MEDBRIDGE

Future-Proofing Your Organization with Digital Case Management

By MedBridge

Overview

Under value-based care, hospitals and health systems are challenged to manage high volumes of patients and provide outstanding quality of care in a way that also reduces costs and balances clinical capacity. Organizations must maintain patient engagement amid high drop-off rates and staff attrition, all while operating on tight profit margins due to high overhead costs, industry regulations, and third-party payer requirements.

Low patient engagement in particular is an ongoing problem for outpatient rehab teams, with patient drop-off leading to poor outcomes and lost revenue, creating a vicious cycle.

But with the creation of the new CPT codes for remote therapeutic monitoring (RTM), a new strategy called *digital case management* is now emerging for improving patient engagement in outpatient rehab settings.

Case management is already used throughout health systems in a variety of service lines, yet this hasn't always been the case for outpatient musculoskeletal (MSK) rehab teams in cases like total joint replacement. The capabilities to provide digital care and get reimbursed for it via the RTM CPT codes—along with other digital engagement tools such as telehealth, patient education, digital home exercise programs, and patient mobile apps—are giving rehab clinicians a way to better manage their patient population and support patients in and out of the clinic with an easy-to-use toolset. The result? **Improved program plan adherence, functional outcomes, and reimbursement.**

This eBook will dive into:

1. How digital case management works
2. Why more and more organizations are adopting this approach
3. Best practices for implementing it at your organization

Table of Contents

What Is Digital Case Management?

When you hear the term case management, you might think of the traditional process in which a dedicated case manager helps coordinate and integrate services across departments for a particular patient. But case management can happen at the service line level as well. For example, cardiology teams often use the case management model to closely monitor patients with congestive heart failure to help prevent disease exacerbation.

The recent introduction of remote monitoring means that service-line case management can now be easier and faster. For rehab clinicians managing MSK patients, this is a transformative shift. Remote monitoring can be used as an innovative and effective digital strategy for managing multiple patients at the same time to ensure better outcomes.

Providers might use one or more of the following digital care products to remotely monitor and manage their patients:

- Online adherence tracking dashboards
- Digital home exercise programs (HEP)
- Telehealth
- A patient mobile app with two-way messaging

4 out of 5 patients want to use digital healthcare tools when managing their care experience.[1]

Digital Case Management in Action

What does digital case management look like for an MSK patient enrolled in outpatient rehab?

Eddie, 52, undergoes total knee replacement (TKR) surgery and is referred to physical therapy for rehab.

During the first intake visit, Eddie's PT assigns him a digital home exercise program and enrolls him in remote digital monitoring.

While reviewing her patient dashboard, the PT sees Eddie's message and reaches out to him.

After a few days, Eddie provides feedback via an in-app message that he is experiencing pain.

In a telehealth session, Eddie shows his PT where the pain is located.

The PT suspects an infection at the surgical site and refers Eddie to his surgeon. The surgeon diagnoses an infection and treats it.

The PT bills Medicare for the remote care she provided using the RTM CPT codes and the information she has documented on her RTM program's dashboard.

The infection clears up and Eddie is able to successfully complete his care plan.

The result?

☑ Better outcomes—not just for the patient and the physical therapy team, but also for or the physician team. With digital remote monitoring, the patient was closely managed in a way that prevented him from getting sicker and promoted his recovery.

☑ Reduced costs for the healthcare system as a whole by avoiding an unnecessary potential ER visit or rehospitalization for a serious infection.

Benefits of Digital Case Management

Because digital care has been shown to boost engagement, improve outcomes, and expand access to care, CMS has created codes that allow organizations to be reimbursed for the additional time and effort required to monitor and engage with patients remotely.

Case managing patients using remote monitoring—including checking in with them, reviewing their progress, and updating their treatment plans between visits—helps clinicians:

- Gain key insights into patient adherence and satisfaction.
- Significantly elevate patient activation, engagement, and rapport.
- Provide early intervention based on how the patient is doing with their care program.
- Gain better data and visibility, leading to improved decision-making for care.
- Improve patient outcomes and pain levels.
- Reduce costs as patients avoid unnecessary ER or urgent care visits.
- Cultivate a better provider-patient connection over a longer period.
- Boost patient self-efficacy as patients learn how to better manage their condition.
- Increase reimbursement through the value-based care model and remote monitoring opportunities.

Digital Care Increases Patient Adherence

Studies show that digital rehabilitation improves exercise adherence when compared with non-digital rehabilitation.[2]

Remotely montored patients with chronic neck pain had 26% greater exercise adherence than patients who were not monitored.[3]

Patients with musculoskeletal conditions who received an app-based home exercise program reported a 20% increase in exercise adherence.[4]

Checklist: Implementing Digital Case Management

☑ Define your organizational goals/KPIs for deploying digital case management, such as:

- Improve patient retention rate (e.g., length of stay)

- Decrease cancellations/no shows (e.g., improve arrival rate)

- Improve clinical outcomes (e.g., FOTO or PROMs)

- Increase patient satisfaction and NPS® scores

- Adopt new revenue streams (e.g., RTM billing)

- Improve patient access and volume

- Improve cost utilization management (e.g., decrease ER visits, urgent care visits, and readmissions)

☑ Determine who needs to be involved in the case management process. For example:

- Front desk and support staff of the Rehab Department

- A nurse or care navigator

- Clinicians (OT/PT/SLP, OTA/PTA)

☑ Identify the workflow for each role.

☑ Motivate and train your staff on the benefits and whys of digital case management for them and their patients.

☑ Measure and track your progress using MedBridge Analytics Reporting to continually refine and enhance the clinician workflow and patient experience.

Best Practices for Digital Case Management

Plan ahead to ensure that clinicians buy into digital care and electronic sharing before implementing digital remote monitoring and as an ongoing process. Explain to them the value of RTM and how it will help improve patient activation and outcomes.

Set patient expectations. Share with patients the RTM login protocols you'd like them to follow, and encourage buy-in by explaining how logging in to their home exercise program and performing their exercises as prescribed will help them get better faster.

Drive engagement with communication. From text messages to phone calls to telehealth, let your patients know from the very first appointment that you are there for them. Frequent communication will encourage patients to respond and provide motivation to continue with their program.

Ensure that patients understand the login process. During the intake appointment, clinicians should walk the patient through their program, ask open-ended questions, and have patients demonstrate their knowledge. You can support this process with lobby signage, emails, and handouts.

How MedBridge Can Help

The MedBridge Remote Therapeutic Monitoring Solution combines digital patient engagement and remote communication tools with a robust tracking and reporting dashboard that makes it easy for clinicians to monitor patients and bill for services. This effective, evidence-based solution satisfies the FDA requirements for a medical device and is eligible to be used for patient monitoring.

Key Features

- Two-way messaging and telehealth
- Billing milestone notifications
- Case management dashboards to help with triaging
- Utilization analytics and reporting
- Care teams: multiple clinician management
- Patient insights
- Robust HEP and educational videos for multiple diagnoses
- Weekly progress surveys from patients

How the MedBridge RTM Solution Works

1 Enroll patients in RTM and digitally assign home programs.

Enable RTM tracking by simply checking a box when you enroll and educate patients, then create and assign home programs via text or email.

2 Monitor patient progress and encourage patient engagement.

Monitor patients remotely through adherence tracking dashboards with pain and difficulty self-reporting.

3 Remotely communicate and update patient programs.

Update programs in real-time based on patient feedback and communicate between visits with in-app messaging or telehealth.

4 Report, document, and bill for RTM.

Document and bill for RTM with insights from the activity logging and patient-level reporting dashboards.

How MedBridge Can Help
Continued

Why Use MedBridge for RTM?

MedBridge is easy and effective. All the tools needed to digitally connect with patients, review their progress, and monitor time spent are built directly into the MedBridge dashboard, streamlining and simplifying the process without adding to clinician burden. Patients access their home programs on their smartphones through the highly rated MedBridge GO app. No additional wearables or other monitoring devices are needed.

No wearables or devices to keep track of. Because all patient monitoring occurs online, patients don't need to wear anything and clinicians don't need to interact with additional devices beyond the online platform or application on their smartphone.

We use a pay-as-you-go model. Unlike other RTM providers' models, organizations don't receive a monthly charge but instead are billed $10 per patient episode of care. For example, even if an episode of care is seven months long, the charge remains only $10. If RTM turns out to not be a good fit for a particular patient, organizations can turn off RTM up to seven days from enablement and not be charged.

Organizations partnering with MedBridge have:

- ☑ Boosted patient activation rates by 231%[5]
- ☑ Improved patient-reported functional outcomes by 98%[6]
- ☑ Reduced no-show and cancellation rates by as much as 15%[7]
- ☑ Increased reimbursement by $423,937 annually (for a 20-person PT clinic).[8]

▣ Unlock the Full Power of Digital Care with MedBridge

Digital care tools work best when they're used together. Reduce the need for multiple platforms and create a seamless patient experience with these MedBridge products that complement our RTM Solution:

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

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

Telehealth Virtual Visits
Replace or supplement in-person visits for low-risk patients with effective, user-friendly telehealth tools.

MedBridge GO Mobile App and MedBridge Patient Portal
Make access to care easy and convenient by giving patients the choice of participating in their care program via app or online.

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

References

1. Digital rehabilitation programs improve therapeutic exercise adherence for patients with musculoskeletal conditions: a systematic review with metaanalysis, Zhang et al, 2022

2. Pain, disability and adherence to home exercises in patients with chronic neck pain: long term effects of phone surveillance, Gialanella et al, 2019

3. An app with remote support achieves better adherence to home exercise programs than paper handouts in people with musculoskeletal conditions, Lambert et al, 2017

4. KLAS Research, **Patient Perspectives on Patient Engagement Technology 2022.**

5. Based on MedBridge internal research.

6. **MedBridge Reduces Costs by 47 Percent While Improving Patient Outcomes at Alliance Physical Therapy Partners**

7. **MedBridge Reduces Costs and Improves Outcomes at Freeman Health System**

8. $423,937 = 10,000 evals per year x 30% Medicare mix x 85% retained for at least one month x 166.25 per patient

ABOUT MEDBRIDGE

Founded in 2011, MedBridge is an innovator at the intersection of healthcare technology, education, and patient engagement. We have helped more than 2,500 healthcare organizations grow their business, elevate their workforce, and deliver exceptional patient experiences. For more information, visit **medbridgeeducation.com.**

See how MedBridge can help your organization. **Contact us to request a demo.**