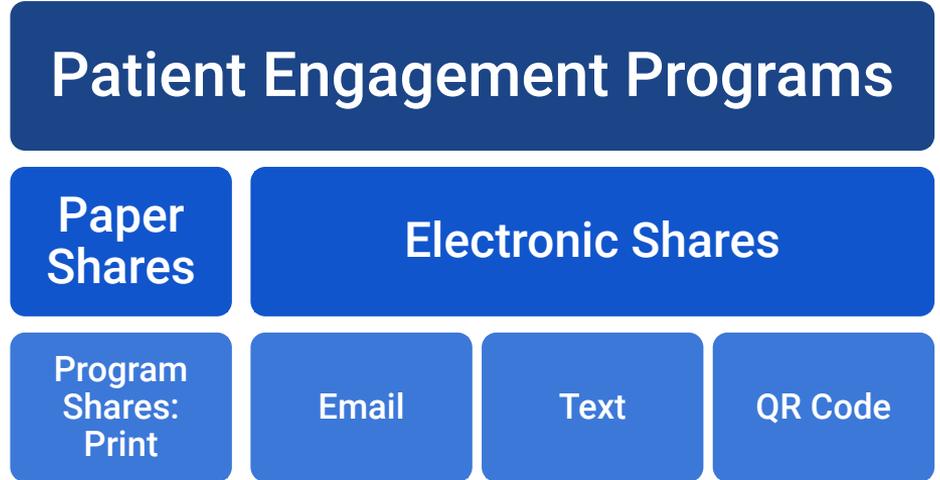
Patient Engagement Programs

Paper Shares

Electronic Shares

Program Shares: Print

Email

Text

QR Code

Patient Engagement Programs

Paper Shares	Electronic Shares		
Program Shares: Print	Email	Text	QR Code
88%	**7%**	**5%**	**0%**

Baseline: April 2022–March 2023

Avg 12 Median 8

Legend: ■ Electronic ■ Paper

Values: 8%, 7%, 2%, 5%, 4%, 37%, 21%, 11%, 6%, 23%, 8%, 31%, 2%, 76%, 97%
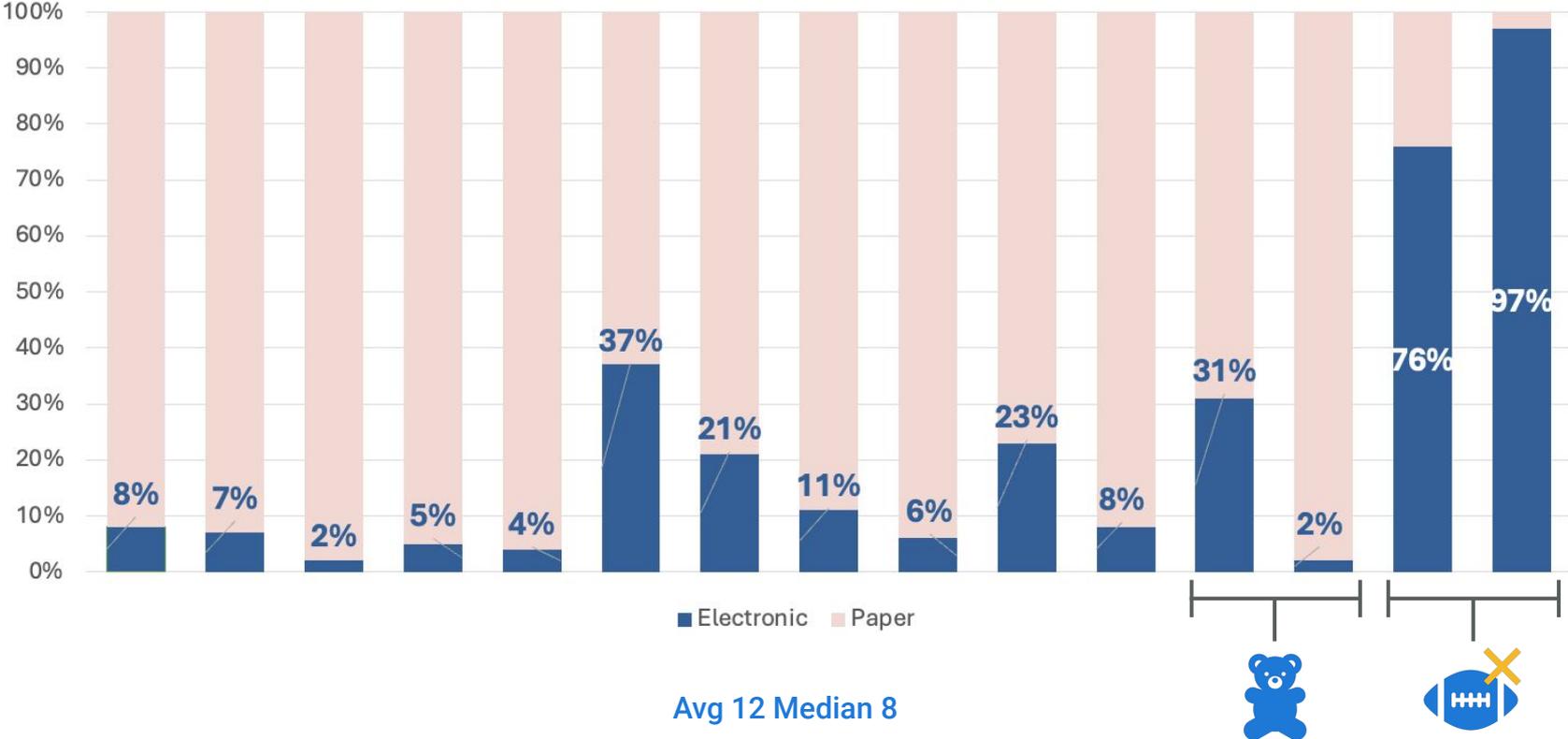
Goal Setting

- Goal set based on department baseline
  - <12% need to reach average
  - >12% need to increase by 10%
- Progress monitoring
  - Monthly updates to managers using Medbridge analytics
 - Manager and EQA touchpoints to support goal

Goals
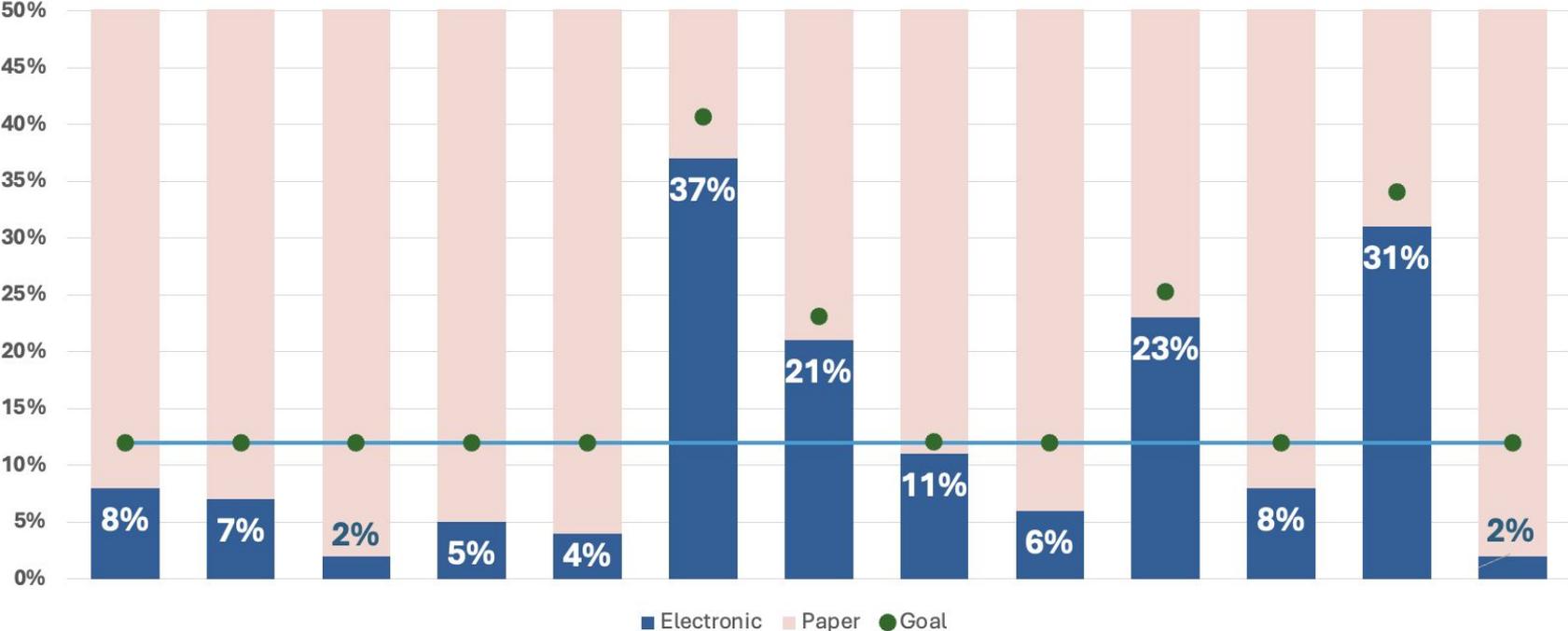
Avg 12 Median 8

The How: Knowledge Tracks

- Annual ongoing competencies: Medbridge Knowledge Tracks

- CEU courses and HEP supportive content

  - 2023

    - Enhancing Patient Engagement Throughout the Course of Care

    - Understanding Therapeutic Alliance and Patient Expectations

  - 2024

    - Getting Started With Medbridge HEP for HEP Lite Users

    - Improving HEP Compliance: Translating Knowledge From Therapist to Patient

    - Improving HEP Compliance: Motivating the Patient

  - 2025

    - Strategies for HEP Activation: Consistency and Commitment

   - HEP Adherence and the Importance of Patient Values
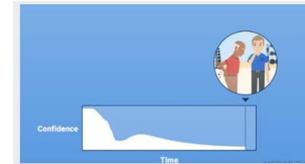
Enhancing Patient Engagement Throughout the Course of Care
presented by Craig Phifer

Understanding Therapeutic Alliance and Patient Expectations
by Craig Phifer
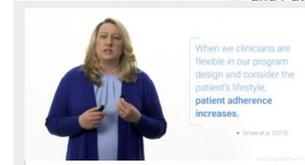
Improving HEP Compliance: Motivating the Patient
presented by J.J. Mowder-Tinn
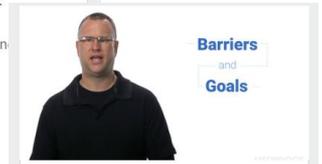
HEP Adherence and the Importance of Patient Values
presented by Shawn Burger

The How: Super Users

- Identified Super Users
- Advocated for at least one per site
- Staff meeting presentations
- Clinician buy in
- Tech/support team members

The How: Documentation

- EMR enhancements
- Informatics analysis and process
- Specified location
  - Last charted value
  - Copy paste
  - Consistency and carryover

Document for EMR

Copy the program text below and paste into the patient chart for easy documentation.

Access Code: MG
URL: https://Baycare.medbridgego.com/
Date: 08/16/2024
Prepared by: KATHRYN

Exercises
- Standing Gastroc Stretch - 2 x daily - 3 sets - 30 hold
- Seated Gastroc Stretch with Strap - 2 x daily - 3 sets - 30 hold
- Seated Ankle Circles - 2 x daily - 2 sets - 10 reps

☐ Don't show this message after saving or assigning program

CLOSE   COPY TEXT

Reminder: Goals

Legend: ■ Electronic ■ Paper ● Goal
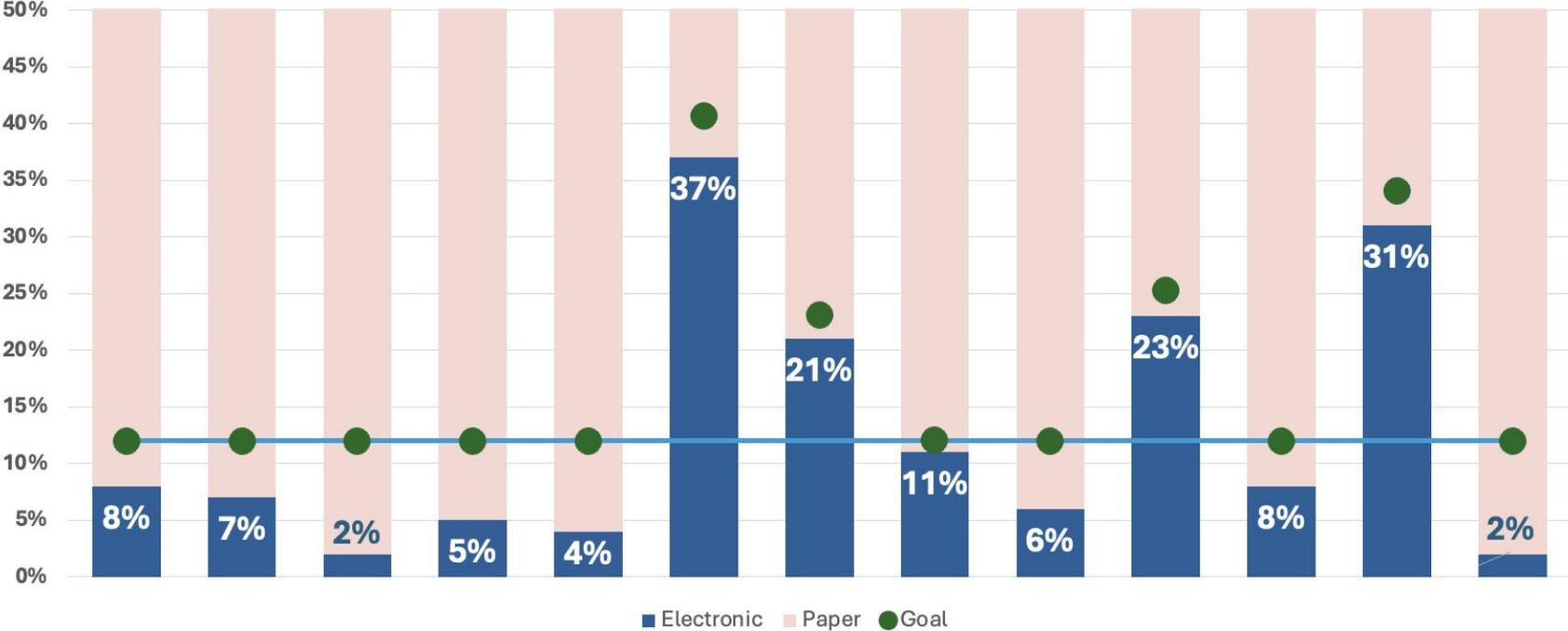
Avg 12 Median 8

Results: April–December 2023

Goal ● Baseline E

Avg 27 Median 21

Overall Results


Goal Avg 17%

12%

27%

+125%
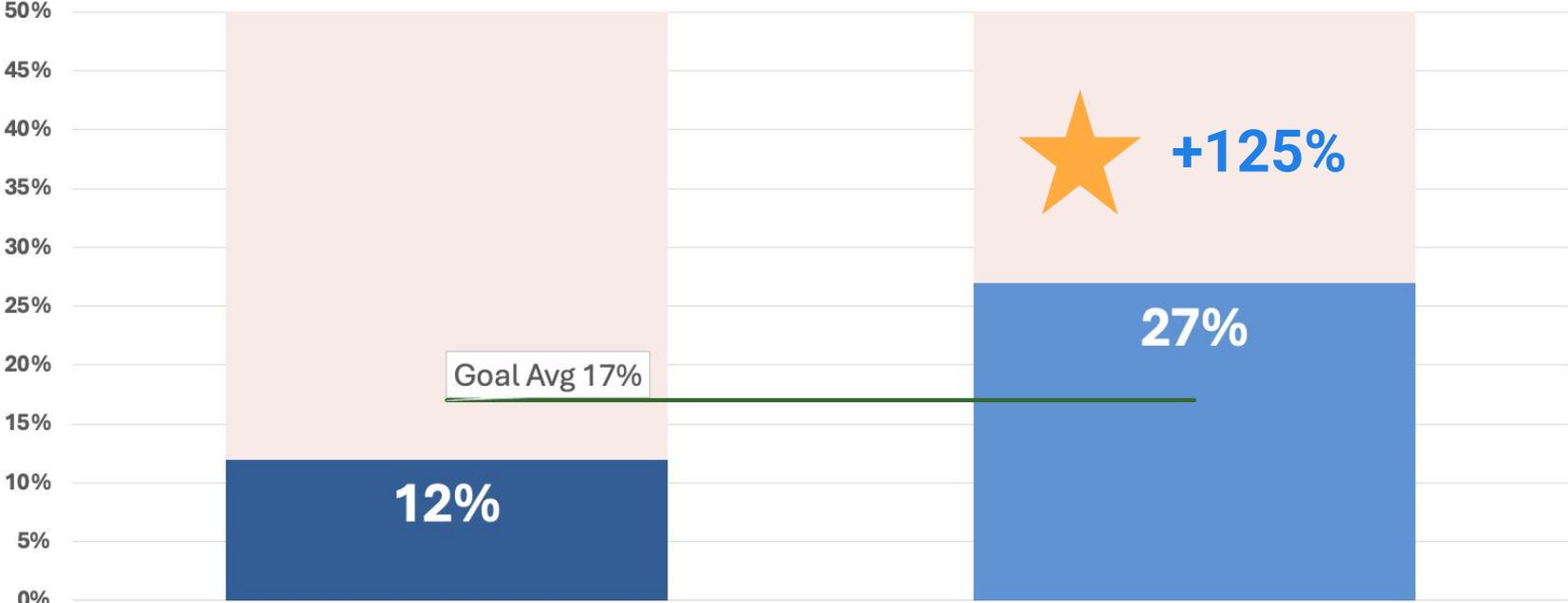
Results

- The team embraced it and liked it, they want more of it

- Success of end user education: templates

- Happy patients

- Improved access to care

Patient Engagement Activity

PE Programs ■ (blue) **Patient Logins** ■ (yellow)

6,000	
4,000	
2,000	
0	

Aug 2023 · Sep 2023 · Oct 2023 · Nov 2023 · Dec 2023 · Jan 2024 · Feb 2024 · Mar 2024 · Apr 2024 · May 2024 · Jun 2024
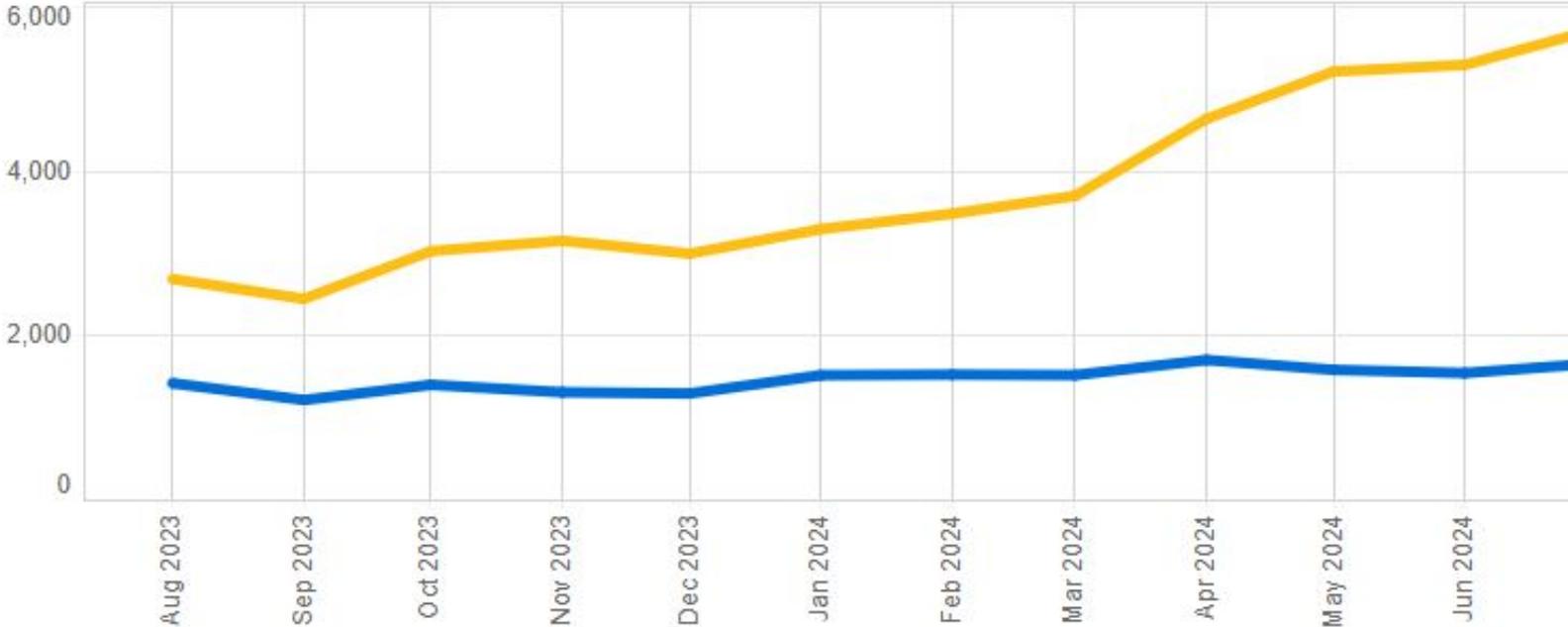
What's Next

- 2025 ongoing competencies
- Acute care pilot
- Researching SNF and HHC specific needs
- Department and individual team member goals
- HEP Creation Committee: standardization
- Access: how to serve more patients?
- Patient engagement: researching RTM

Metrics of Success

▲ 125%

Patient Engagement

Largest Spread: 64 Points

Patient Reviews

Additional References

- [Effectiveness of home-based exercise delivered by digital health in older adults: a systematic review and meta-analysis | Age and Ageing | Oxford Academic (oup.com)](#)

- [Do digital interventions increase adherence to home exercise rehabilitation? A systematic review of randomised controlled trials - PMC (nih.gov)](#)

Poll Question #3

Agree or disagree: My providers are comfortable explaining and educating patients on the benefits   of digital care?
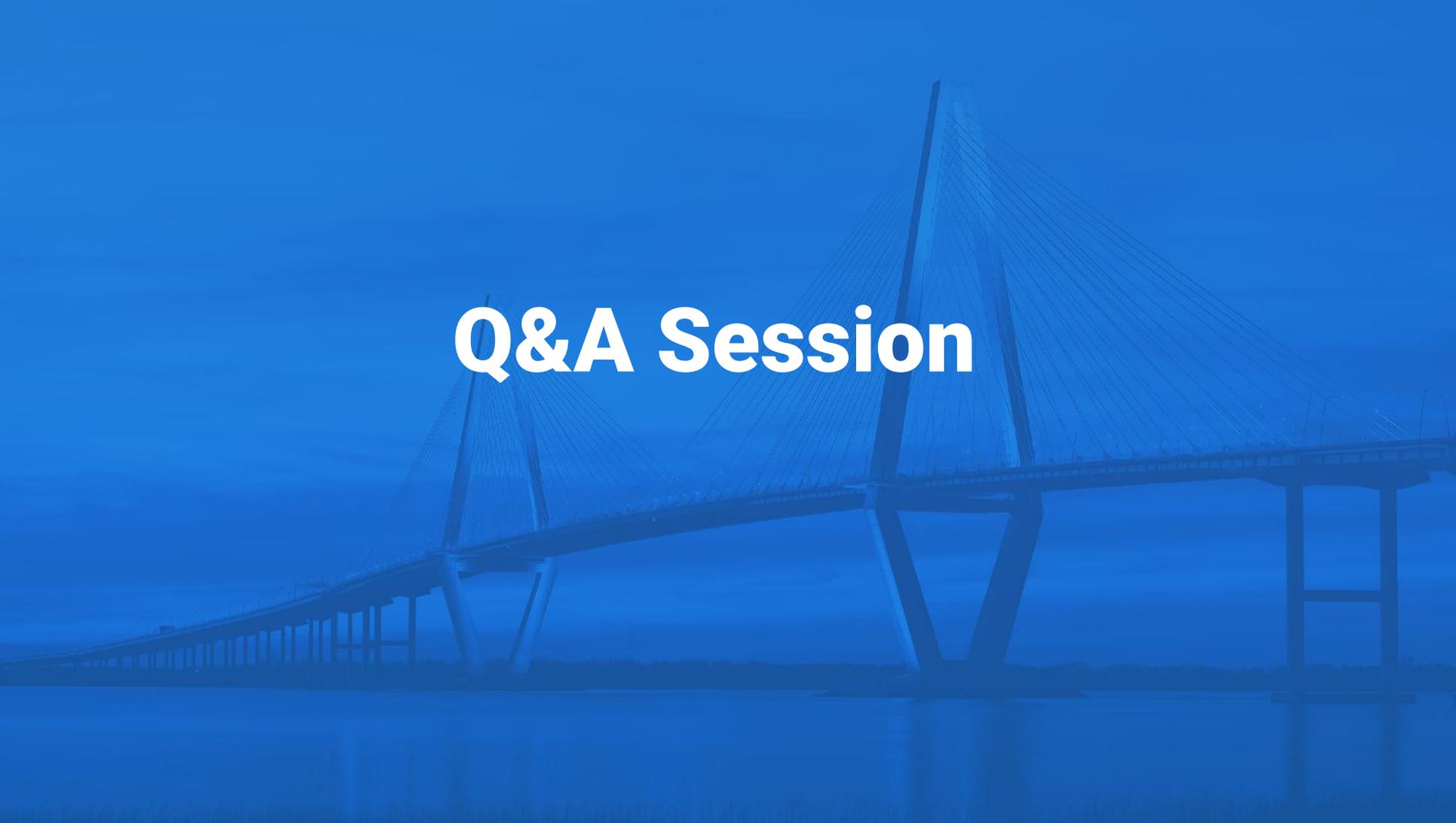
Q&A Session

Poll Question #4

Would you like to learn more about Medbridge?