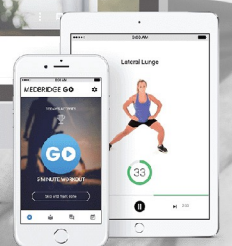
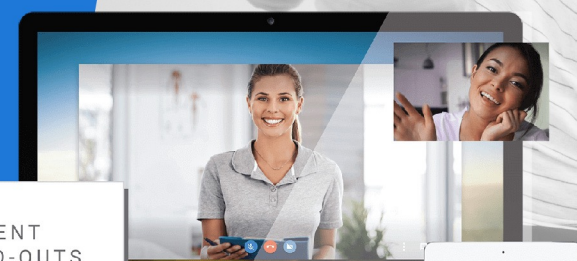


PRIVATE PRACTICE

# Patient Engagement Solution

Improve patient retention and satisfaction while reducing no-shows with quality home exercise programs, patient education, and virtual visits.

[www.medbridgeed.com/private-practice-engagement](http://www.medbridgeed.com/private-practice-engagement)



# Improving Patient Engagement, Retention, and Therapeutic Alliance

*Craig Phifer, PT, MHA*

*Jessica Heath-Byerly, PT, DPT*

*Emily Elliott, PT, DPT, MTC*



**MEDBRIDGE**

# Learning Goals

1. Identify opportunities to improve patient engagement and therapeutic alliance
2. Understand best practices for staff education programs that are designed around patient-centered care to build therapeutic alliance and trust from the beginning
3. Review opportunities to leverage digital care to support ongoing patient engagement
4. Understand how MedBridge's Patient Engagement Solution improves patient retention

# Craig Phifer, PT, MHA

- Owner/CEO of Rehabilitation & Performance Institute
  - Nine offices across KY, IN, and IL
  - Company NPS of 97
- Assistant managing editor for *Impact* magazine
- Lecturer at the University of Evansville



# CORA Physical Therapy



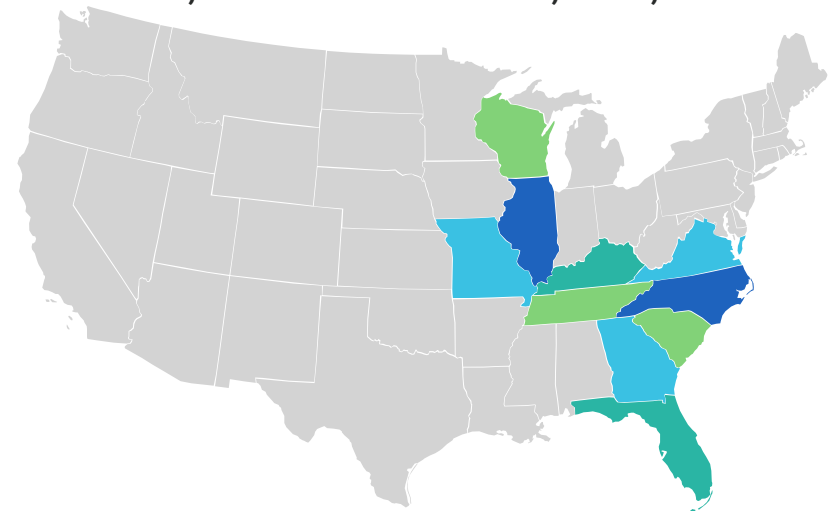
- 200+ outpatient clinics
- 10 states: FL, GA, IL, KY, MO, NC, SC, TN, VA, WI
- Serve everyone for 25 years
- PT, OT, SLP



Jessica Heath-Byerly,  
PT, DPT



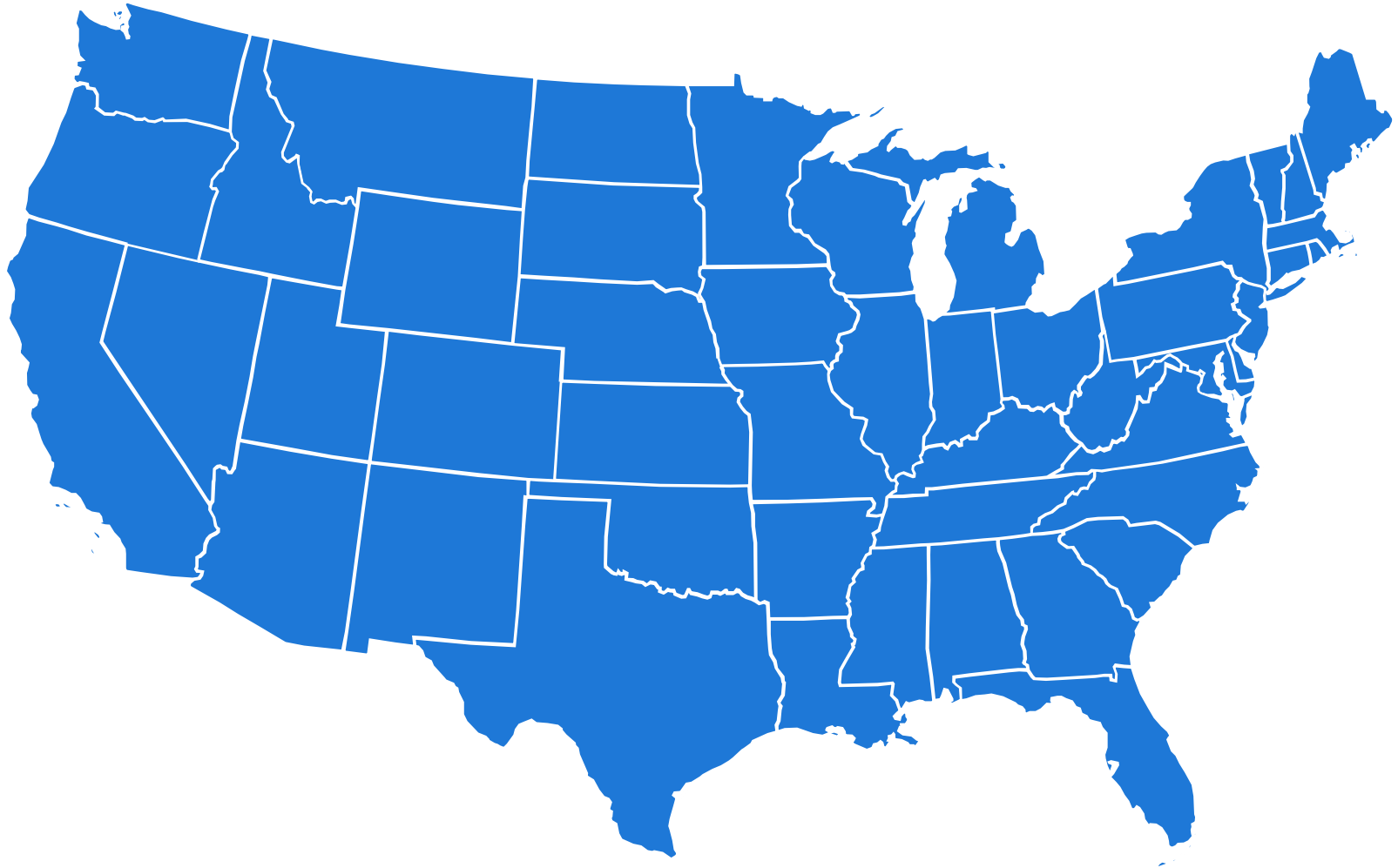
Emily Elliott,  
PT, DPT, MTC



# Chapter 1

## The Impact of Patient Drop-Off on Outcomes

# The State of Physical Therapy



# How Many People See a PT?

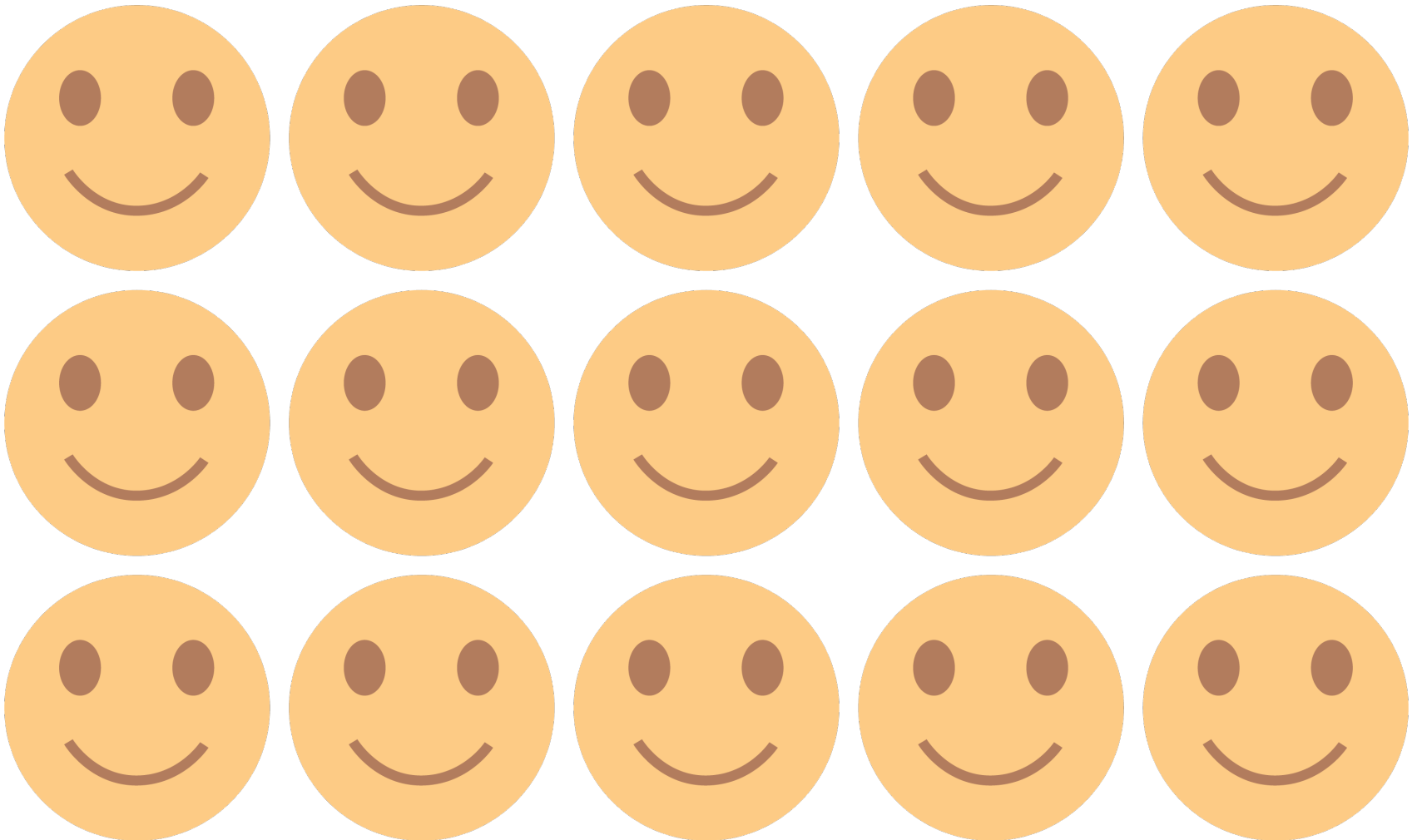




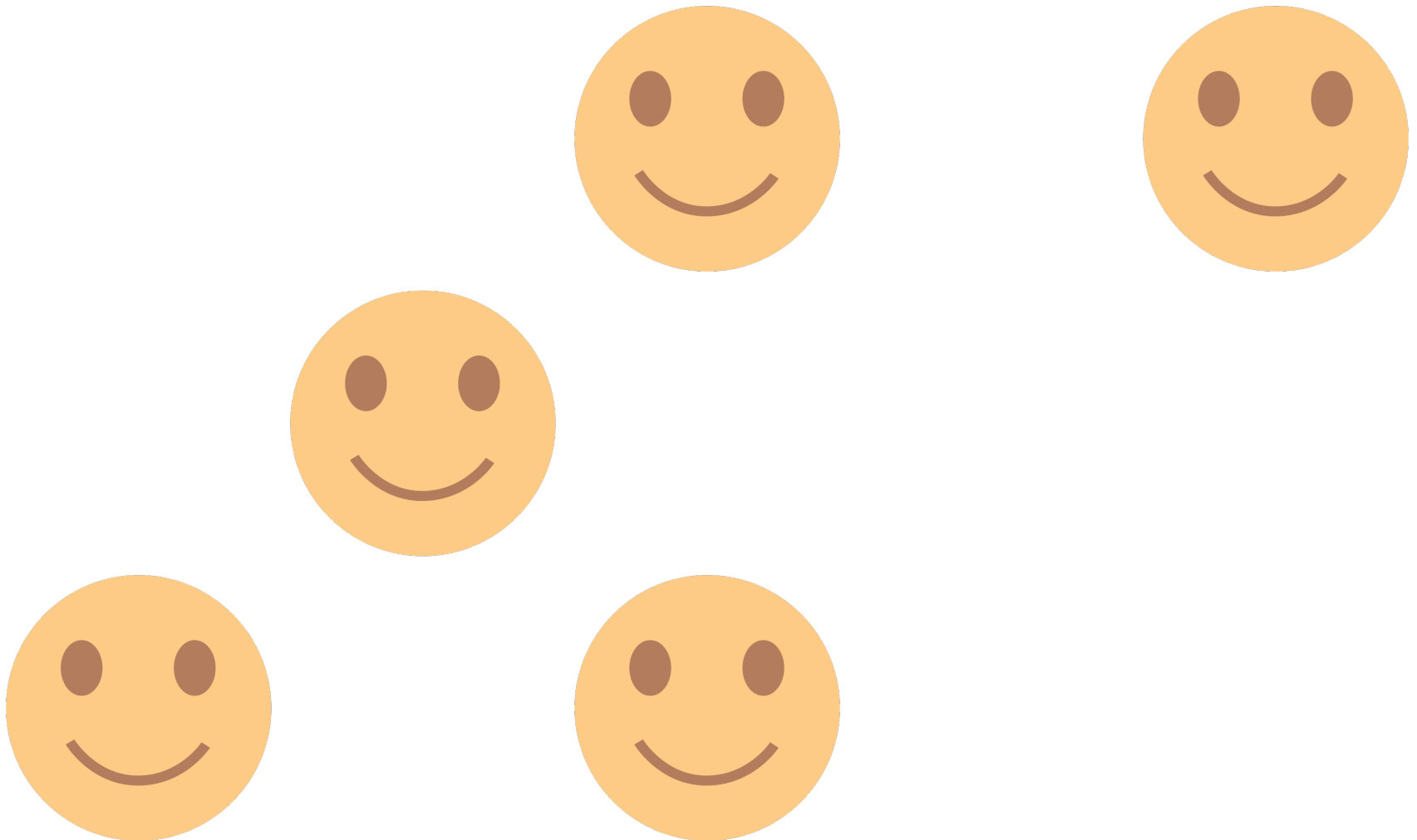
# How Many People Complete PT?



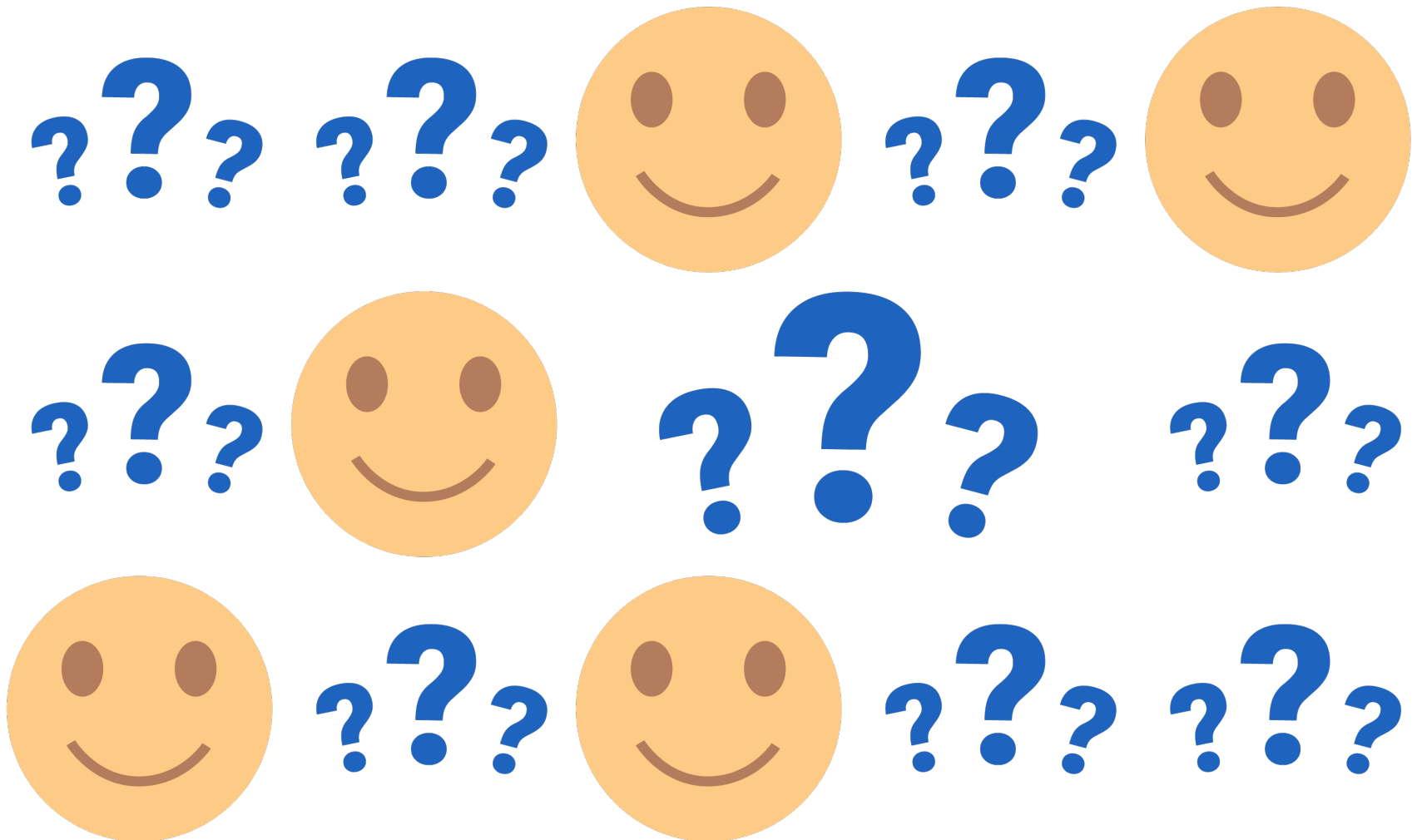
# What's the Impact for You?



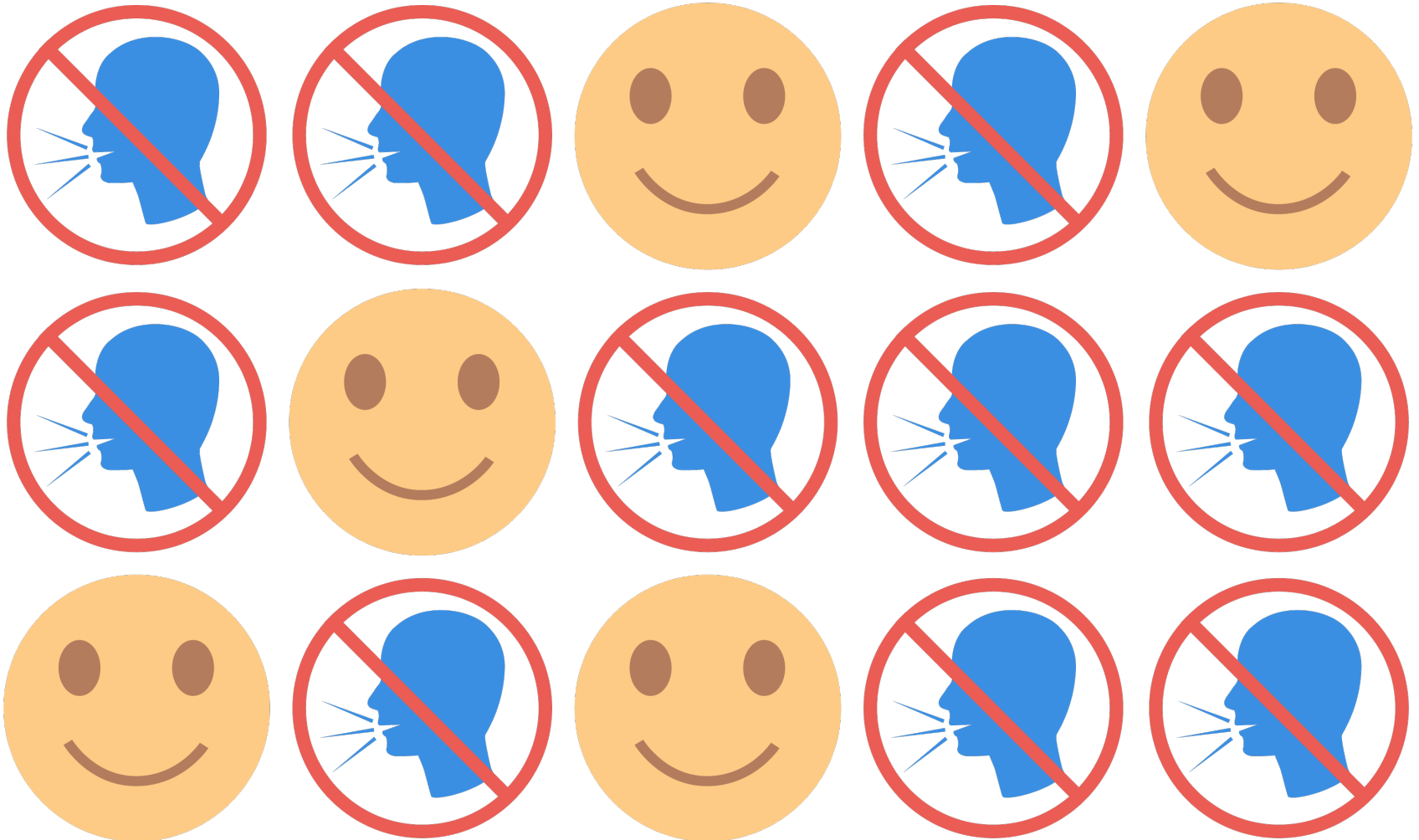
# What's the Impact for You? (cont.)



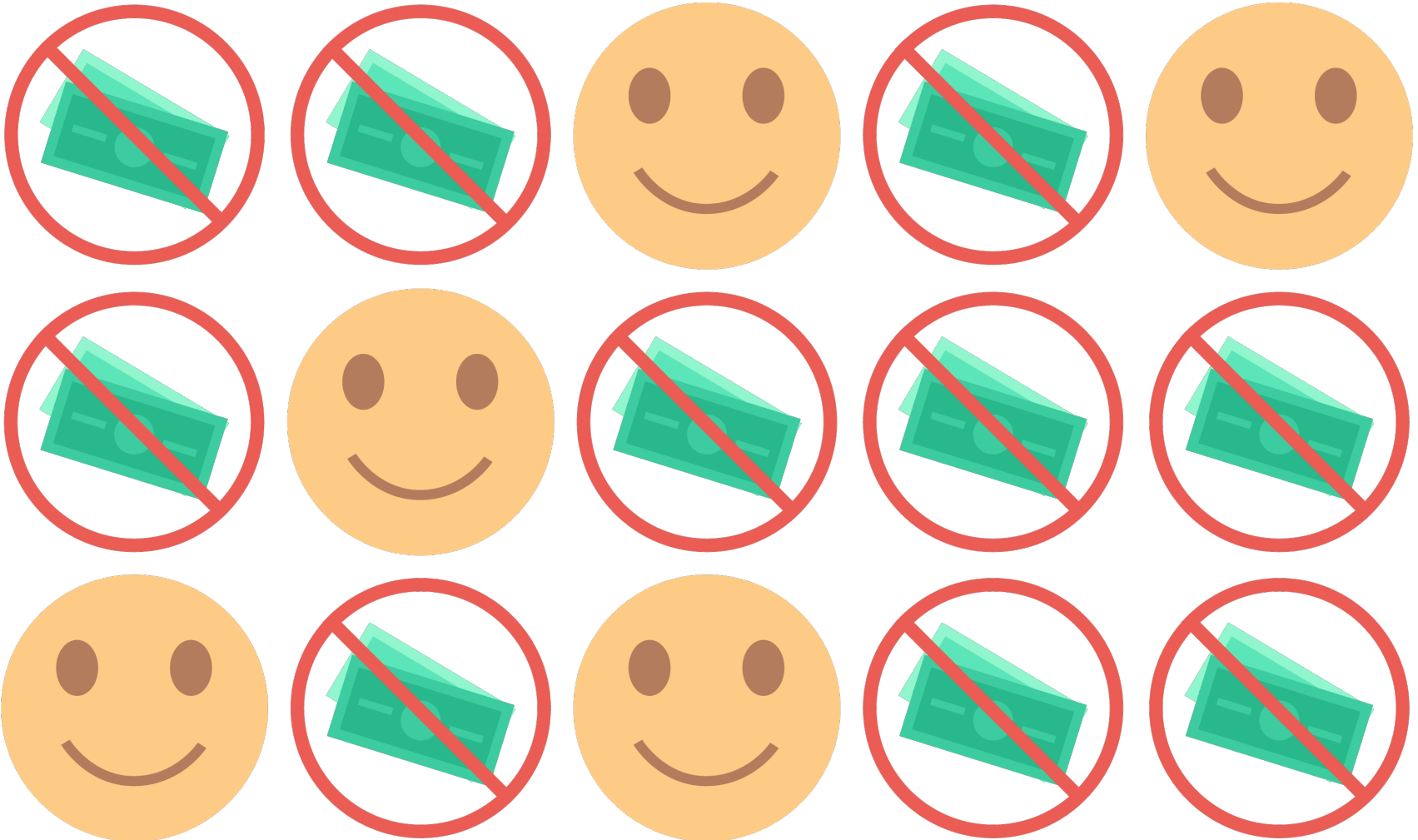
# What's the Impact for You? (cont.)






# What's the Impact for You? (cont.)



# What's the Impact for You? (cont.)



# What's Missing When Patients Drop Out?

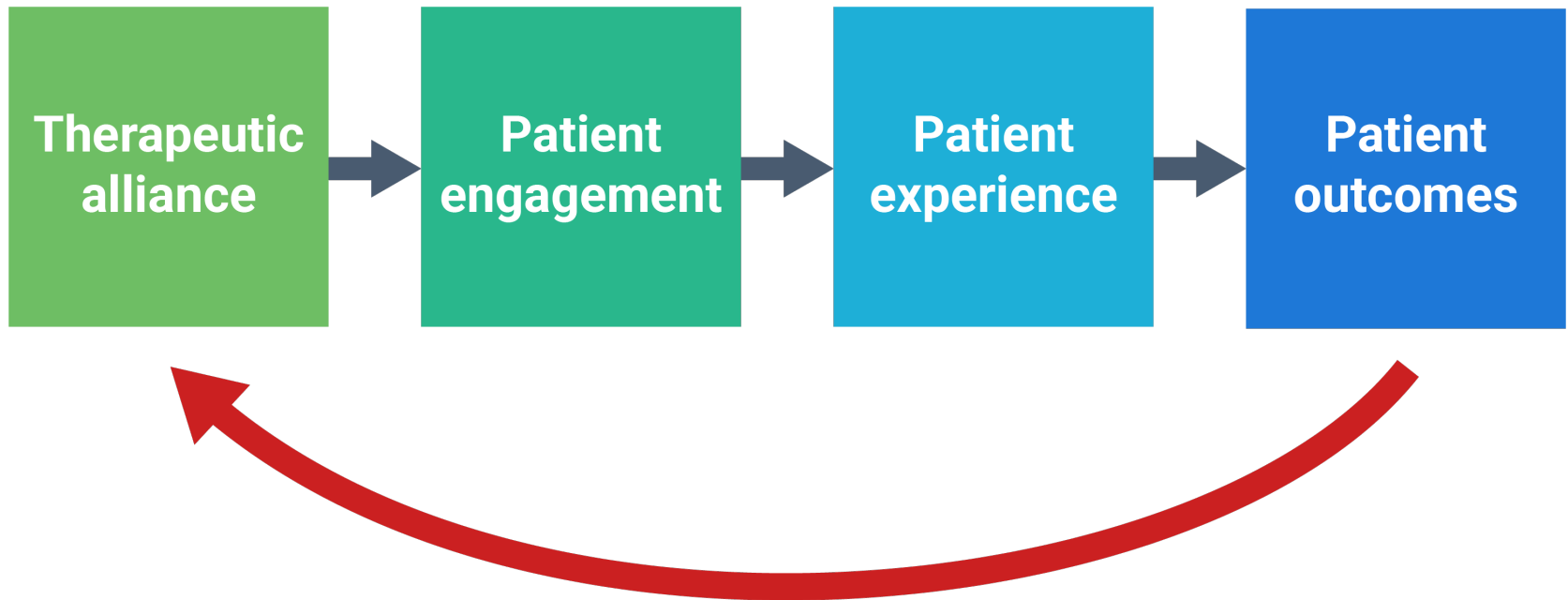
- Patient outcomes  No data on 70% of patients
- Lack of utilization  Missed 70% of marketing opportunities
- Reduced revenue  33% of per episode revenue is lost

# Why and How

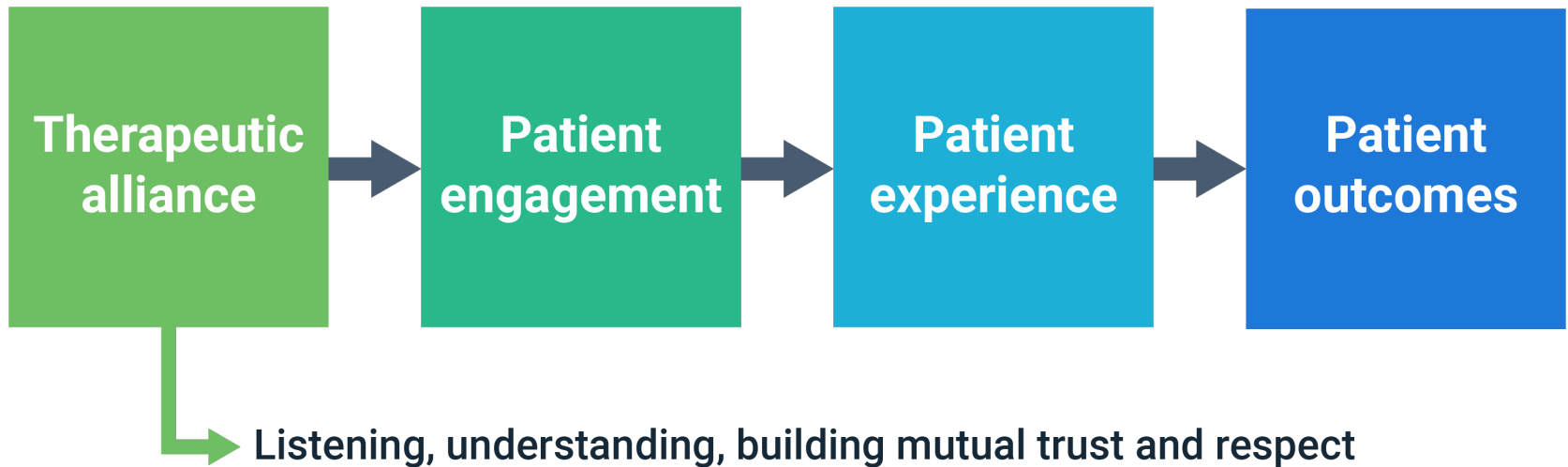
Why are patients dropping off?	How do we stop it?
<b>Early:</b> unmet expectations leading to lack of TA	Understand expectations
<b>Middle:</b> lack of growth and engagement in the patient-provider relationship	Make communication a priority
<b>Late:</b> clinical	Not “more”, “instead of”



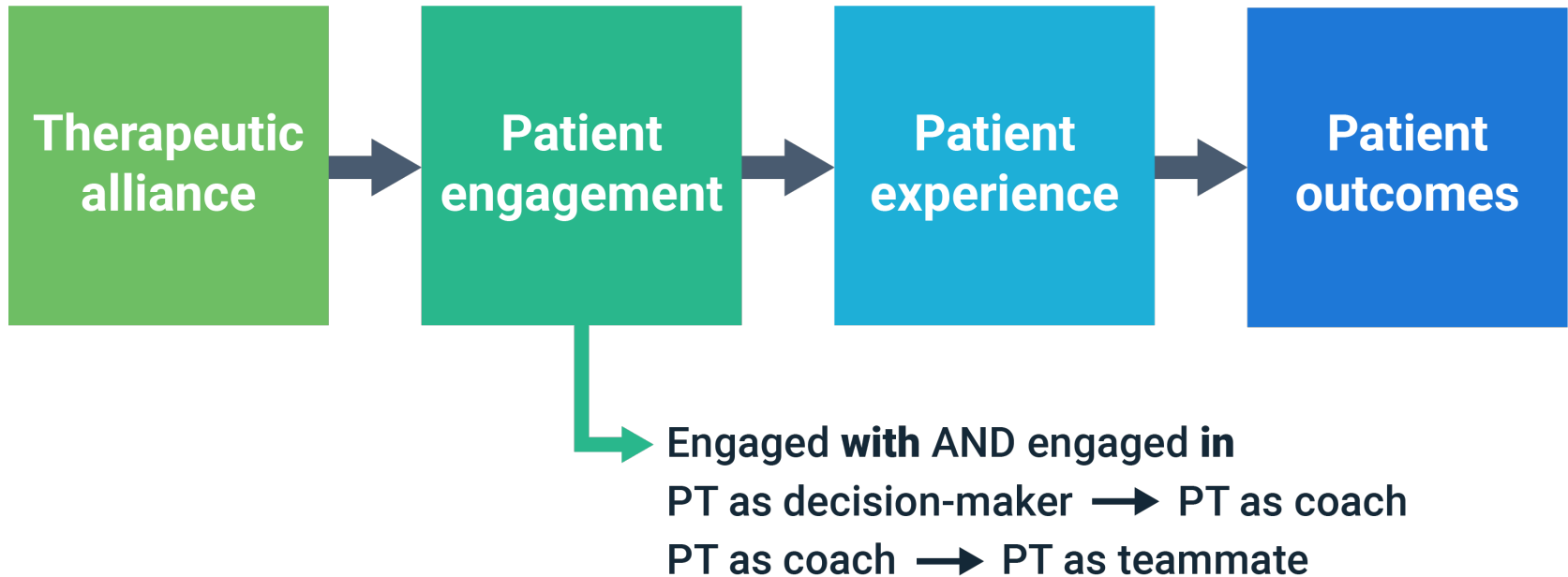
# Outcomes Depend on Alliance and Engagement



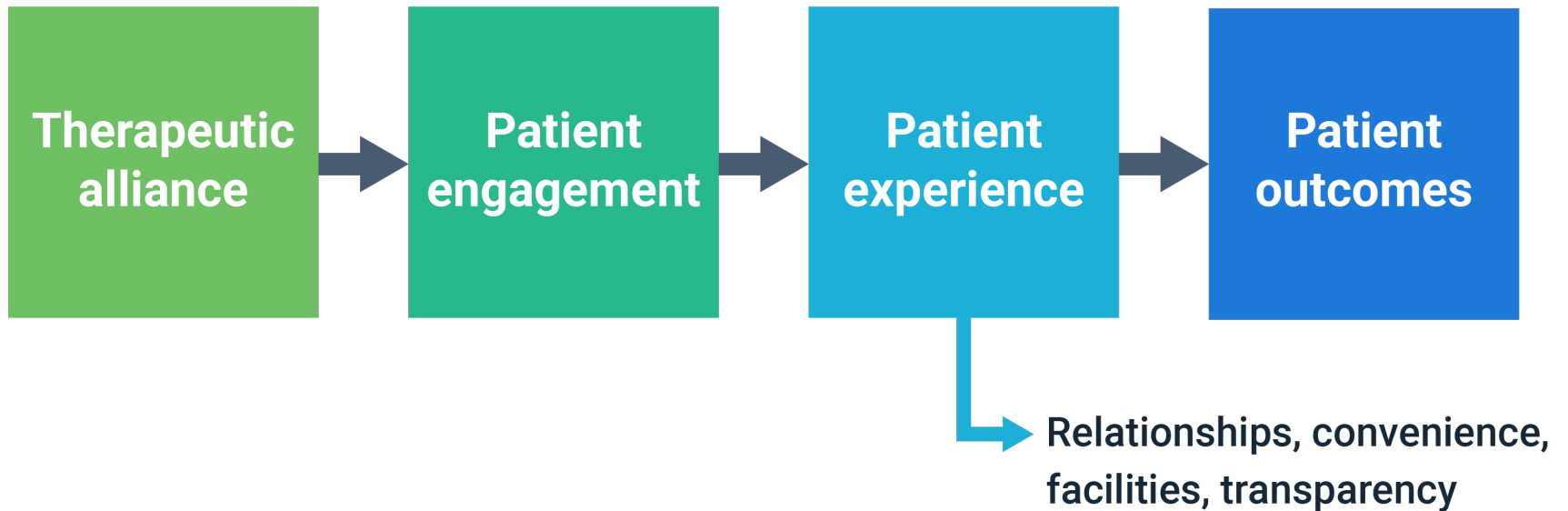
# Outcomes Depend on Alliance and Engagement (cont.)



# Outcomes Depend on Alliance and Engagement (cont.)



# Outcomes Depend on Alliance and Engagement (cont.)



# The Impact of Alliance and Engagement on Therapists



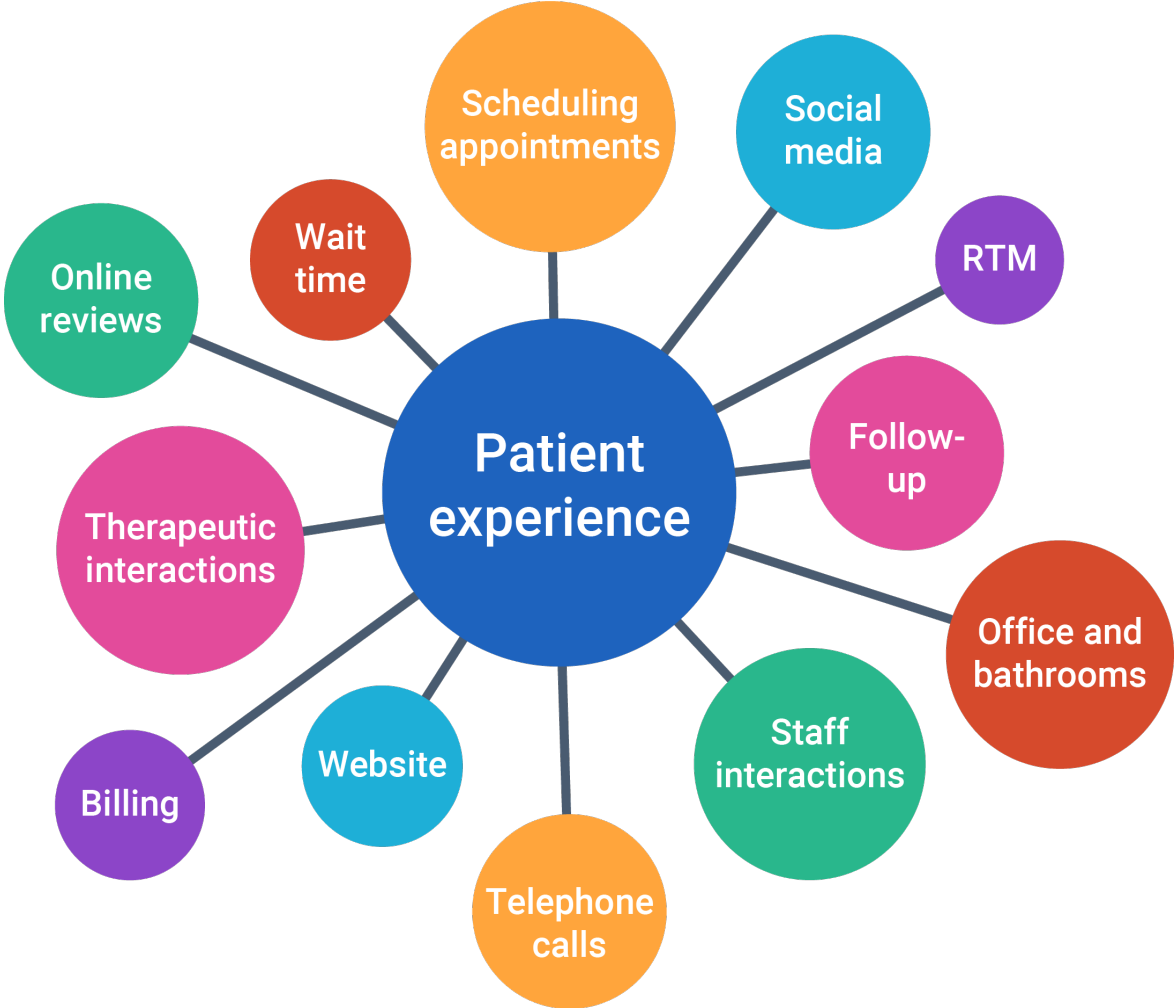
# Chapter 2

## CORA Physical Therapy Customer Story

# Customer Experience

- CORA's customer experience department formed 2022
- **Patient experience:** patient's encounter with entire healthcare team from initial contact at time of referral to scheduling, evaluation and treatment, discharge, and beyond
- **Therapeutic alliance:** therapist and patient relationship

# Customer Experience





# Therapeutic Alliance and Patient Engagement

## Goals

- CORA strives to continue serving the community in both existing and new markets
- Increase HEP utilization and Patient Engagement
- Therapeutic alliance impacted the patient experience and aligned with achieving CORA's goals for patient retention (LOS & eval conversion), patient satisfaction, cancellation rate, and outcomes (FOTO)


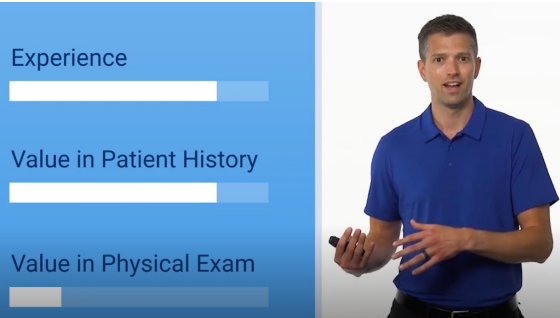
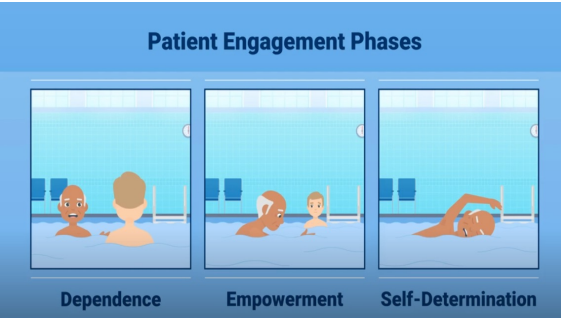
## Initiatives

- Therapeutic Alliance and Patient Communication Education Initiative
- HEP Best Practice Training
- EMR Integration

# Therapeutic Alliance and Patient Communication Education

- Pilot program details
  - Three different regions
    - ~65 therapists in 21 clinics
  - November 2021–January 2022
  - One hour a week for six weeks

# Therapeutic Alliance and Patient Communication Education (cont.)

Course 1	Course 2	Course 3
<p>Understanding Therapeutic Alliance and Patient Expectations</p> <p>(38 minutes)</p>	<p>Building Therapeutic Alliance in the Patient Evaluation</p> <p>(53 minutes)</p>	<p>Enhancing Patient Engagement Throughout the Course of Care</p> <p>(39 minutes)</p>
	 <p>Experience</p> <p>Value in Patient History</p> <p>Value in Physical Exam</p>	 <p>Patient Engagement Phases</p> <p>Dependence Empowerment Self-Determination</p>

# Therapeutic Alliance Rollout

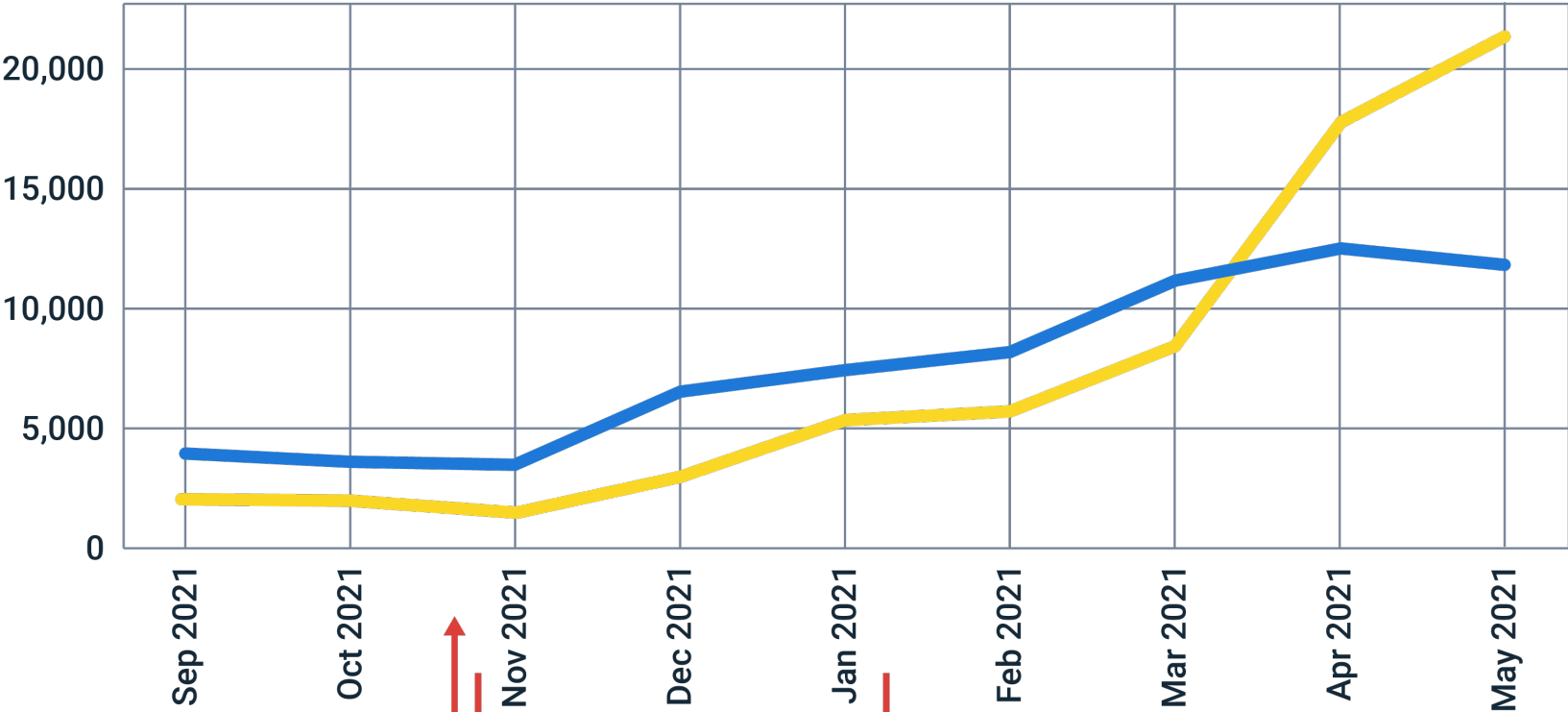
## Metrics

- **Short term**
  - Increase in MedBridge HEP assignments
  - Increase in positive therapist feedback
- **Long term**
  - Improved patient retention (measured by LOS & eval conversion)
  - Improved patient satisfaction (FOTO surveys)
  - Improved cancel/no show rate
  - Improved outcomes (FOTO efficacy)

# Results: Patient Engagement Activity

## Patient Engagement Activity

■ PE programs    ■ Patient logins



EMR integration

Therapeutic alliance and patient communication training

RTM implementation

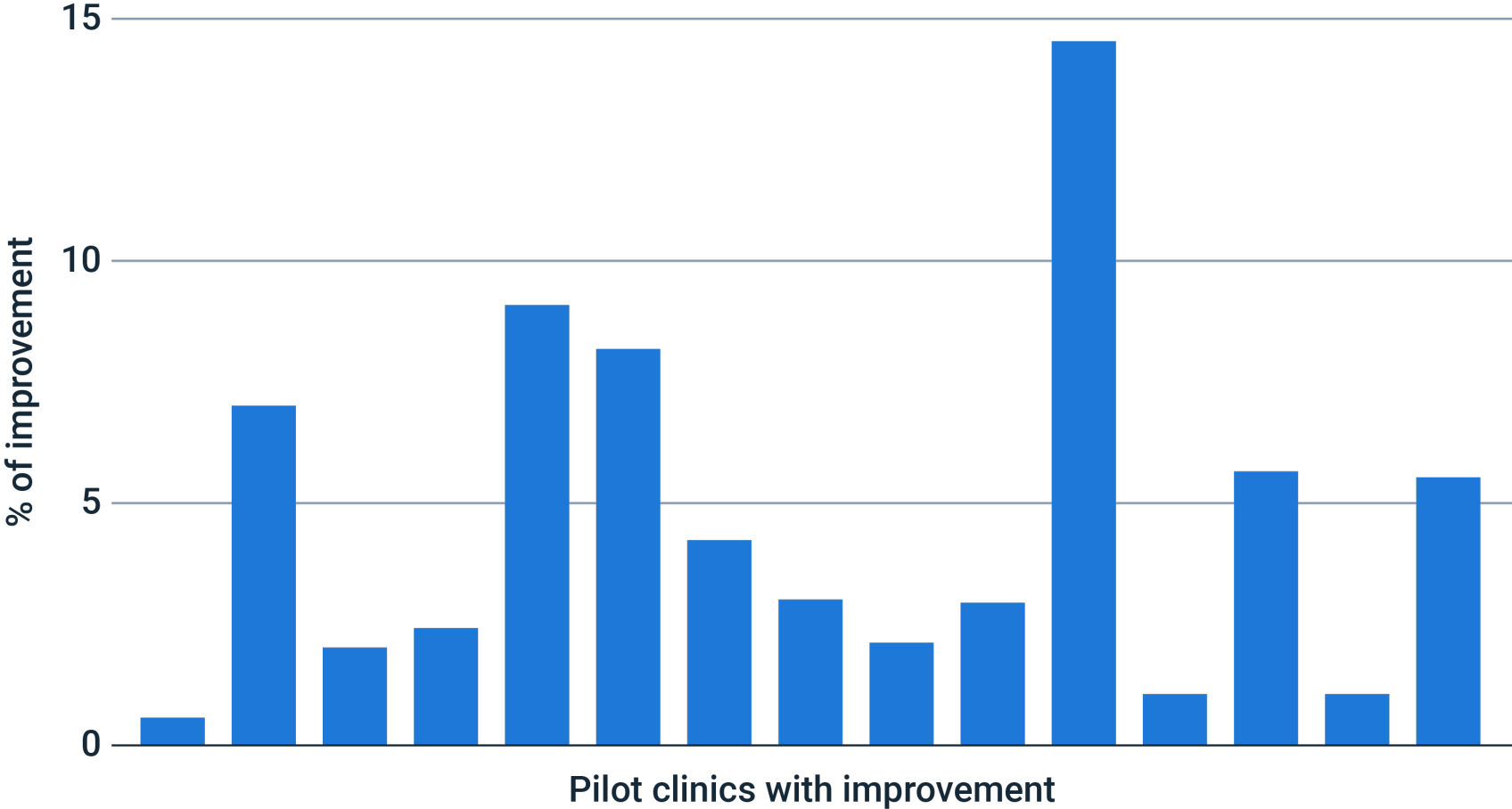
# Results: Success Metrics

## Key Indicators

- **Evaluation conversion**
  - 64% of clinics participating had an increase in evaluation conversion rate
- **FOTO effectiveness**
  - 68% of clinics participating had an increase in FOTO

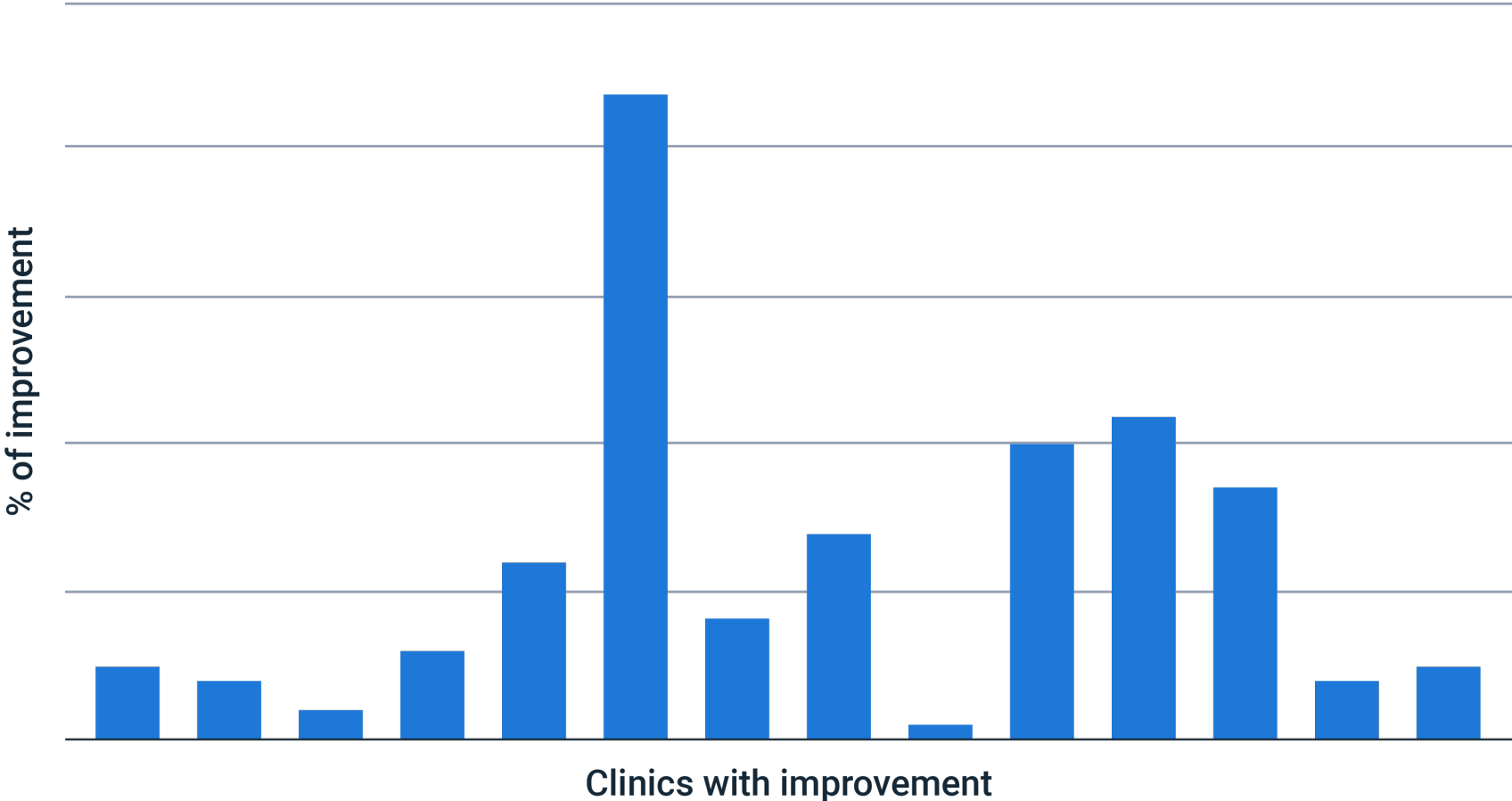
# Evaluation Conversion Rate

Evaluation Conversion Rate



# FOTO Effectiveness

FOTO Effectiveness

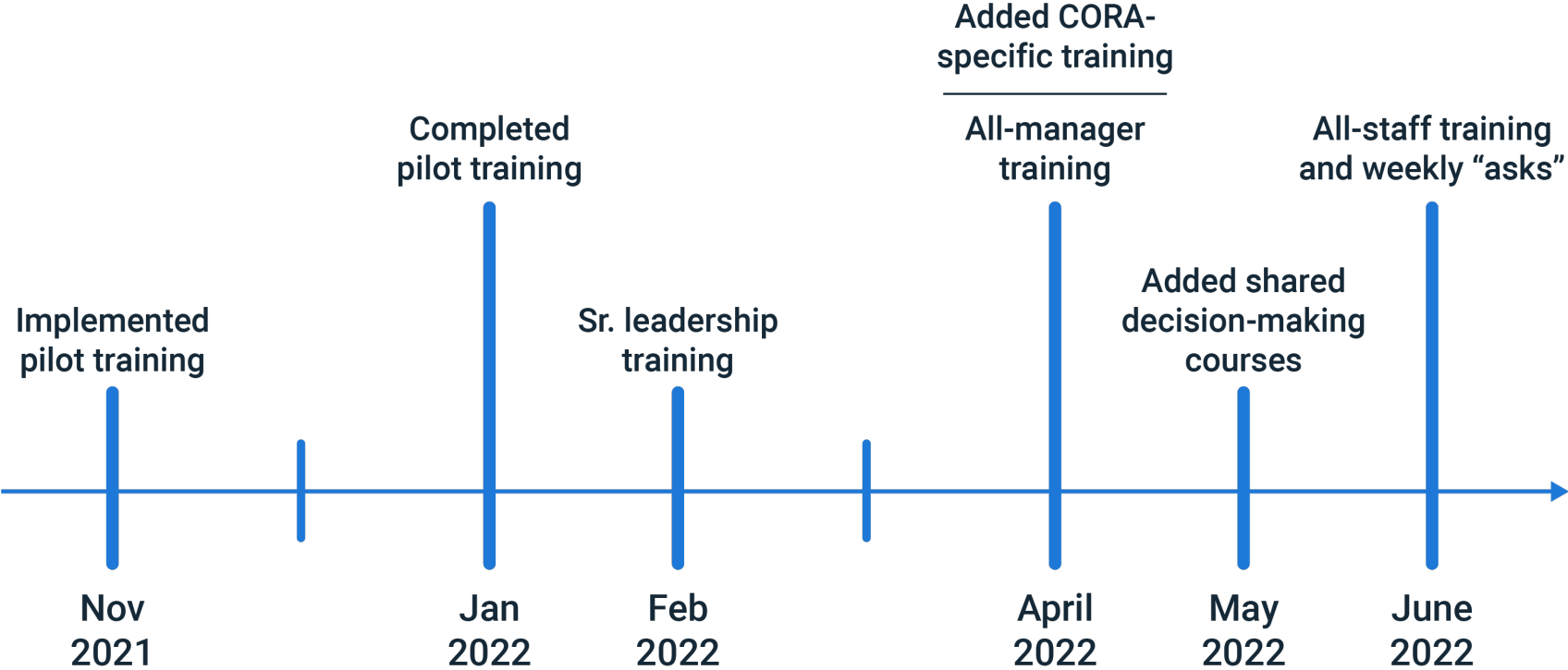




# Results: CORA Culture

- Therapeutic alliance launch company-wide
  - Things that changed
    - Senior leader training
    - Manager training
      - Added CORA-specific info to curriculum
    - Staff training
      - Weekly action items
    - Shared decision-making and health literacy courses by Emily Elliott (3 courses)

# CORA Timeline



# Results: Remote Therapy Monitoring

## Introduced April 2022

- Implementation part of therapeutic alliance
  - Engagement with patients
    - Significant increase in patient engagement
  - Improved patient satisfaction
  - Increased retention
    - Initial data is showing RTM patients with increase LOS
  - Increased patient outcomes
    - Providers reporting increased compliance, ability to progress through POC



# Craig Phifer, PT, MHA

*CEO of Rehabilitation & Performance Institute*

## **COURSES**

Understanding Therapeutic Alliance and Patient Expectations

Building Therapeutic Alliance in the Patient Evaluation

Enhancing Patient Engagement Throughout the Course of Care



# Emily Elliot, PT, DPT, MTC

*Clinical Performance Manager at CORA Physical Therapy*

## **COURSES**

Shared Decision-Making for Improved Therapy Outcomes

Health Literacy Strategies for Shared Decision-Making

Advanced Shared Decision-Making Strategies



**MEDBRIDGE**

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