



How to Improve Clinician Buy-In and Ease Burnout with Digital Care

By MedBridge

Overview

Digital patient care is here to stay. Not only do patients want the convenience and flexibility of virtual options for their care, but more and more organizations are turning to digital solutions as a way to improve patient engagement and outcomes.

At the same time, the healthcare industry is facing widespread staff burnout. Often, staff are so overwhelmed already that adding another new process or task—even something that will ultimately save them time—is met with resistance. Incorporating new elements into clinician workflows without a clear communication strategy in place can create a pattern that quickly spirals: As staff burnout rises, so do attrition rates, increasing the burden on the remaining employees—and fueling their burnout in turn.

The truth is that digital care can ease staff burnout once clinicians get past the adoption hump. To facilitate this process, you can improve buy-in by helping your providers understand how digital care will benefit them—and everyone.

This eBook will dive into:

- 1 The value of digital care to your organization, patients, and clinicians.
- 2 Best practices for communicating that value to your clinicians.
- 3 Convenient guidelines for addressing common clinician blockers.

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Understand How Digital Care Benefits Everyone

First, understand the ways that digital care tools can help everyone—your organization, patients, and clinicians. Here are the key benefits of some of the most common digital care tools: telehealth, online home exercise programs, online patient education, patient mobile apps, and remote therapeutic monitoring.

Benefits of common digital care tools

Telehealth

Telehealth has exploded in popularity since the beginning of the pandemic, and the flexibility and cost savings it provides have kept it a popular option for patients. Key benefits include:

- Better access to care for patients.
- Improved patient engagement, outcomes, and satisfaction when organizations combine telehealth with in-person visits.
- Easier patient management with virtual triaging.
- The ability to stay better connected with patients, improving rapport and quality of care.

Tip to improve clinician buy-in: Finding a telehealth platform that can integrate with your organization's electronic medical record (EMR) will save time at the point of care and increase ease of use, reducing the time burden for busy clinicians.

The Rise of Telehealth and Digital Care

The level of telehealth visits in Oct 2021 remained more than **1,300% higher** than before the pandemic.¹

In 2021, **76% of consumers** surveyed stated that they are interested in using telehealth going forward, up from only 11% prior to COVID-19.²

The global telehealth market is projected to grow from **\$90.74 billion** in 2021 to **\$636.38 billion** in 2028.³

“Telehealth is here to stay. It's not whether telehealth will be offered, but how best to offer telehealth services as we move toward what we're terming digitally enabled care—which is not just hybrid care, but more so fully integrated in-person and virtual care based on clinical appropriateness.”

— Meg Barron, Vice President of Digital Health Innovations, American Medical Association⁴

Understand How Digital Care Benefits Everyone

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Online home exercise programs

Home exercise programs (HEPs) are a key component of high-quality therapy, providing important care continuity for patients while reducing the cost and time commitment of supervised therapy sessions for providers.

Key benefits include:

- Time savings for clinicians by allowing them to quickly and easily assign online exercise programs to patients.
- Improved patient engagement and outcomes through interactive exercise demonstrations.
- Better patient outcomes due to higher levels of engagement, follow-through, and buy-in.

Tip to improve clinician buy-in: Talk with clinicians about the ability of online home exercise programs to boost engagement and keep patients activated by allowing them to access their programs from anywhere.

Research shows that when patients adhere to their plan of care and participate in their home exercise program they have better outcomes, reduced pain, and increased physical function.⁵

When clinicians can use online HEPs, they do. We've seen significantly enhanced clinician engagement, with 110 percent more online programs assigned to patients.⁶

Online patient education

Educating patients on their condition, their exercise regimen, and important lifestyle changes can boost self-efficacy and promote recovery over the long term. With a comprehensive online

patient education library, clinicians can easily assign engaging, high-quality resources to patients so they can learn more at their own convenience. This way patients can come to their appointments with a better understanding of their condition, and the visit can be spent on treatment, discussing care plans, or answering patient questions.

Key benefits include better patient self management, engagement, adherence, satisfaction, and outcomes.

Tip to improve clinician buy-in: Explain that high-quality patient education empowers patients to make better informed decisions about their own care, including continuing with their care program when they otherwise would have stopped sooner.

A review of 37 randomized controlled trials found that providing patients with targeted education materials led to greater satisfaction with care.⁷

Patient mobile apps

Patient mobile apps are becoming increasingly popular with patients as a convenient way to access their care plans, view their progress, and communicate with their providers between visits.

Key benefits include:

- Improved patient engagement through gamification, reminders, push notifications, and two-way messaging.
- Better communication between patients and clinicians, resulting in a stronger therapeutic alliance.
- The ability to gather powerful patient activity insights.

Understand How Digital Care Benefits Everyone

Continued

Tip to improve clinician buy-in: Implementing a patient mobile app with two-way messaging helps clinicians better address patient questions and concerns between appointments.

Remote therapeutic monitoring

Remote monitoring provides more visibility, accountability, and connection between patients and providers. Also, the CPT codes for remote therapeutic monitoring (RTM) allow PTs, OTs, and SLPs to be reimbursed for creating engaging care programs using patient education and exercise templates, and remotely tracking and monitoring patient progress. By enrolling patients in RTM, they can improve documentation and tracking efficiency while reducing costs.

Key benefits include:

- Significantly improved patient activation, engagement, and rapport.
- The ability for clinicians to intervene early if patients encounter problems with their exercises.
- Improved patient functional outcomes and pain levels.
- Reduced costs as patients begin to improve faster.
- A better provider-patient connection over a longer period.
- Increased revenue due to better patient retention along with the ability to bill CPT codes.

Tip to improve clinician buy-in: Help clinicians succeed with RTM by training them on best practices for encouraging patient follow-through; for example, setting expectations with patients upfront, sharing with them "the why" of logging data online, and following up with them about their logged data.

MedBridge customers using remote monitoring are seeing **270% improved patient engagement** and **243% better patient activation**, leading to better patient retention rates and higher rates of care program completion.



82%

82% of patients indicated mobile apps had a positive impact on their ability to engage in exercise activity.⁸



Take a Page from the Change Management Playbook

No matter what new change you want to encourage your team to adopt, change management is proven to help. Change management theory notes that there are both organizational and individual barriers to change, either of which can derail your quality improvement efforts and prevent you from making a change that will positively impact patients. This approach is based on using an accountable leadership style and communication skills that help encourage collaboration, trust, and buy-in.

Start by determining how ready your organization is to make a change and adjust goals and strategies from there. Important change management best practices include:

- **Ask rapport-building questions.** Asking open and curious questions drives change, builds connection, and improves outcomes.
- **Practice active listening.** Being a successful leader comes down to being able to listen to your team effectively and demonstrate that you're listening.
- **Set intentions.** Your intention sets the framework for everything you do as a leader. For change to have a chance, your team will need to know where they are heading and how they are going to get there. Without a roadmap, it will be difficult for those engaged in the changes to understand the need for change and what the change will result in.
- **Use accountable language.** Modeling accountability by setting clear expectations and using clear communication helps create a team dynamic that supports organizational change. Boost patient self-efficacy as patients learn how to better manage their condition.



Discussion Guide for Encouraging Clinician Buy-In

Along with practicing active listening, here are some ways to address some of the most common concerns you might hear from your clinicians.

■ Is digital care really worth it?

When done right, digital patient care benefits everyone. It gives clinicians the ability to reach out to patients who are struggling, answer their questions, and check in via phone or telehealth. This approach is the new standard of care, which patients want and expect. It's proven to help patients get better and increase satisfaction—the two primary goals of rehabilitative care—as well as improve patient retention and therapy completion, all of which lead to more revenue.

■ Digital care will take too much of my time to use.

A single digital care platform with everything that's needed for home exercise program assignment, remote monitoring, between-visit communication, and professional development, all integrated into the EMR, helps clinicians use their time with patients more efficiently, saving them five minutes per patient.⁶



Quick Guide: How to Engage Older Adults in Digital Care

Learn why it's so important to engage older adults in online care and how to do so successfully.

■ Will digital care really benefit my patients?

Patient engagement is a constant challenge across healthcare settings, and today's patients expect their care to have a digital component. Digital patient care is shown to improve engagement, retention, length of stay, FOTO/NPS scores, evaluation-to-conversion rates, and more, all ultimately resulting in better reimbursement and better clinical outcomes.

Organizations using MedBridge's Digital Care Solution are seeing a 243 percent increase in program engagement, as well as better evaluation-to-conversion rates and higher six-visit compliance rates. We're also seeing a 27 percent increase in FOTO effectiveness scores.⁹

■ My older patients won't want to or know how to use digital care.

Older adults are far more tech-savvy than they are given credit for! Per the AARP, 86 percent of adults ages 50 and up own a smartphone, 94 percent text, 88 percent use email, and 67 percent use video chat. The right digital care solution should offer features that promote accessibility and are easy to use for patients of all ages.¹⁰



How MedBridge Can Help

MedBridge Digital Care Platform

Digital health tools work best when they're used together. MedBridge gives you everything you need to engage patients, improve outcomes, and minimize costs—with no assembly required. Our digital care platform includes:

- ✓ **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.
- ✓ **Patient Education**
Help patients understand their diagnosis and rehabilitation plan with interactive education that encourages them to effectively manage their care plan.
- ✓ **Home Exercise Program (HEP)**
Engage patients with an easily accessible and customizable library with thousands of video exercises developed by industry professionals.
- ✓ **Provider Education**
Provide evidence-based online education and training covering telehealth, patient engagement, soft skills, and more.
- ✓ **Remote Therapeutic Monitoring**
Activate patients, build a powerful therapeutic alliance, and achieve better outcomes with robust engagement and patient monitoring tools and powerful analytics and reporting.

Change Management Course Series

With these short, actionable change management courses, learn practical tips and strategies for guiding organizational change and encouraging team success. You'll learn how to manage for accountability through setting and communicating clear expectations and reinforcing day-to-day operational efficiencies that promote improved collaboration and team dynamics.



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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 [medbridge.com](https://www.medbridge.com).

See how MedBridge can help your organization. [Contact us to request a demo.](#)