

# Unlocking the Digital Front Door to Improve Patient Engagement

Knock, knock! The future of patient engagement has emerged in the form of a new strategy dubbed the **digital front door**.

For better or for worse, patients are no longer walking in through a physical door three times a week for rehab sessions. Instead, they want greater flexibility in how they access care. To meet patients where they are—while minimizing costs and optimizing quality of care—organizations need to supplement existing in-person programs with digital care pathways that segment patients by acuity to keep therapy at the forefront of MSK care.

In this infographic, we'll take a look at how the **digital front door** works and the benefits of incorporating digital care into your practice.



## Check the Numbers

**\$25B**

\$25 billion flowed into the digital health sector since 2018, funding over 2,000 companies—with \$1.5 billion in Q1 of 2023 alone!<sup>1</sup>

**55%**

55% of health system leaders offer some form of digital front door technology and 45% say it's on their radar.<sup>2</sup>

**80%**

80% of patients want to interact with their healthcare providers using a smartphone (and not only those from Gen Z).<sup>3</sup>

**60%**

60% of patients wait more than a month to see a physical therapist.<sup>4</sup>



## What is the Digital Front Door?

More than just an entryway, the **digital front door** helps improve the patient experience from beginning to end. According to Mutaz Shegawi, research director of IDC Insights, the digital front door encompasses **“all the touchpoints where providers can digitally interact with patients to drive better access, engagement, and experiences across the service continuum.”**<sup>5</sup>

The digital front door encompasses tools and technologies such as:



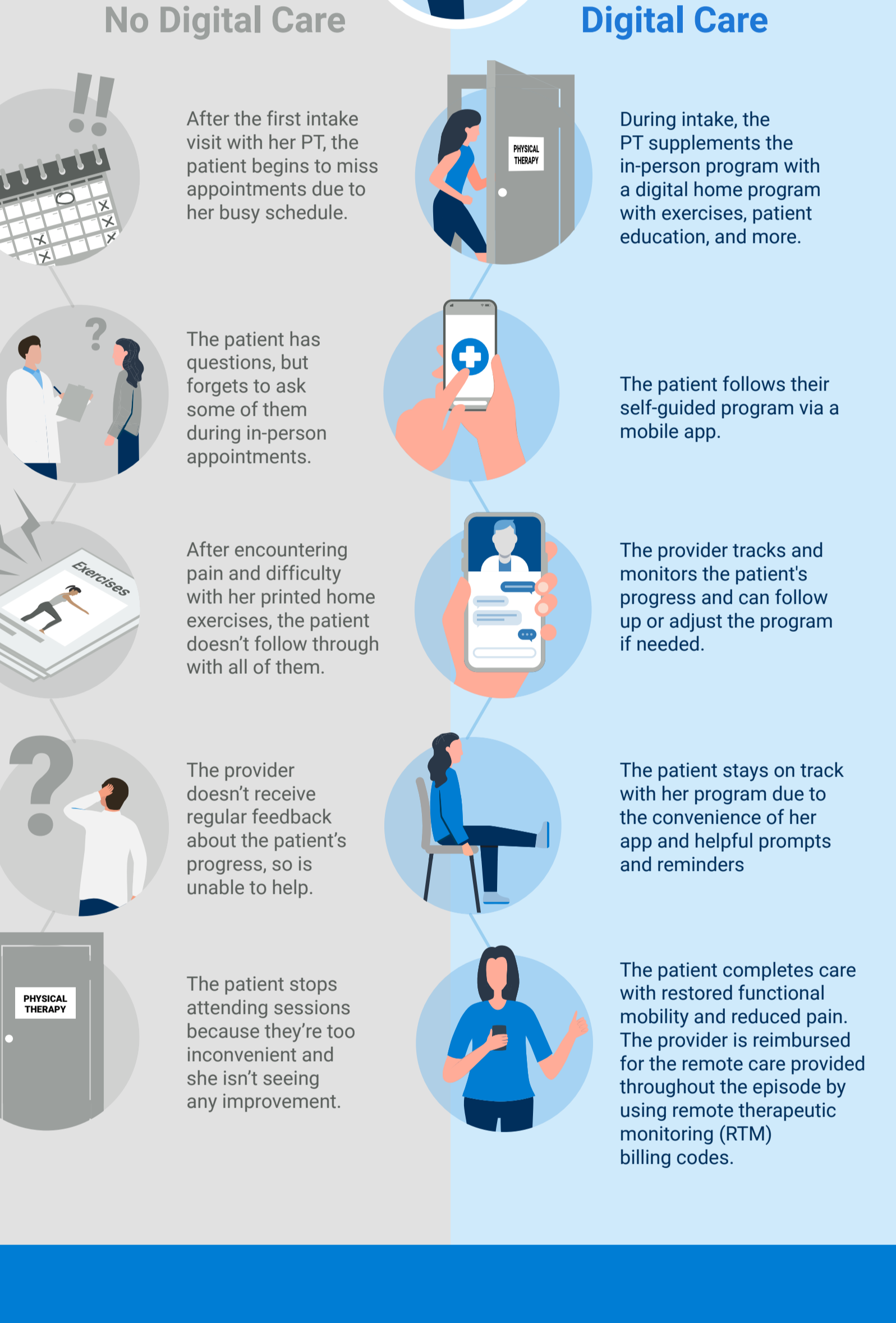
“We’re talking about the beginning of an entirely new experience in health care, where the future is that people are consistently connected to their healthcare team and partner.”<sup>6</sup>

— Summer Knight, MD, managing director in Deloitte Consulting's Life Sciences & Health Care practice



## The Digital Front Door in Action

Patient develops knee pain.



## Why Should My Organization Implement a Digital Front Door?

When organizations implement digital care technologies, and especially when they connect multiple technologies to create a seamless experience for patients, the result is:

- + Improved access to care
- + Expanded treatment options
- + Better patient engagement
- + Elevated patient satisfaction
- + Better patient outcomes
- + Minimized costs
- + Time savings

Patients enrolled in a digital engagement platform after hip and knee surgeries demonstrated a significant reduction in potentially avoidable 90-day costs, a **45.4%** reduction in 90-day hospital readmissions, and a **54.4%** reduction in 90-day complications.<sup>7</sup>



## How MedBridge Can Help

Digital health tools work best when they're used together to create a seamless digital front door. MedBridge gives you everything you need to provide a complete solution to keep your patients engaged, activated, and adherent—with no assembly required.

- 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.
- Remote Therapeutic Monitoring**  
Our solution provides everything you need to start capturing new revenue and retaining more patients today.
- 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**  
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.

## COMING SOON: MedBridge Pathways

Our complete digital MSK platform, purposed-built so providers can serve more patients with convenient access to hybrid therapy-first digital care.

## Organizations partnering with MedBridge have experienced:

- ✓ 47% reduced costs per episode of care
- ✓ World-class NPS® ratings
- ✓ 1,100% increased patient engagement
- ✓ 15% fewer no-shows and cancellations
- ✓ Faster access to care by 2.5 days for first appointments
- ✓ Higher patient satisfaction, adherence, and loyalty
- ✓ 12% increased FOTO effectiveness
- ✓ More referrals

## 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.

1 <https://www.cbinsights.com/research/patient-experience-tech-funding-trends/>  
 2 <https://connectedmed.com/resources/top-of-mind-research-finds-that-improving-patient-access-is-a-top-priority-for-health-systems/>  
 3 <https://www.fico.com/en/newsroom/fico-global-survey-80-smartphone-users-interested-health-care-apps>  
 4 <https://www.experian.com/blogs/healthcare/2023/01/simplify-care-in-2023-with-a-digital-front-door/>  
 5 <https://healthjournalism.org/blog/2022/05/digital-front-doors-a-deep-dive-into-the-growing-health-care-trend/>  
 6 <https://patientengagementthl.com/features/top-health-it-components-of-medicines-digital-front-door/>  
 7 <https://www.sciencedirect.com/science/article/pii/S088540317310410>