Accelerate Adoption of Digital Care with the

MedBridge Digital Health Academy

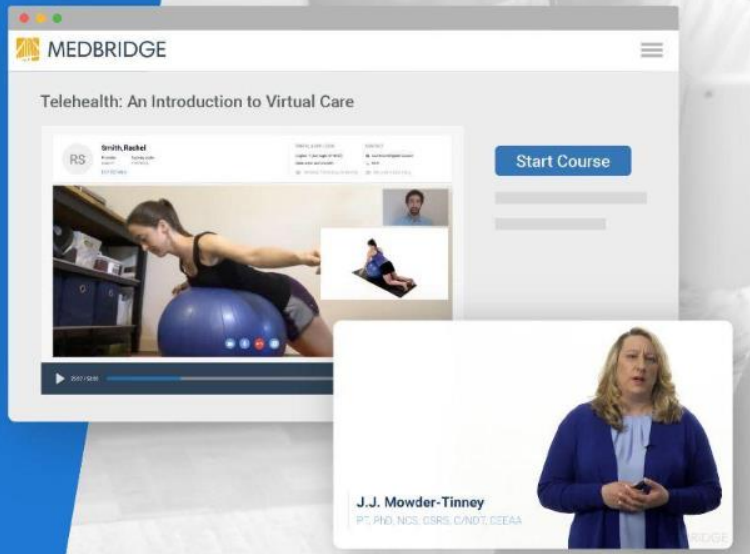
MEDBRIDGE

Digital Health Academy

Our new comprehensive digital care training library contains customizable education programs you can easily assign to staff to set them up for success with digital care.

www.medbridge.com/dha

MEDBRIDGE



Agenda

- Digital Health Trends
- Myths and Realities of Digital Healthcare
- Digital Health Academy Showcase
- Panel Discussion

Donovan Campbell
Chief Executive Officer

Andrew Mickus
Chief Content Officer

Taylor Sterling
Chief Marketing Officer

Kim Weller
MBA, PT
Corewell Health

Anang Chokshi
PT, DPT, OCS, SCS, MedBridge
Medical Advisory Board

Digital Healthcare

Trend 1:

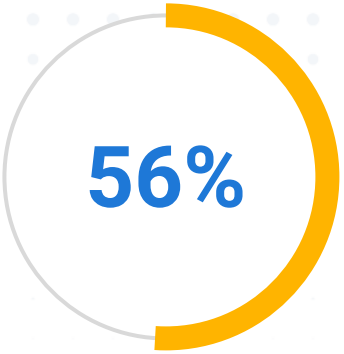
Consumerization of Healthcare

Access to care

Ease of using healthcare services

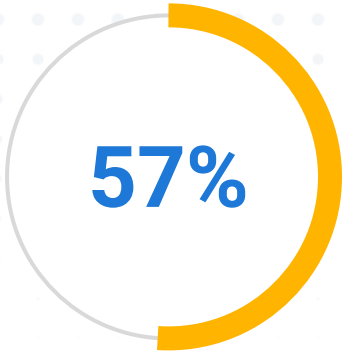
Quality customer service

EY Global Consumer Health Survey, 2023



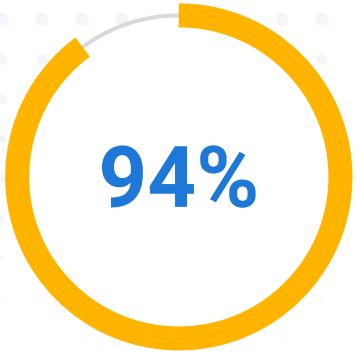
of consumers **prefer digital offering for minor conditions**

EY, 2023



of consumers **prefer digital offering because “it saves time”**

EY, 2023



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

Trend 2:

Rapid Growth of Digital Healthcare

$25 Billion

funding 2,000 companies

amazon.com
one medical
Cigna
MDLIVE
CVSHealth
signifyhealth
H-E-B
H-E-B
PharRxmacy
Walmart
MeMD

Trend 3:

Capacity Challenges

Average wait time for a...

* 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

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

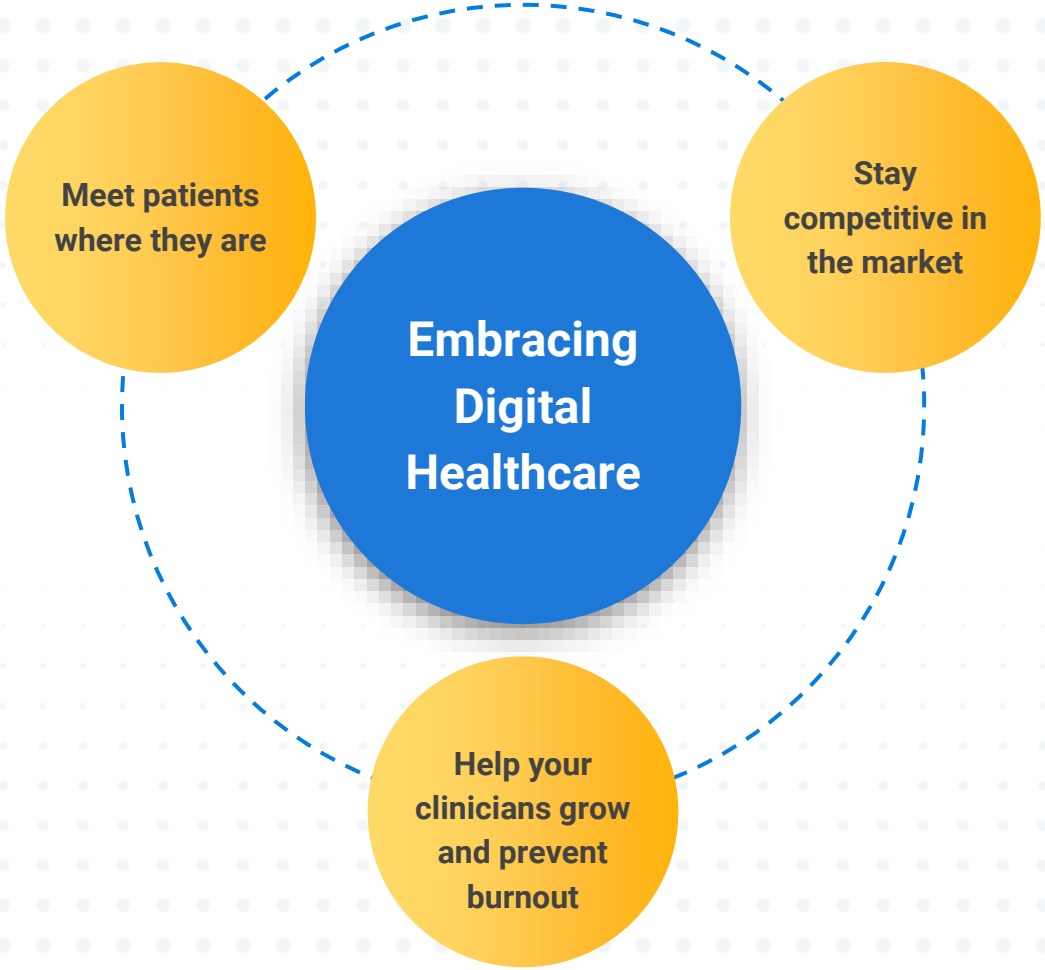
Stronger Therapeutic Alliance + Outcomes

Consumerization of Healthcare

Rapid Growth of Digital Care

\+ Capacity Challenges

Digital Care Is Here to Stay


Meet patients where they are
Stay competitive in the market
Embracing Digital Healthcare
Help your clinicians grow and prevent burnout

Let’s break down some

Myths of Digital Healthcare

Myth 1

Digital care replaces the clinician/patient relationship

We believe digital care should strengthen that relationship but never replace it.

> By providing patients with digital tools and patient education they can access at home, you increase their self-efficacy. That's important because a 2020 study found that increased self-efficacy is associated with lower pain intensity and higher perceived clinical improvement.

Souza et al, 2020

Myth 1

Digital care replaces the clinician/patient relationship

Reality of Digital Care

- Enhances communication
- Improves access to care
- Generates more clinical encounters and more clinical data

Myth 2

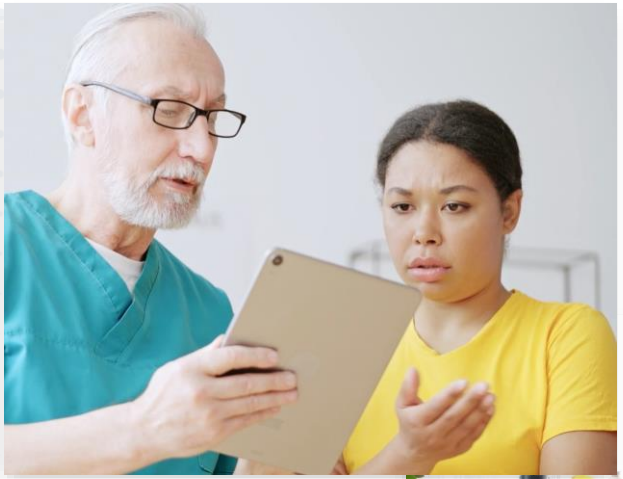
Patients must be treated in person

Digital physiotherapy can be as effective (or more effective) for certain patients.

Estebanez, 2023

Digital physiotherapy can be as effective (or more effective) for **certain patients.**

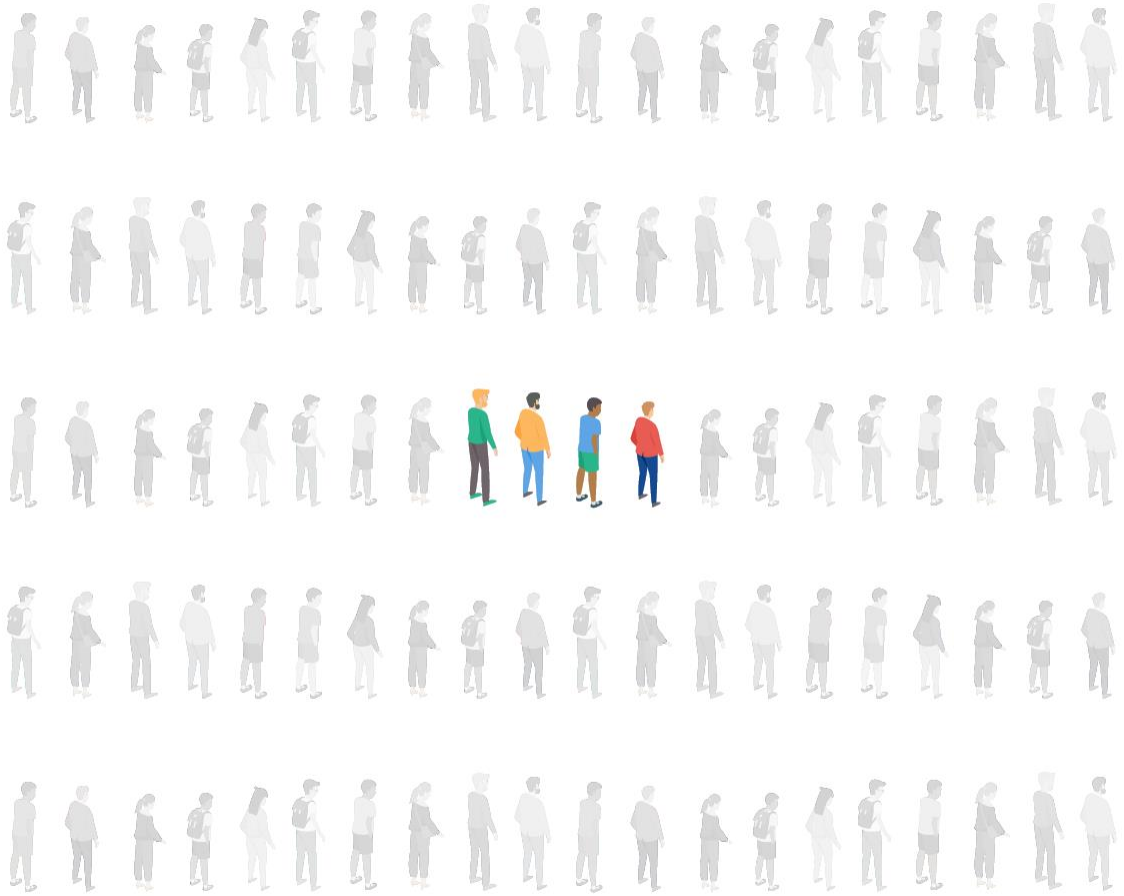
Estebanez, 2023



Providers need to **optimize care plans for their patients' individual needs and preferences**. That's key to driving optimal outcomes.

4 out of 100

patients actually get conservative therapy



Sharpe et al., 2021

Myth 2

Patients must be treated in person

Reality of Digital Care

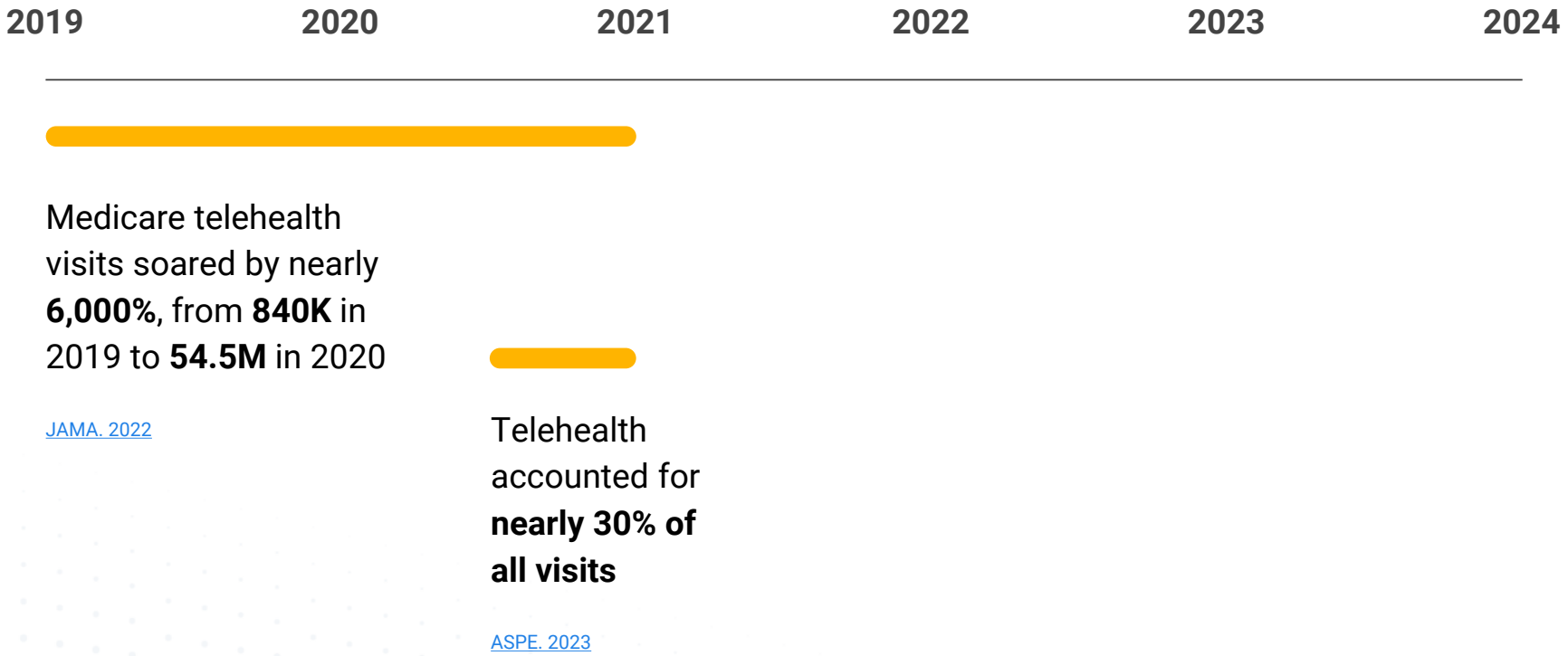
Adopting digital care solutions as part of core services and layering them in where appropriate can **drive better outcomes than traditional care alone**.

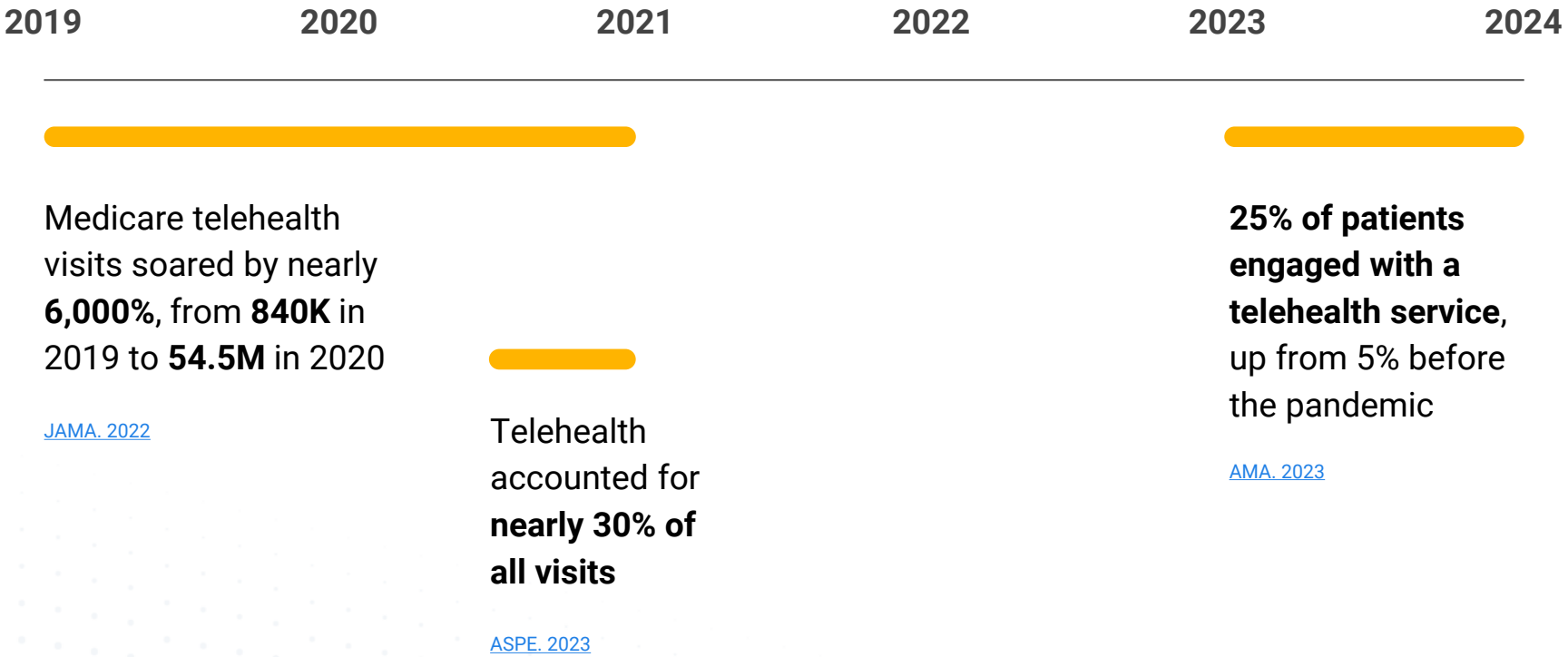
Myth 3

Patients and providers aren’t ready for digital care

Medicare telehealth visits soared by nearly **6,000%**, from **840K** in 2019 to **54.5M** in 2020

JAMA. 2022


2019
2020
2021
2022
2023
2024
Medicare telehealth visits soared by nearly **6,000%**, from **840K** in 2019 to **54.5M** in 2020
JAMA. 2022
Telehealth accounted for **nearly 30% of all visits**
ASPE. 2023


2019
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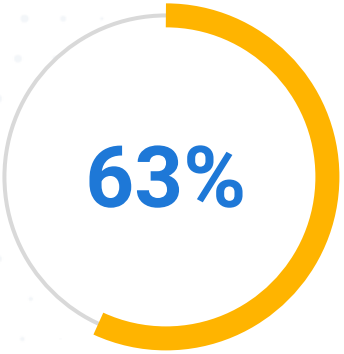
JAMA. 2022
Telehealth accounted for **nearly 30% of all visits**
ASPE. 2023
25% of patients engaged with a telehealth service, up from 5% before the pandemic
AMA. 2023



of patients are interested in **broader digital health solutions**

McKinsey, 2022

70% of surveyed physical therapists were not convinced remote care could complement traditional physical therapy in the future

Rausch et. al. 2021

Clinicians cited **lack of familiarity as a barrier** to using digital care tools

Button et. al. 2018

Myth 3

Patients and providers aren’t ready for digital care

Reality of Digital Care

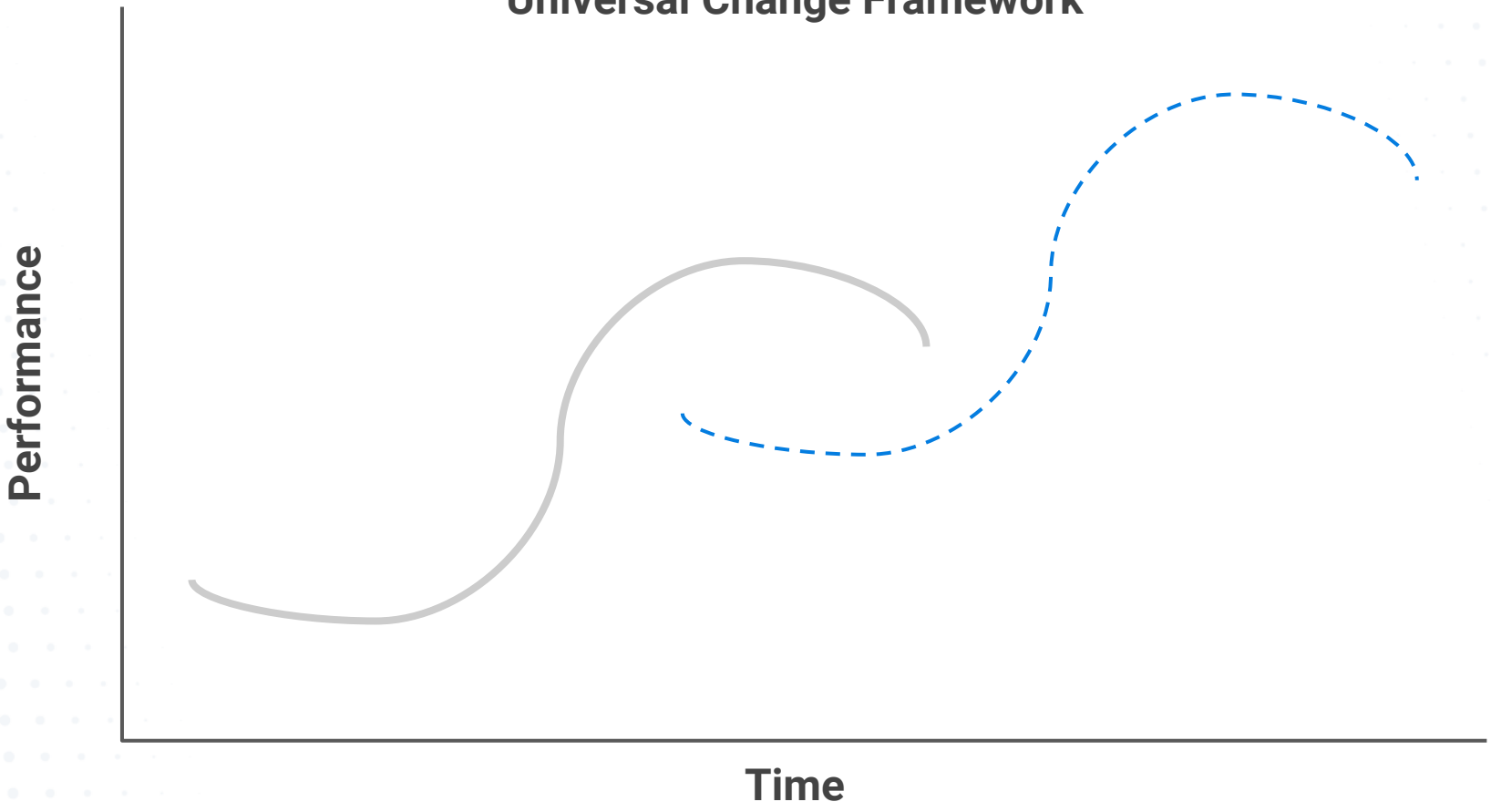
It’s often providers who are more hesitant about digital care.

Leveraging MedBridge to Navigate Digital Health

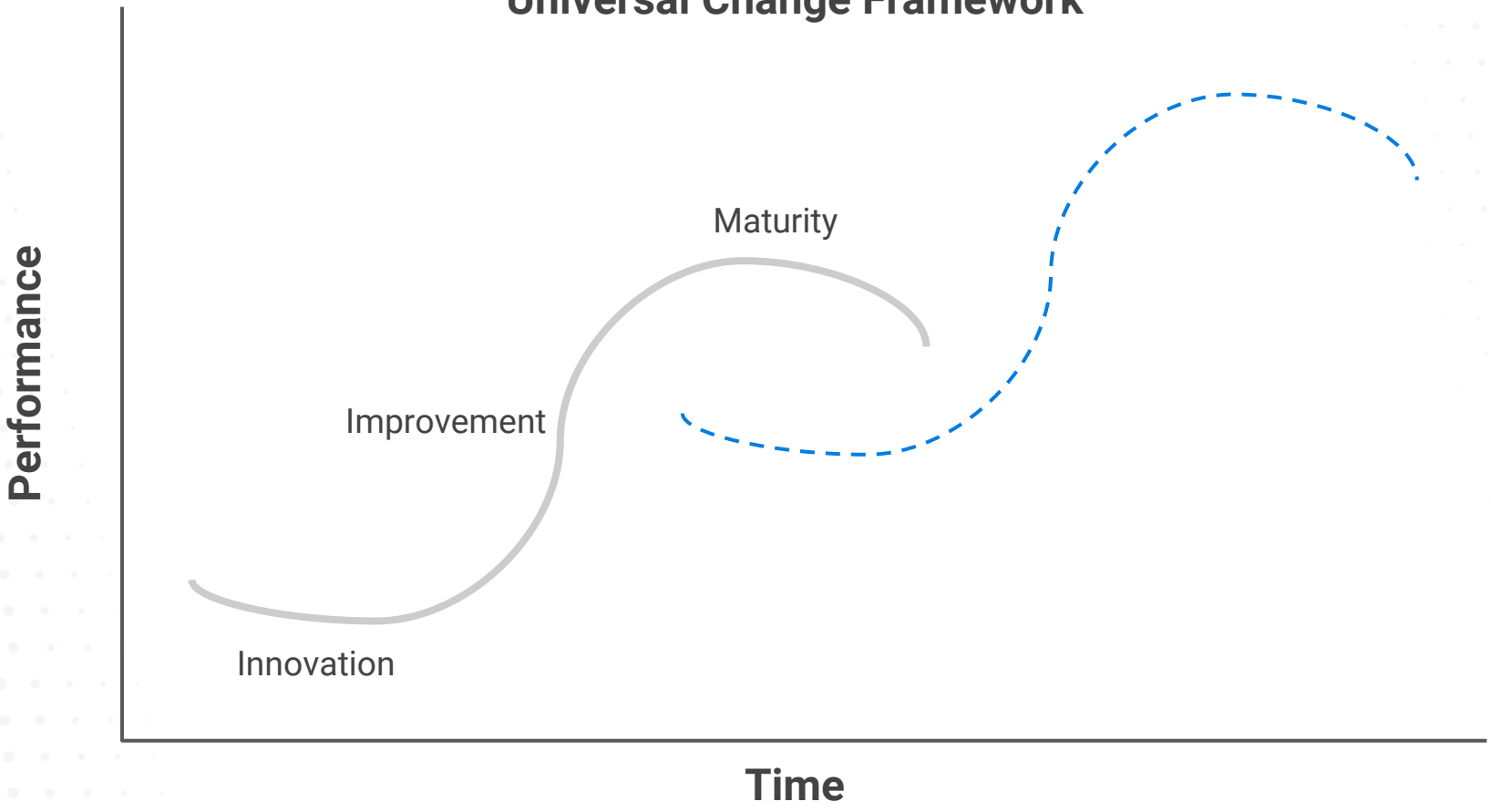
Digital Health Tools

Digital Health Academy

Universal Change Framework

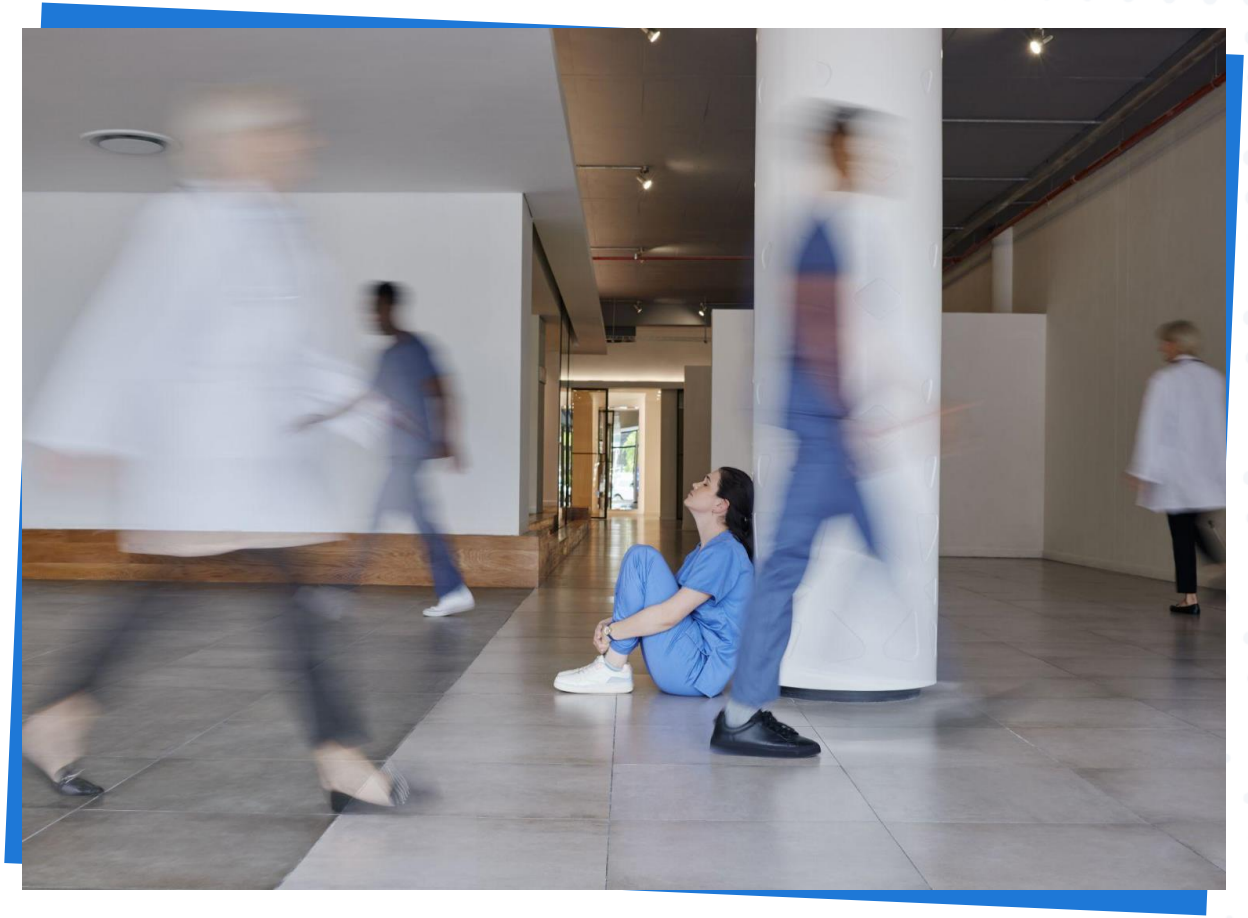


Universal Change Framework

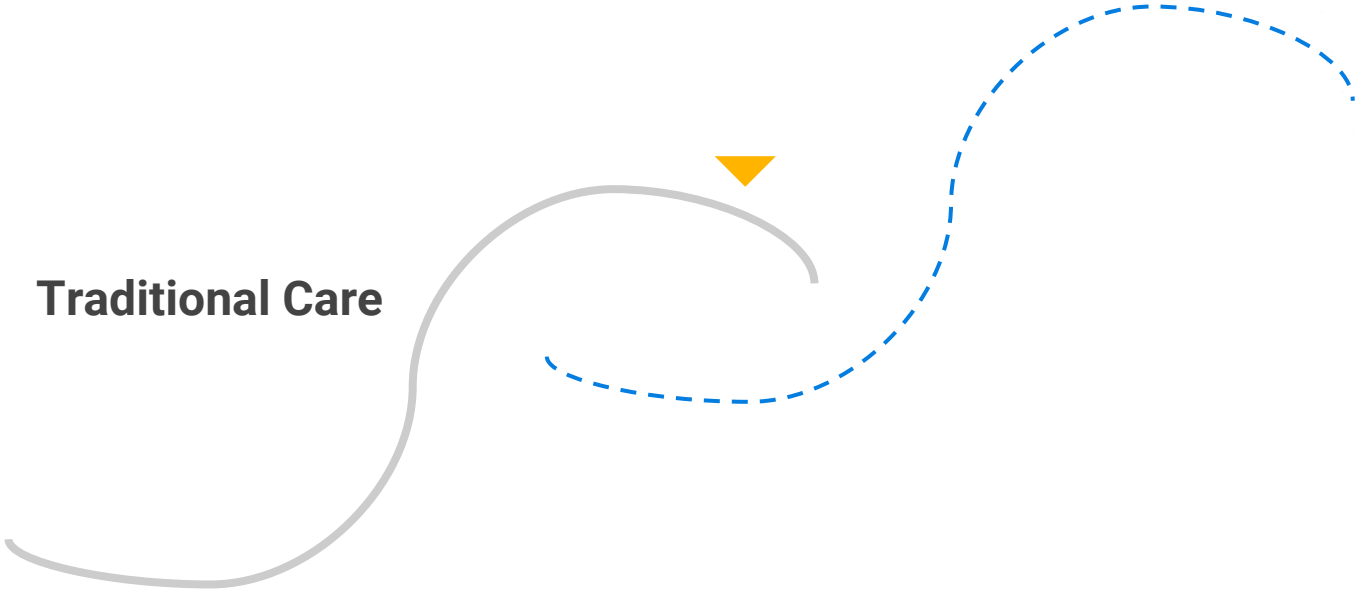


Traditional Care

- Changes in reimbursement policies are pushing organizations to adapt
- Clinicians are dealing with burnout and extensive paperwork
- Patients are frustrated by long waits, high costs, and inconvenient access

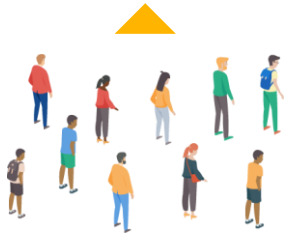


Traditional Care

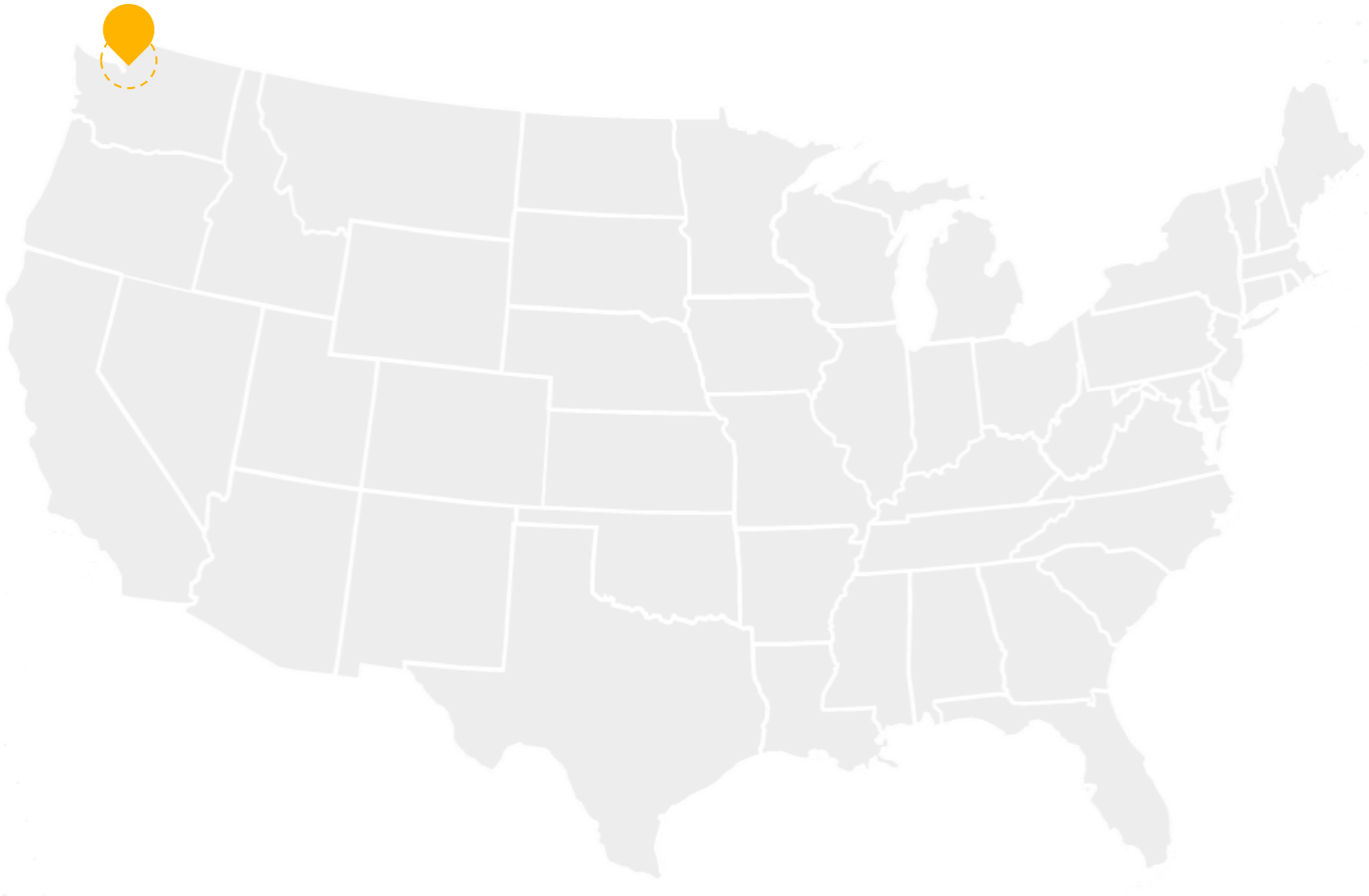


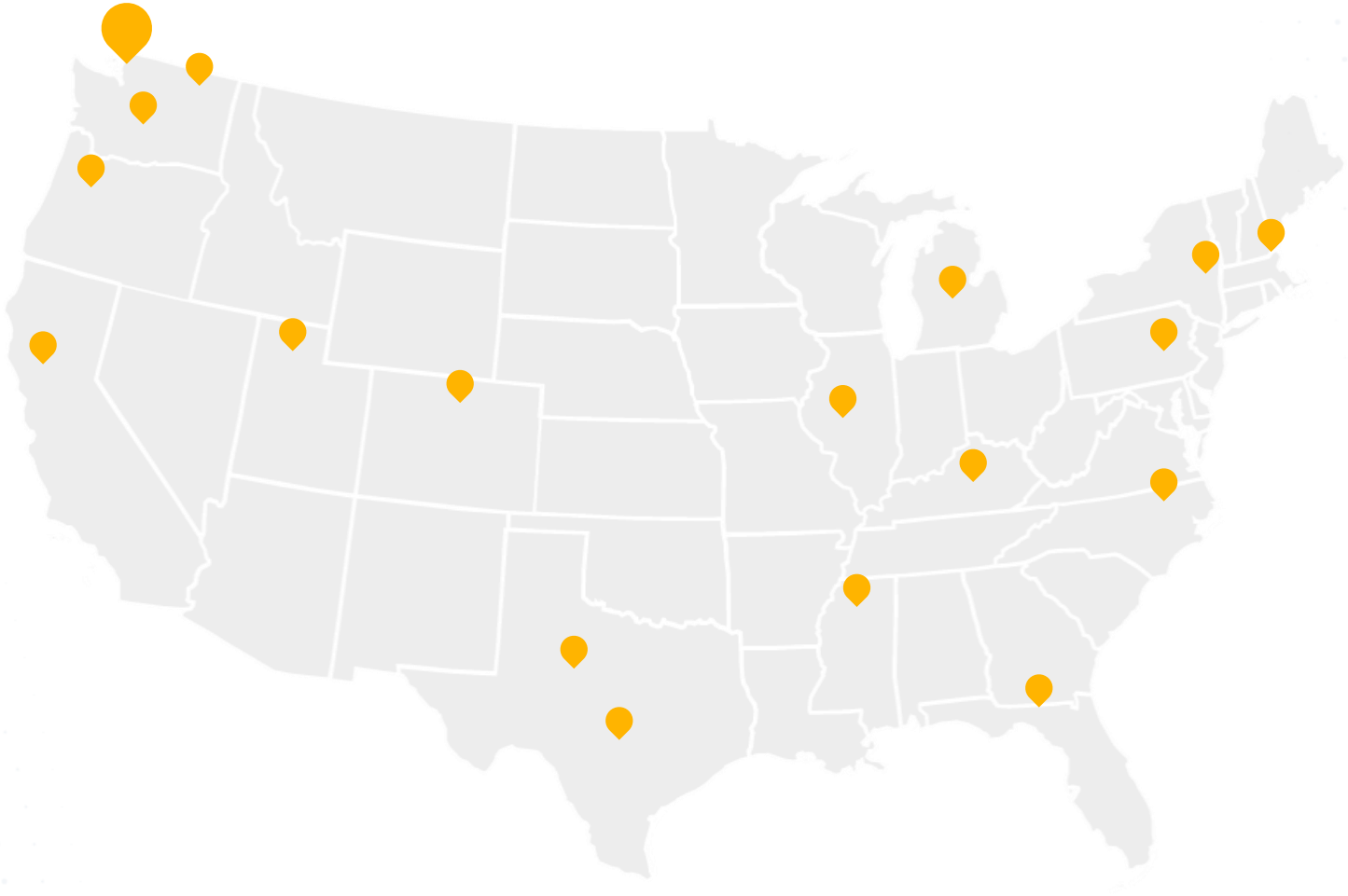
Traditional Care

Digital Health



Traditional Care
Digital Health





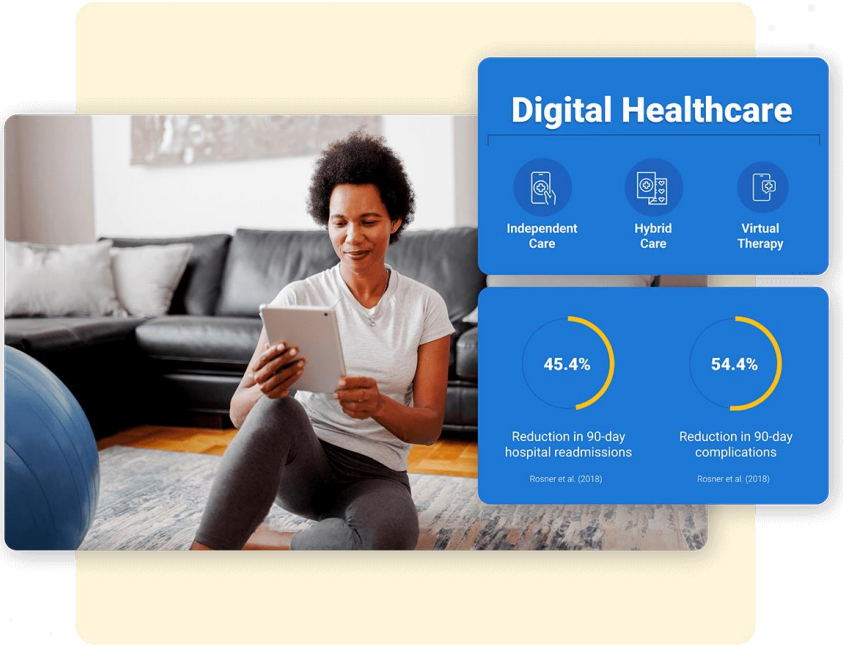
The tools and content you need to get your clinicians **excited about digital care** and give them the knowledge and skills to integrate it into their practice effectively

INTRODUCING

Digital Health Academy

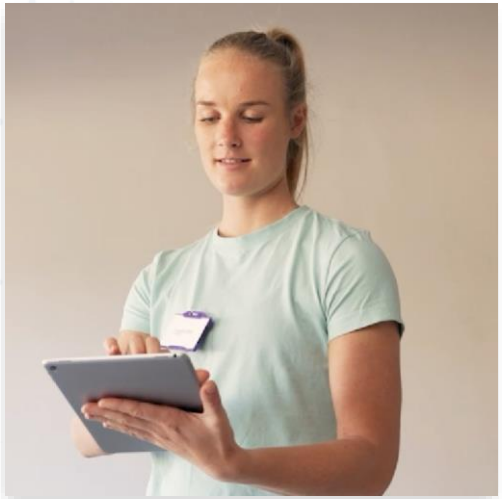
What Is the Digital Health Academy?

- Empowering clinicians to practice at the top of their license
- Enhancing access to care
- Meeting patients in their comfort zones
- Mitigating professional burnout



Improve quality of care, patient outcomes, and staff satisfaction with digital health

Training and Empowerment



Patient-Centric Care

Positive Work Environment

Digital Health Academy

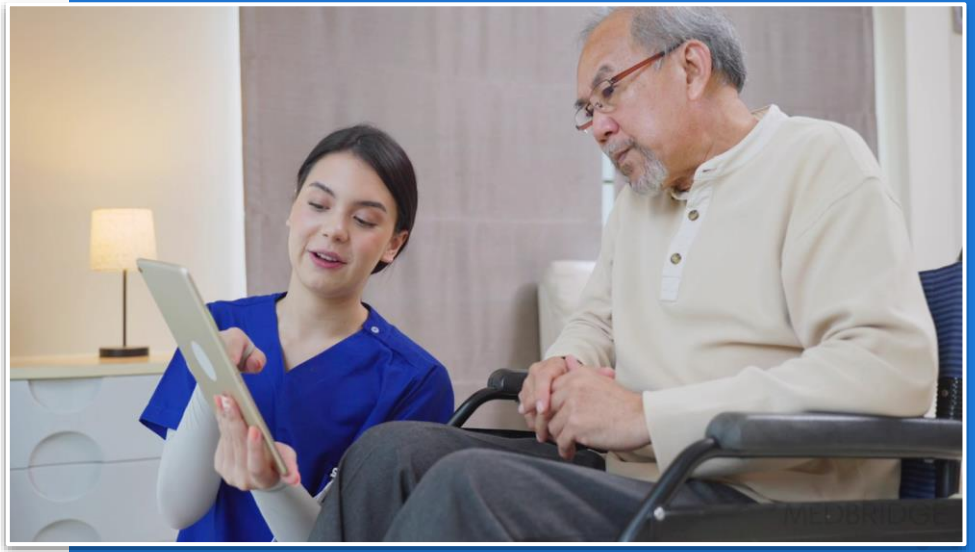
Foundations

Reinforcement

Advanced Development

Foundations

- What Is Digital Care?
- Strategies for Effective Digital Engagement
- Patient-Centered Care Through Digital Platforms
- And more!



Foundations

- Understanding what digital care is and where it may be helpful for their patients
- Overcoming common misconceptions and biases that can hinder the effective use of digital tools

MEDBRIDGE
Introducing Digital Care
to Your Patients
MEDBRIDGE

Program Tenets

1

Digital care is a value add, not a burden

2

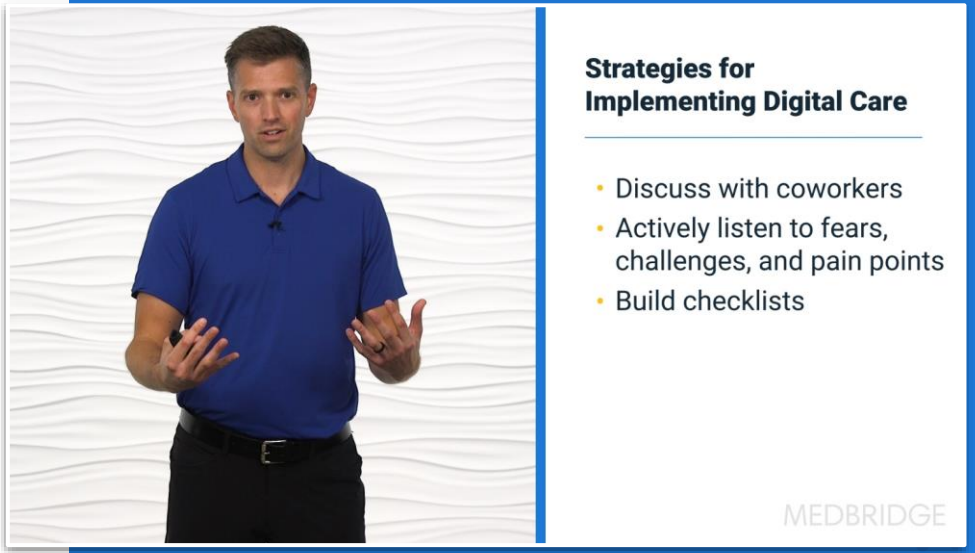
Digital care can complement traditional care

3

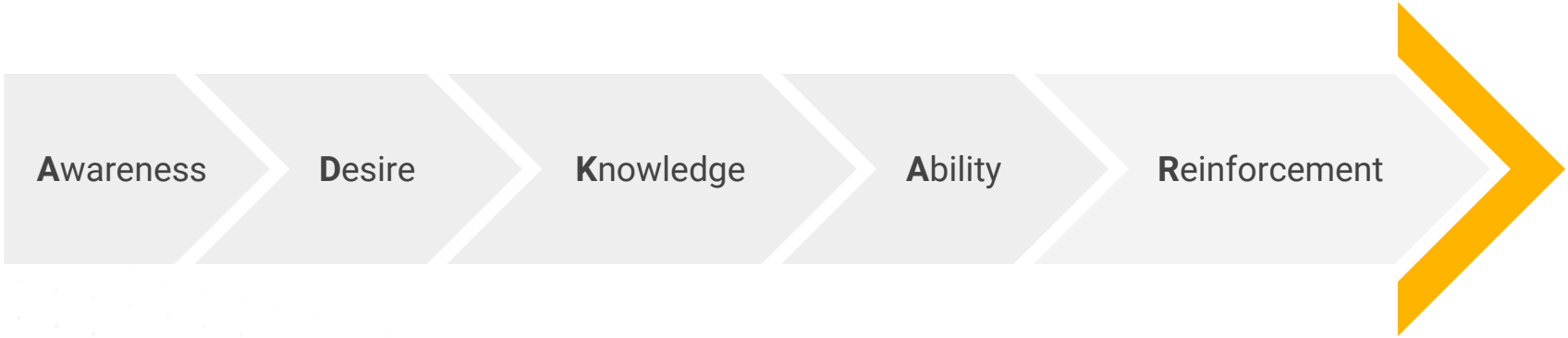
Digital care can be used across patient populations

Reinforcement

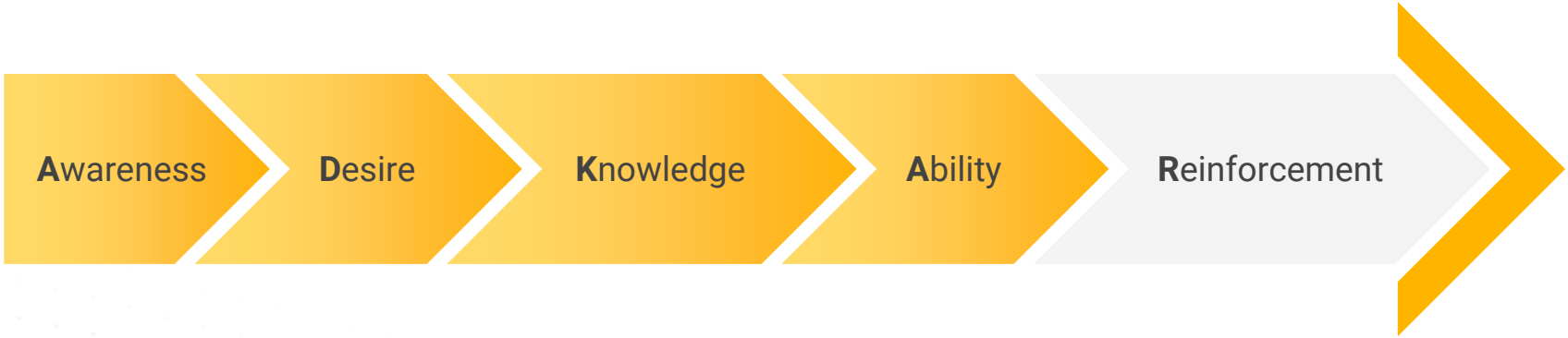
- Motivational Interviewing for the Modern Clinician
- Modern Strategies for Advancing Therapeutic Alliance
- Telehealth: Comprehensive Virtual Care
- And more!



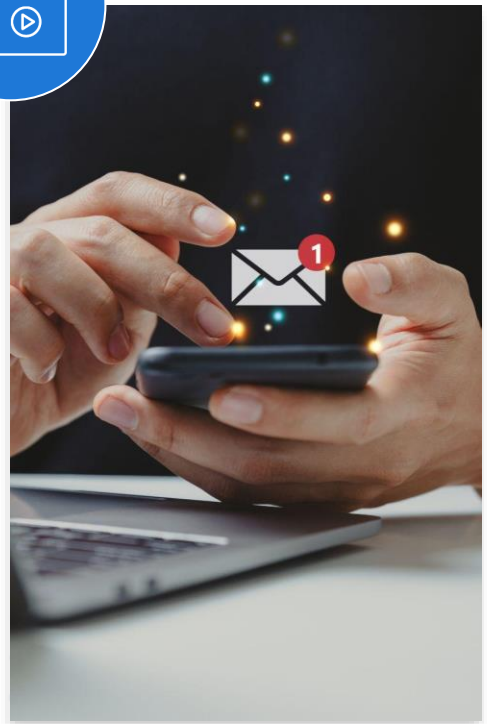
ADKAR



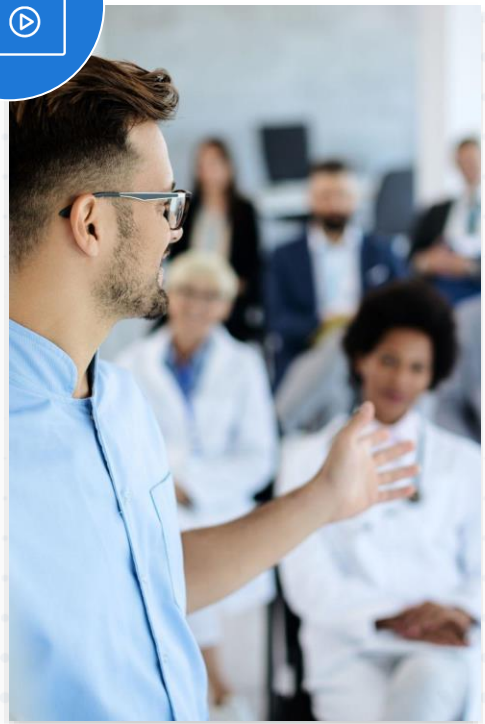
ADKAR



Staff meeting



Newsletters



Formal Training

Reinforcement

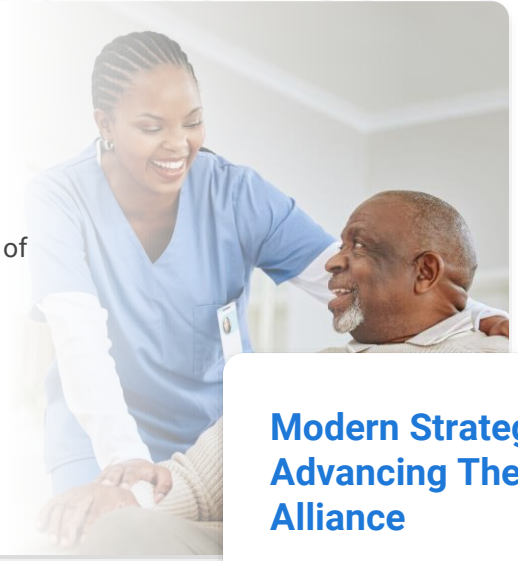
- Motivational Interviewing Best Practices
- Behavioral and Marketing Psychology
- HEP Adherence Best Practices
- Therapeutic Alliance and Patient Engagement

Improved patient-therapist relationship accounted for 18–23% of the variance in patient adherence. Patients and therapists acknowledge that effective communication improved adherence.

BMC Health Services Research, 2017

Motivational Interviewing for the Modern Clinician

Unlock the transformative power of motivational interviewing to improve patient engagement, adherence, and care outcomes.

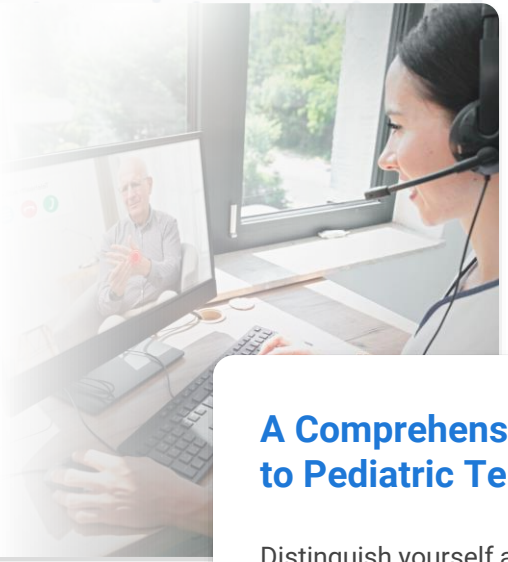


Modern Strategies for Advancing Therapeutic Alliance

Elevate patient care and improve outcomes by mastering communication strategies to build therapeutic alliances and enhance patient engagement.

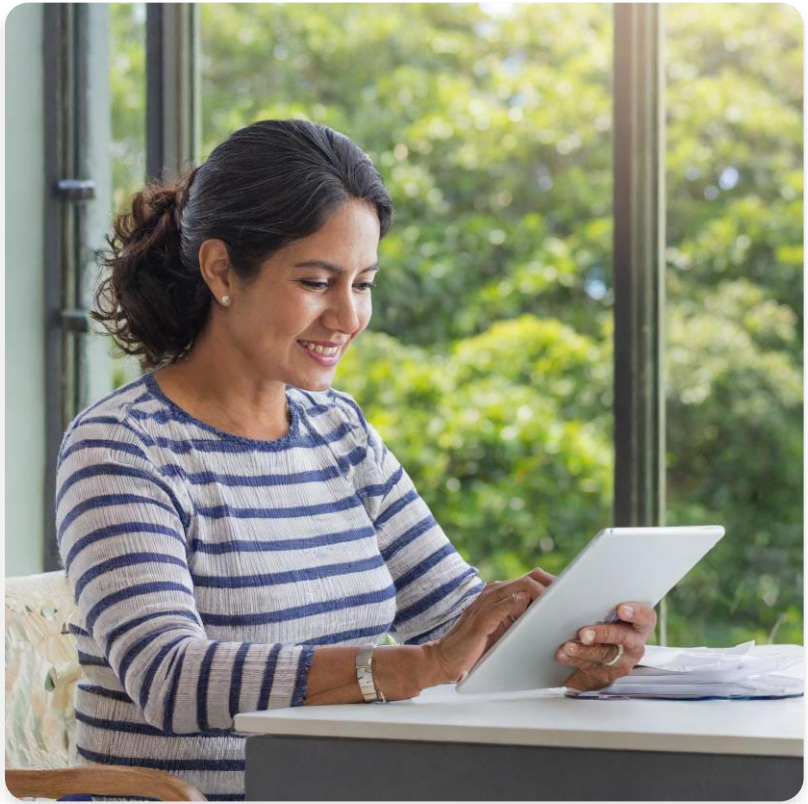
Telehealth: Comprehensive Virtual Care

Gain the skills and learn best practices in order to provide optimal virtual care.



A Comprehensive Guide to Pediatric Telepractice

Distinguish yourself as an expert in pediatric telepractice by advancing your knowledge in tele-evaluation and teletherapy.



Onboarding

Advanced Development

Reinforcement

Digital Health Academy

Onboarding

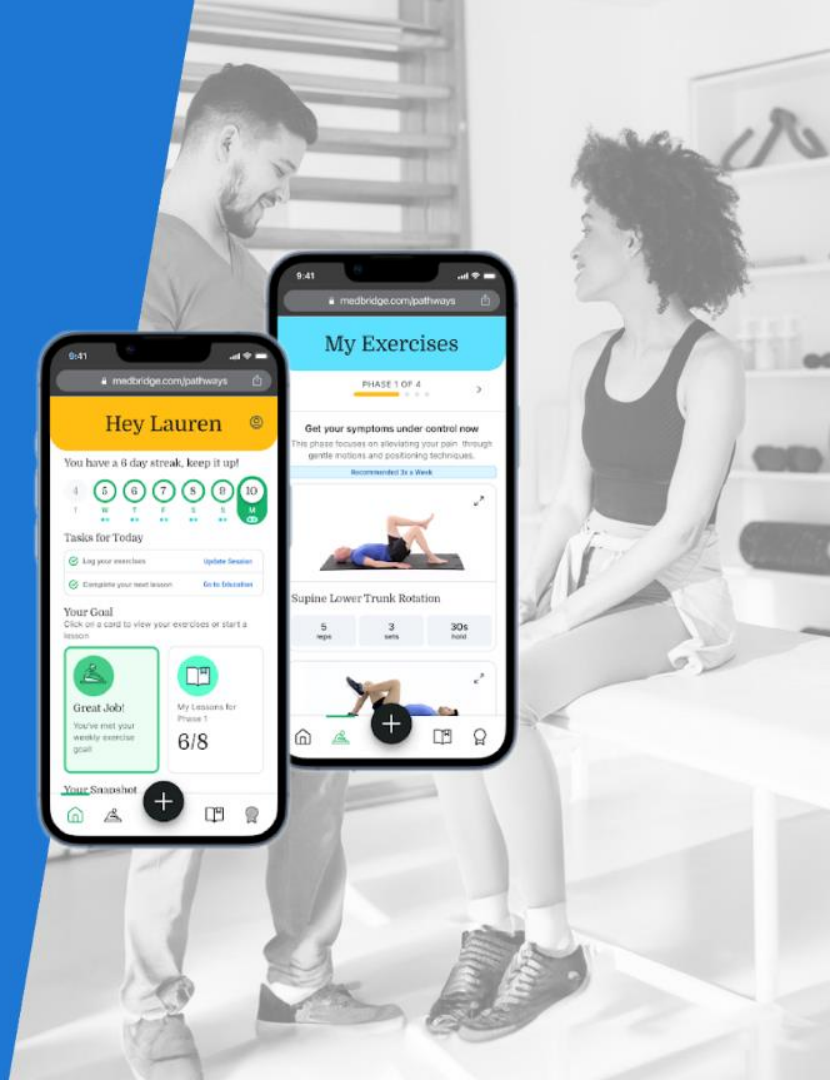
Reinforcement

Advanced Development

Together, we can redefine what it means to provide care, meet patients where they are, and set new standards for health and wellness in the digital age.

Provider-Driven Digital MSK Care Platform

MedBridge Pathways makes conservative care the easiest choice for patients and providers to increase access and better manage MSK care costs.

www.medbridge.com/mb-pathways

MEDBRIDGE