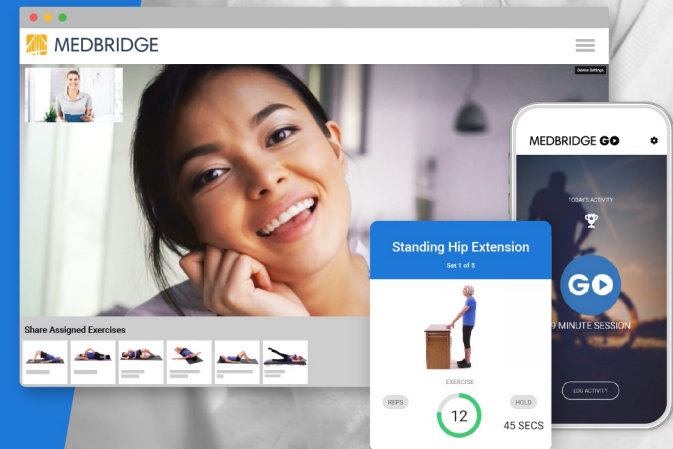


HOSPITALS & HEALTH SYSTEMS

Patient Engagement Solution

Elevate the patient experience at a lower cost through digital home programs that drive collaboration, accountability, and adherence.

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Health System Trends: Transforming Musculoskeletal Care With a Digital PT-First Model

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MEDBRIDGE

Introductions



**Leigh Wager, Vice
President of
Strategic Solutions**



**Marcie Hurlbutt,
MSPT**



**Emmanuel Fajardo,
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State of the MSK Industry

Problem: MSK care in the US has experienced rapidly rising costs with rapidly declining outcomes for patients. Estimates of health spending reached \$420 billion in 2018.

Health systems and their health plan partners are looking for better ways to manage MSK conditions across their population.

What Needs to Change?

- **PT-first pathways**

- Cost of PT-first care is **2.2 times lower** than when they see a physician first¹
- Physician-first **episode of care is 65 percent longer** than those who have direct access to PTs¹
- PT-first care has an **89 percent lower probability of receiving an opioid prescription, a 28 percent lower probability of advanced imaging, and a 15 percent lower probability of an emergency department visit**²

1. <https://pubmed.ncbi.nlm.nih.gov/33245117/>

2. <https://pubmed.ncbi.nlm.nih.gov/29790166/>

What Needs to Change?

- **Digital adoption**

- Similar to in-person care, digital program engagement positively affects clinical outcomes, and strong patient–provider relationships positively affect satisfaction¹
- A digital MSK program may offer participants sustained improvement in pain, depression, and anxiety with concomitant decreases in healthcare use²
- Findings on cost-effectiveness of digital interventions showed a growing body of evidence and suggested a generally favorable effect in terms of costs and health outcome³
- 27% increase in FOTO effectiveness after using MedBridge’s RTM Solution⁴

1. <https://pubmed.ncbi.nlm.nih.gov/35107436/>
2. <https://pubmed.ncbi.nlm.nih.gov/35277161/>
3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9403754/>
4. CORA Physical Therapy Case Study

How MedBridge Is Addressing MSK Digital Care

1

Triage Effectively

Get patients to the right place at the right time, regardless of where they enter: primary care, orthopedics, sports medicine, e-visits, emergency departments, or therapy directly

2

Get Patients Better

A solution that engages and motivates patients to effectively progress through care while providing insights and risk notifications to providers to engage when needed

3

Data-Driven Refinement

The data we collect through triage and managing patients lets us refine the process and help with identifications and recommendations to allow us to better capture, triage, and manage patients

4

Capture Patients Early

This solution targets patients early, before a problem becomes expensive. We use what we learn from managing patients to capture patients when they need it.

Corewell Health

- **Mission:** improve health, instill humanity, and inspire hope
- **Vision:** a future where health is simple, affordable, equitable, and exceptional
- **Full Continuum of Care**
 - 38 OP locations
 - 12 hospitals
 - 6 SNFs
 - 42-bed IRU
 - Home care



60,000+

Team Members



11,500+

Affiliated, Independent and Employed Physicians and Advanced Practice Providers



15,000+

Nurses



300+

Ambulatory / Outpatient Locations



22

Hospital Facilities



5,000+

Licensed Beds



1.2+ Million

Health Plan Members



7,000+

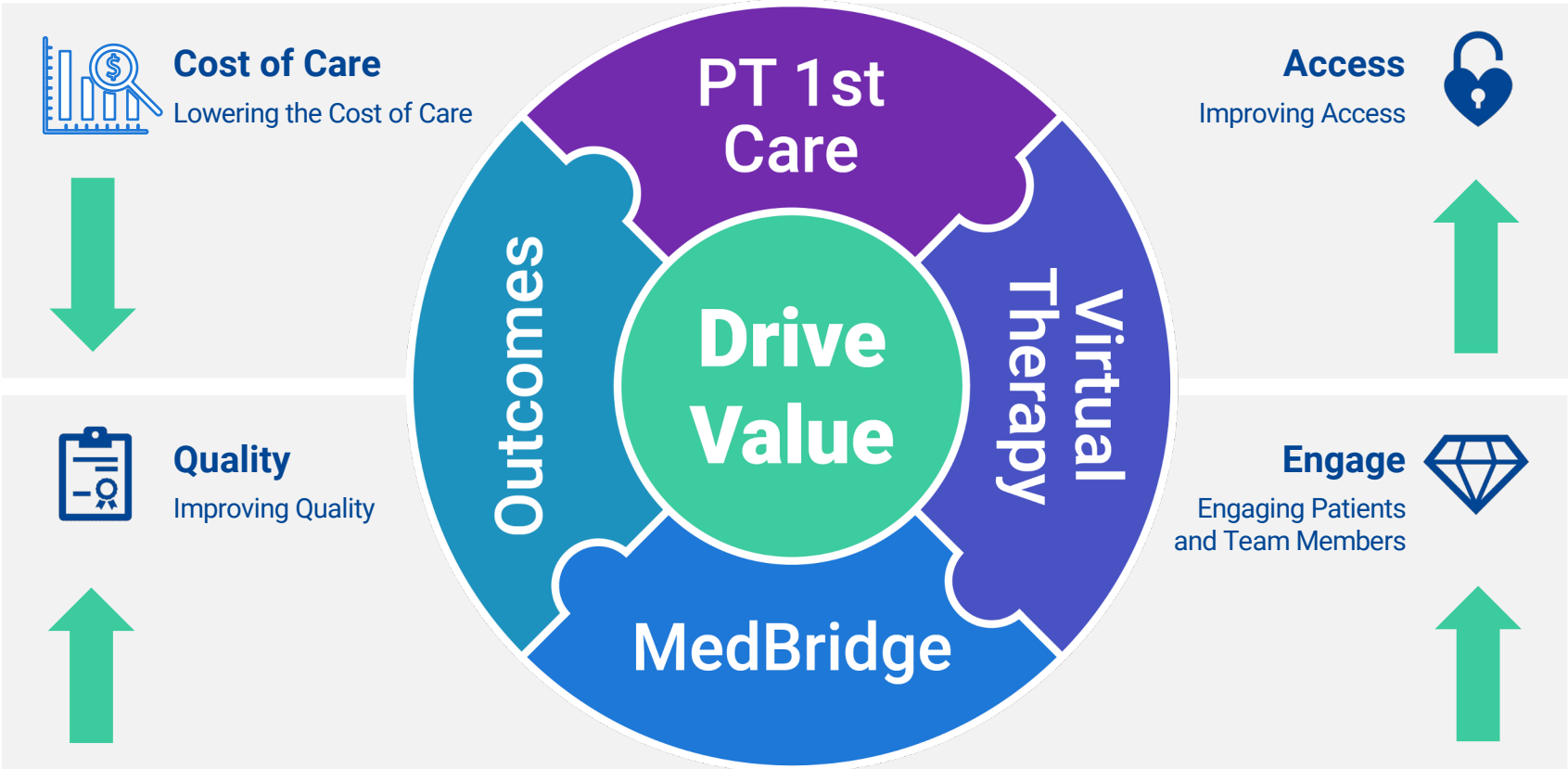
Employers Contracted by Priority Health



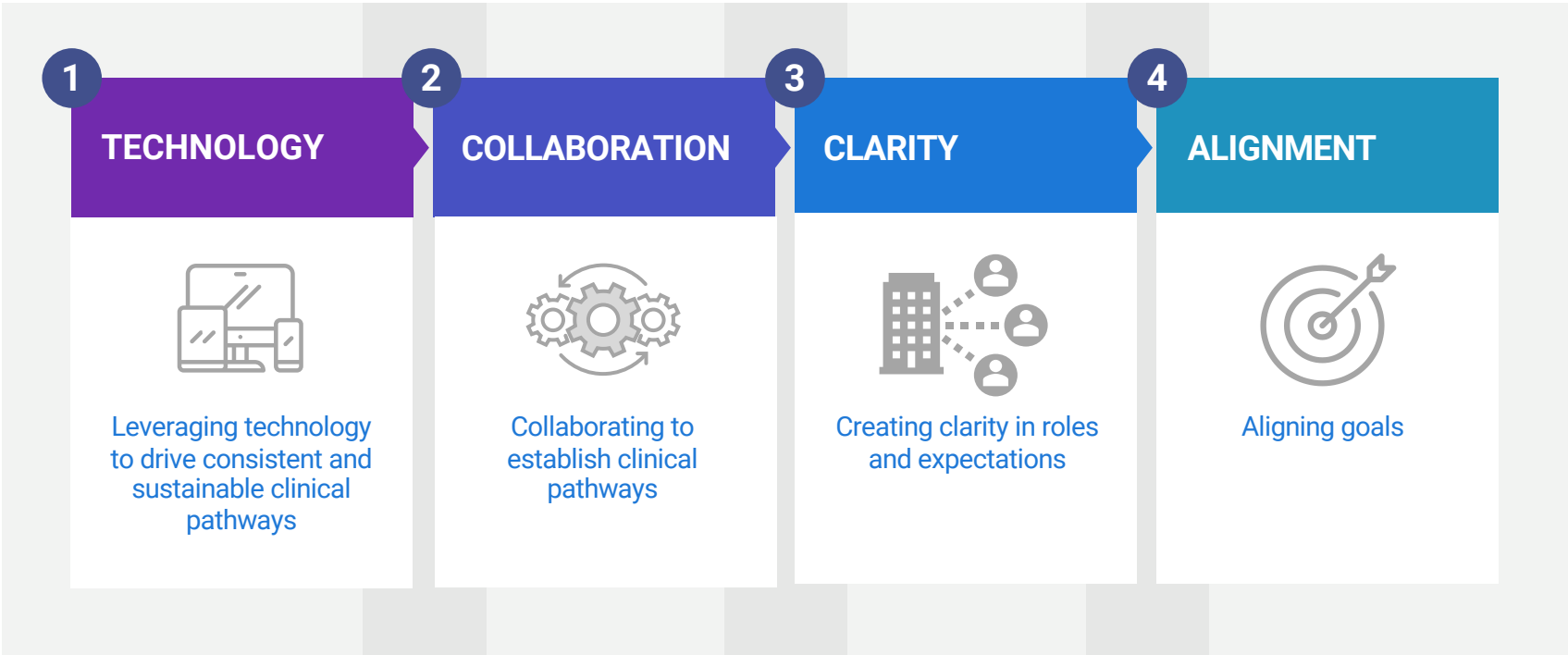
\$14 Billion

Enterprise

Strategies to Drive Value



Corewell Health's Approach



PT-First Care

- **What is PT-first care?**
 - For patients who seek care for a MSK complaint or injury, offer the patient PT first before seeking care from PCP, orthopedic surgeon, or imaging
- **Targeted populations**
 - Spine
 - Osteoarthritis

Goal and Opportunities

Goal: create a patient journey that achieves superior outcomes while also being more accessible, affordable, and engaging

Affordability



- 45% imaging
- 20% ortho
- 17% therapy

Access



- Primary care
- Specialist

Engagement



- Patients
- Therapists

PT-First Care Pilot

- **Patients Served**
 - >1900
- **Effectiveness of care**
 - 85% MSK complaints resolved in 1–3 PT visits

| Patient Experience Survey | Agree/ Strongly Agree |
|--|----------------------------------|
| Access to physical therapy was convenient. | 99% |
| Physical therapy helped relieve my problem. | 74% |
| If referred to another physical therapy clinic, the transition was smooth. | 92% |
| Seeing the physical therapist instead of the doctor was beneficial. | 83% |
| Having a physical therapist in the office is a smart addition. | 96% |

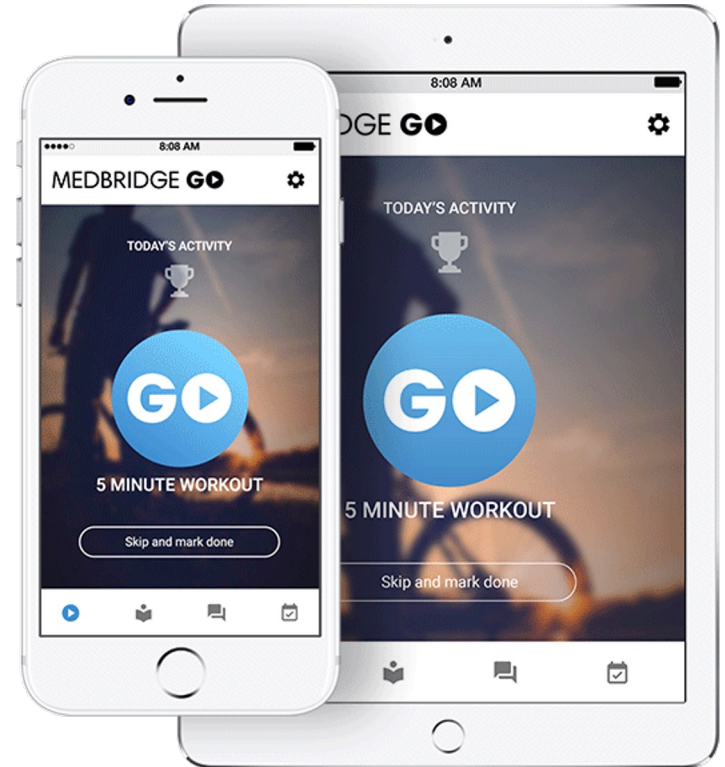
Virtual Therapy

- CH Rehab Services offers virtual therapy as a simple, affordable solution to rehabilitation
- Grew Virtual Therapists from 7 to 80 since 2020
- Success Story: A Snow Day in Michigan
- Lessons Learned
- Next Steps



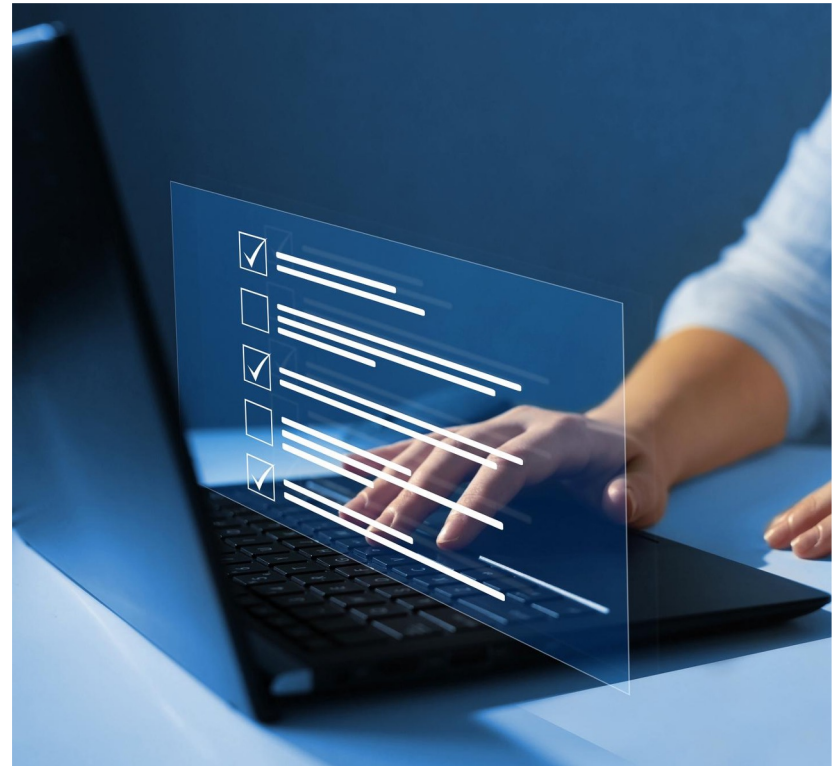
MedBridge

- Standardize MedBridge as CH's patient engagement tool
- Leveraged MedBridge to minimize care variation
- Integrated MedBridge with Epic
- Created an organizational structure to focus on clinical rehab practice
- Engaged Team Members in pathway development
 - 15 Special Interest Groups (SIGs)
 - Educators (Knowledge Tracks)



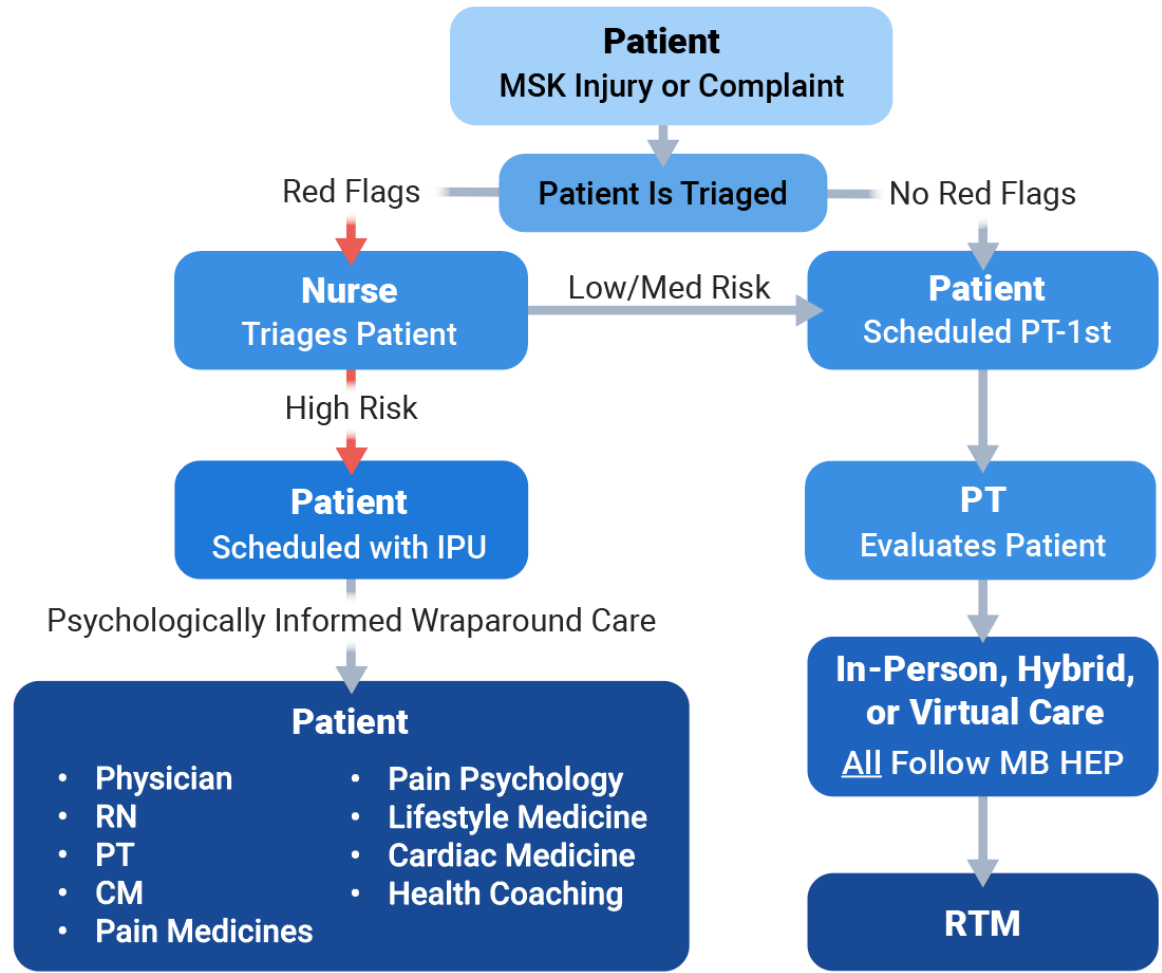
Outcomes

- **Why CH invested in Technology?**
 - Access to predictive analytics and outcomes
 - Improve patient engagement
 - Improve clinical outcomes
 - Strengthen payer relationships
 - Positioned for the Future



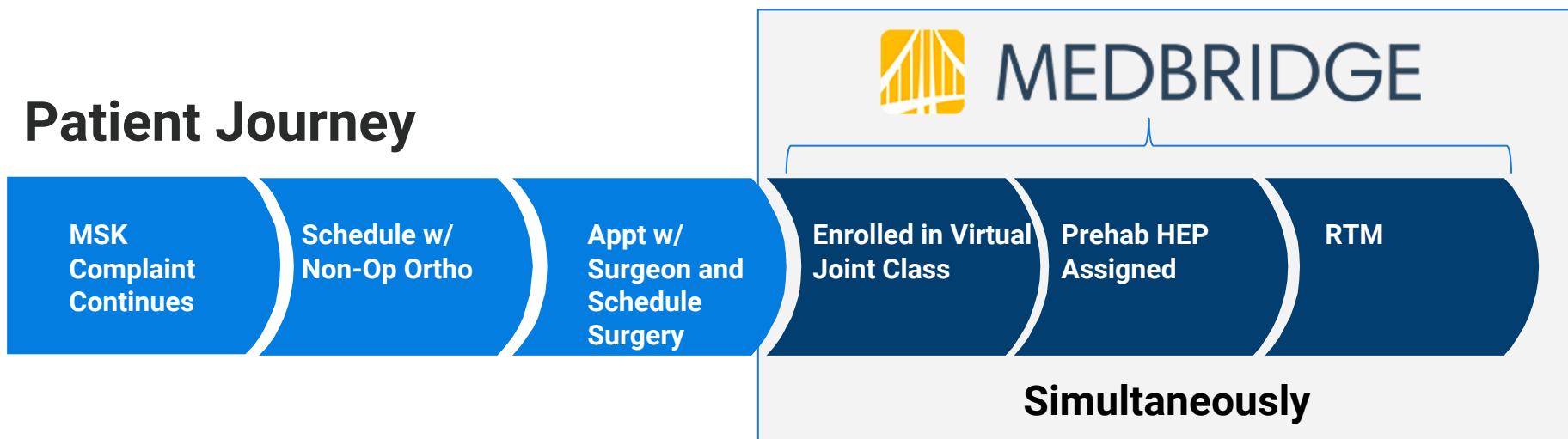
Leverage Four Strategies To Drive Value for Spine and Total Joint Candidates

PT-First Care



Rehabilitation Services, Future State: Surgical Management Pathway

Patient Journey



MedBridge: What's Next

Improving Access



- Remote Patient Monitoring (RTM)
- Expand MB IDT Utilization

Engaging Patients and Team Members



- Launch MedBridgeGo from MyChart (SSO)
- Onboarding and Education
- Promoting CEs + Certificates

Quality



- Knowledge Track Assignment (Clinical Pathways + Targeted Training)

Cost of Care



- Increase use of hybrid and virtual pathways leveraging digital technologies

Background: Kaiser Permanente

- KP serves 12.4 million members in eight states and the District of Columbia
- **KP mission and vision are built on a foundation of population health**
 - Make high-quality healthcare available for working-class people
 - **Total health:** accessible, affordable, and community based
 - Address social determinants of health
 - Operational excellence with a culture of performance improvement
 - Integration
 - Diversity and inclusion
 - Prevention
 - Innovation



Kaiser Digital MSK Pathways

Improve patient access, experience, and cost by reinventing triage, booking, and care pathways to incorporate digital and PT-first strategies

Problem

Improved Access to Care (Population Health)

- Rehab services on track for >1,000,000 visits each year
- Patients want to be seen in 24–72 hours
- 40% of referrals to PT never engage

Patient Experience

- Lack of a consistent experience of exercise/education engagement
- Ability to access PT care without delays or hurdles
- Limited digital care options for patients

Cost of Care

- Unnecessary steps to see right provider
- Patients aren't guided to conservative paths of care

Initiative

Online PT

- Provide integrated rehabilitative patient exercise and education platform to support digital engagement of home programs
- On-demand access for patients to manage care needs

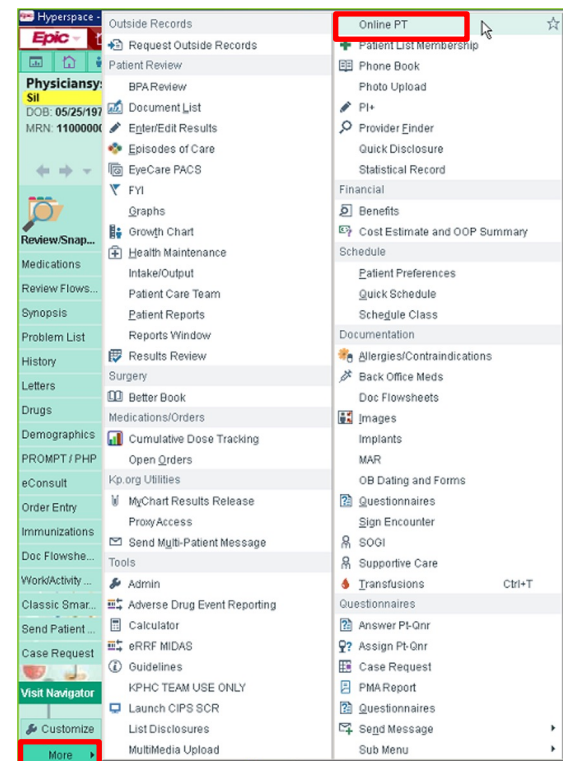
E-Visits

- Create self-service MSK e-visits to streamline care
- Match patients with either self-management pathway or the appropriate provider
- Relieve back-end demand without sacrificing quality or care experience

Overview of Using Online PT

- **Online PT** is a program and integrated platform to increase access and usability to physical therapy treatment plans. It provides clinicians with a central tool to engage with patients, assign exercises, and monitor issues with pain through KP HealthConnect (KPHC) and allows members access to view assigned exercises, report on pain, and track completed exercises.

HealthConnect Interface



Online Physical Therapy: Key Benefits



Clinician

Access directly from KP HealthConnect, easily assign home exercise using pre-existing templates and monitor patient progress with a visual reporting dashboard.



- **Save time** assigning home-based exercise programs by leveraging commonly prescribed exercises or create your own with easy-to-use templates in **KP HealthConnect** and save them to your patient's progress note.
- **Increase patient adherence** by providing patients with home exercise programs that are engaging, accessible and customized to meet their needs.
- **Improve outcomes** by utilizing patient feedback, actual data, and adherence tracking to further increase engagement and improve outcomes.



Patient

Access prescribed home exercise program from a desktop mobile phone via the MedBridge app.



- **Access anytime, anywhere** to prescribed home exercise videos, instruction and images through the online portal.
- **Communicate easily** with your clinician in-between visits through feedback tools on your progress and/or issues with exercises including rating level of effort and pain during exercise.
- **Speed recovery** through customized home exercise programs that can be tracked and adjusted in collaboration with your clinician to support your healing.

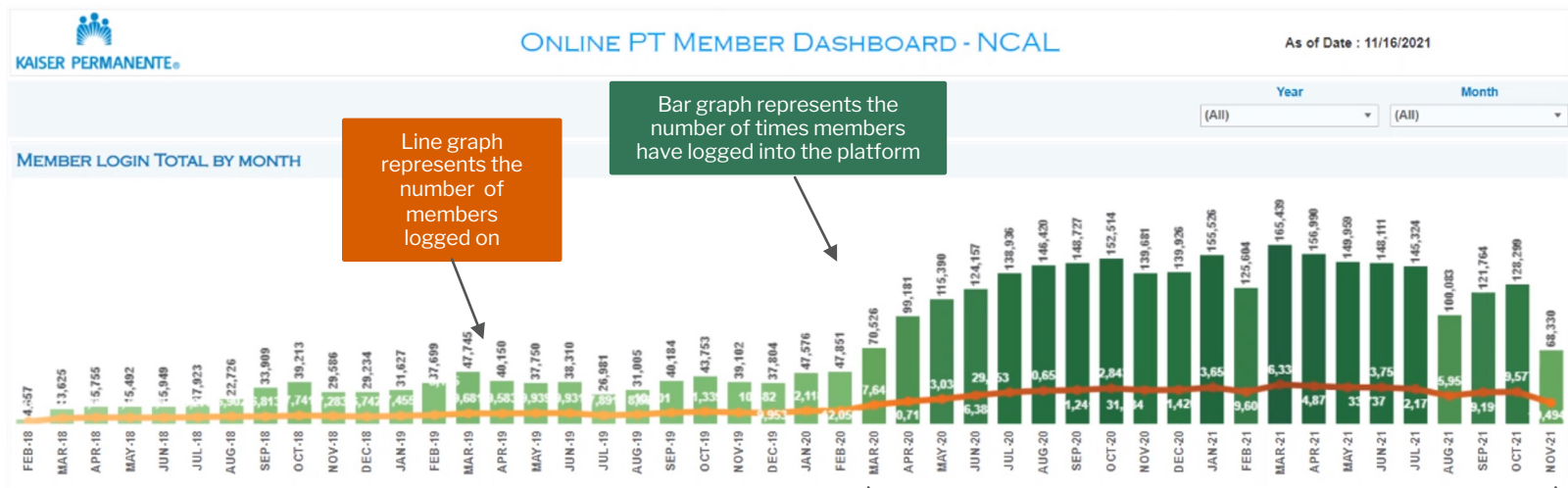
Innovations: Where We Are Now Using This Tool to Improve Patient Experience

- Cardiac rehabilitation
- Pulmonary rehabilitation
- Chronic pain
- Acute care
- Home health
Rehabilitation
- E-visit: spine, knee,
shoulder
- Spine Center: MSK
Center of Excellence



Virtual Care: Online PT

Launched in 2018–2019, the Online PT is a tool that has become essential to providing physical therapy services as this platform allows the capability for patients to manage their care needs on demand

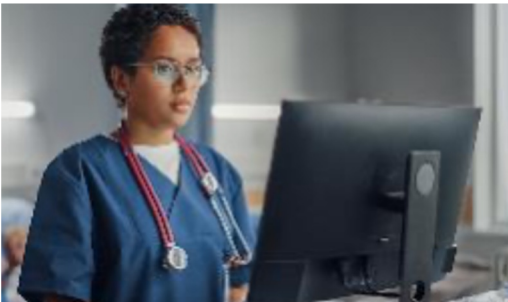


In response to COVID, use of Online PT has increased significantly

Problem Statement

Musculoskeletal care is a high-volume, “low-value”
intervention for AFM providers

Provider Constraints



- Multiple steps for “pass-through” clinical issue
- MSK is not an area of expertise for most AFM providers

Patient Needs



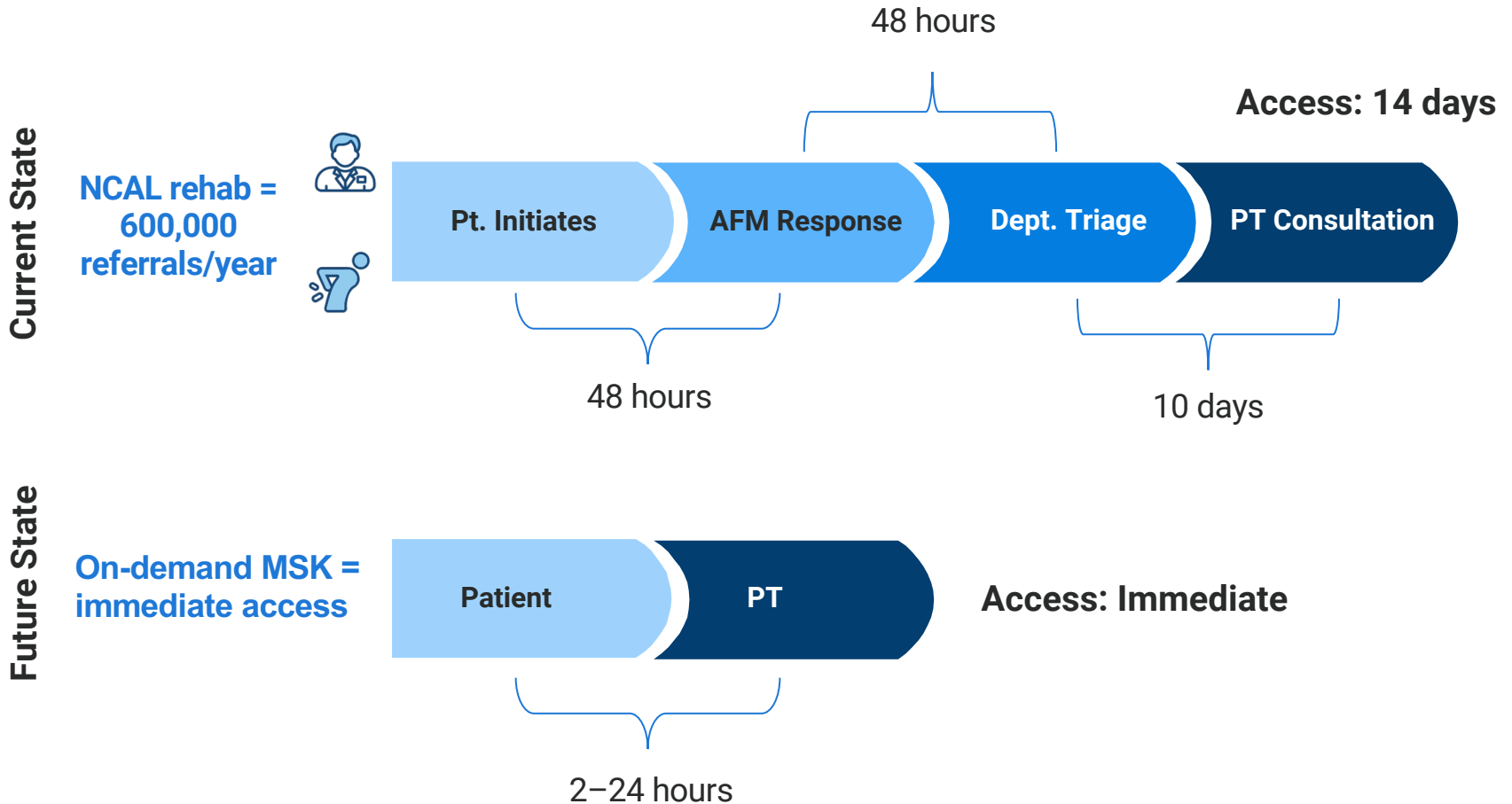
- Choice
- Easy access to care
- On-demand digital care options

Care Delivery Transformation



- Remove unnecessary steps
- Right provider, right patient, right time
- Immediate access to PT via KP.org

Redefine Pathway to MSK Care



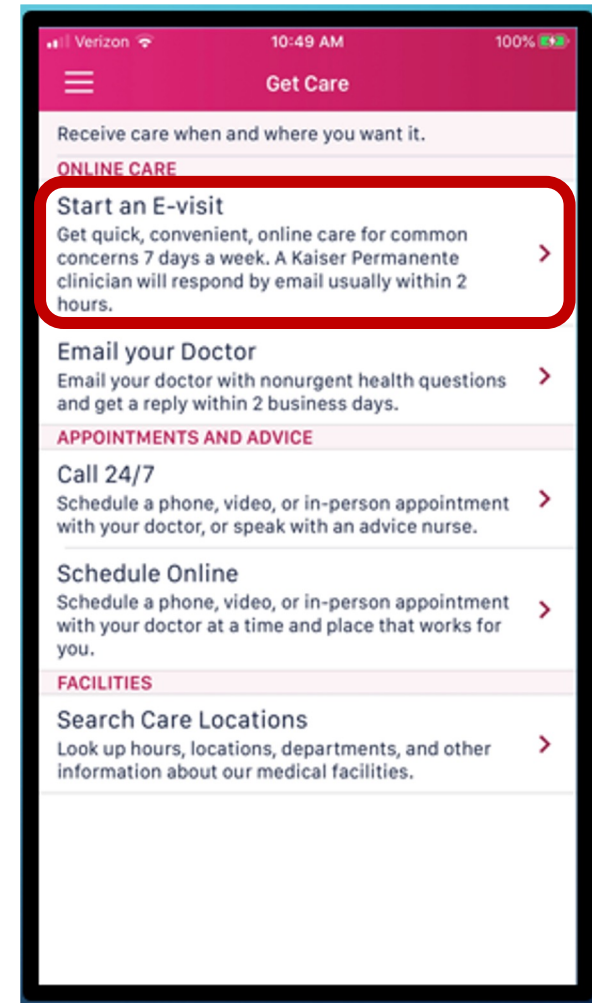
E-Visit Overview

- **Background**

- E-visits are an online self-service alternative for patients seeking advice for common conditions
- Optimal for conditions with algorithmic care
- Most e-visits end up in advice or in a physician pooled message center
- Physical therapists are the first nonphysician provider to support e-visits in KP
- Physical therapists were the first provider that offered a virtual appointment for patients using e-visits

- **Functionality**

- KP.org and MyDoctorOnline are the access points to e-visits
- Relies on pool of providers on the other end to review and respond with treatment advice
- Turnaround time expectation is two hours for e-visits; expectations will likely differ for specialty providers



Low Back Pain E-Visits

- **Why**
 - AFM challenged with gatekeeper function
 - PMR challenged with complex patients due to lack of early initial care
 - Patients want simpler system without the delay or hurdles
 - Rehab services on track for >1,000,000 visits each year
 - **40% of referrals never engage (operational cost)**
 - Strained capacity to meet rehab needs
- **Overarching goal**
 - Create self-service LBP e-visit to streamline care
 - Match patients with either the appropriate self-management resource or the appropriate provider
 - Relieve back-end demand **without** sacrificing quality or care experience



Early Successes

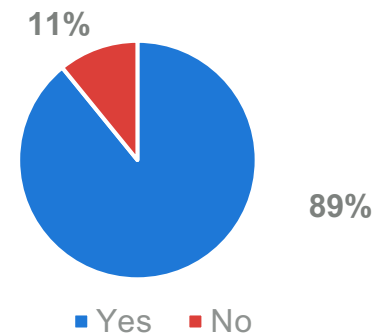
- **The therapist experience**
 - Very satisfying: right patient, right care, right time
 - Brief: calls typically 15 minutes or less
- **Physician feedback**
 - Thankful for expedited care and notification if there are concerning symptoms

“Exceptional response time after requesting the e-visit online. Very informative and helpful information to deal with my back and hip issues that I've been putting off, and look forward to the PT guidance to move in the right direction.”

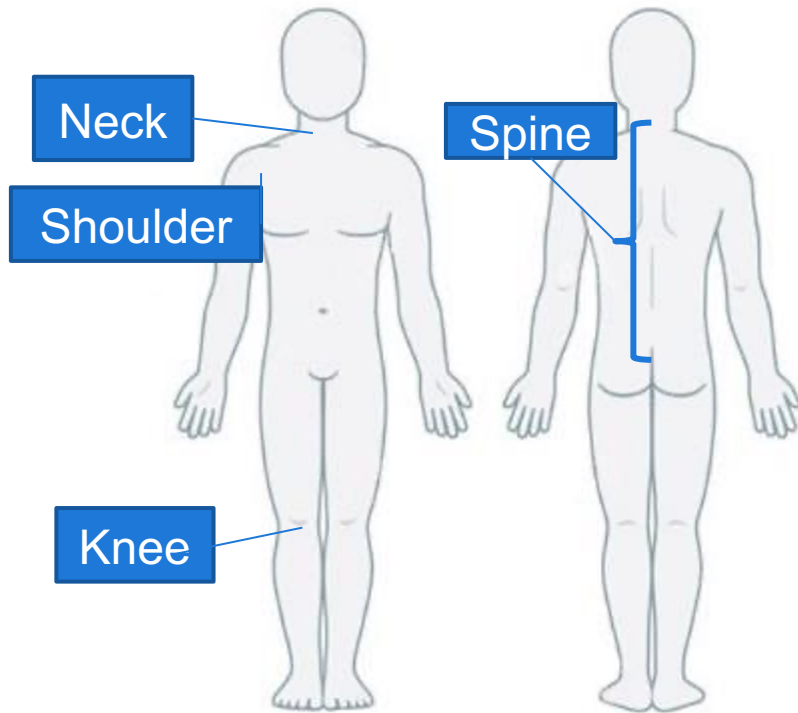


- **The patient experience (pilot)**
 - **Patient satisfaction (PT pool patients only)**
 - 134 respondents
 - Satisfied with care: ★★★★★
4.53 Average Rating
 - Receive care/info you need: 90%
 - You can manage your symptoms: 70%
 - **In planning:** patient outreach to all patients who completed an e-visit

Did you receive the care/information you needed in the time frame you desired?



Vision – Sub-Regional MSK E-Visit Model



Qualified PT staff from several medical centers to support NCAL



Knee Pain testing this Fall

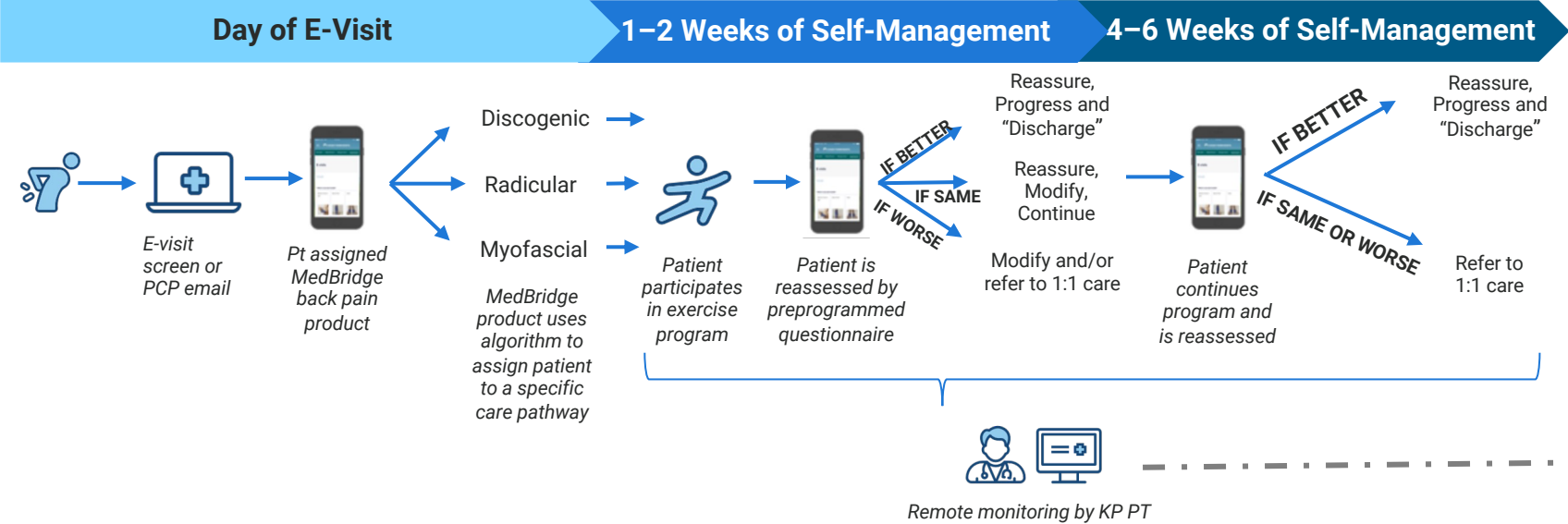


Knee Pain NCAL spread March
Shoulder Pain all NCAL in April
Neck Pain all NCAL in April



Further evaluation of algorithms to determine whether more patients could be safely referred to alternate resources

Future State Care Pathway Mockup: Low Back Pain



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