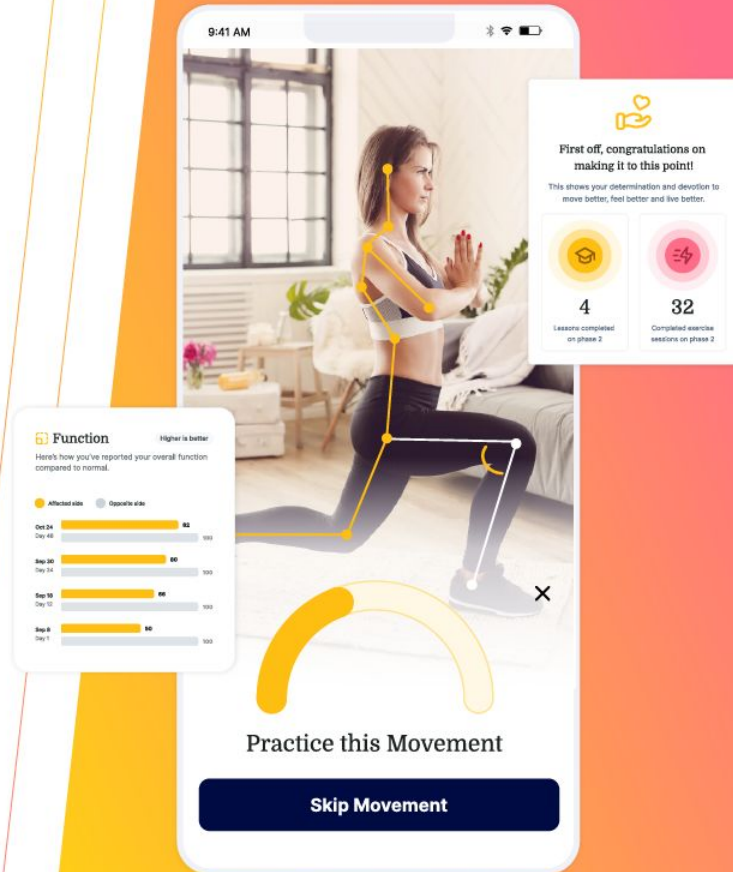


Provider-driven digital MSK care platform

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





Empowering Hybrid Care

Insights Learned Building Our New Digital MSK Platform

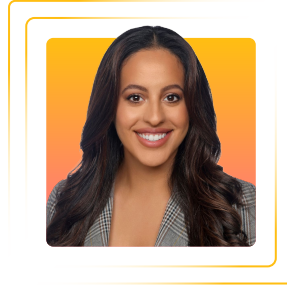
10/15/2024

Presenter Introductions



Donovan Campbell

Chief Executive
Officer



Sarah Jacob

Chief Product
Officer



Marcie Hurlbutt, MSPT

Senior Director,
Rehabilitation
Services for
Corewell Health



Taylor Sterling

Chief Marketing
Officer

Insight #1:

**Organizations are hungry, but
are looking for where to start.**

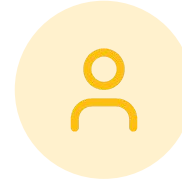
Market Trends and Lessons



Increased
Utilization

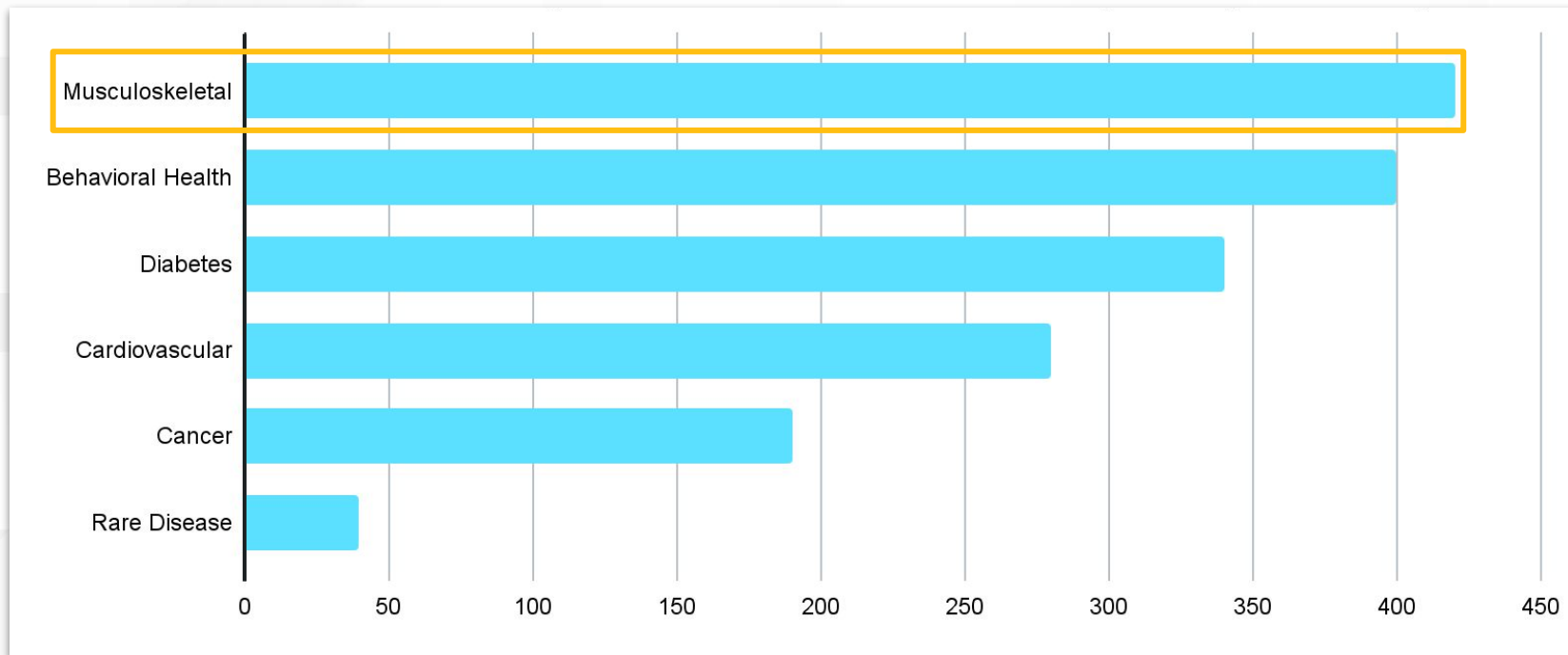


Cost
Containment



Improving
Outcomes

Lesson: Tackle Top Spend of System



Define Problem

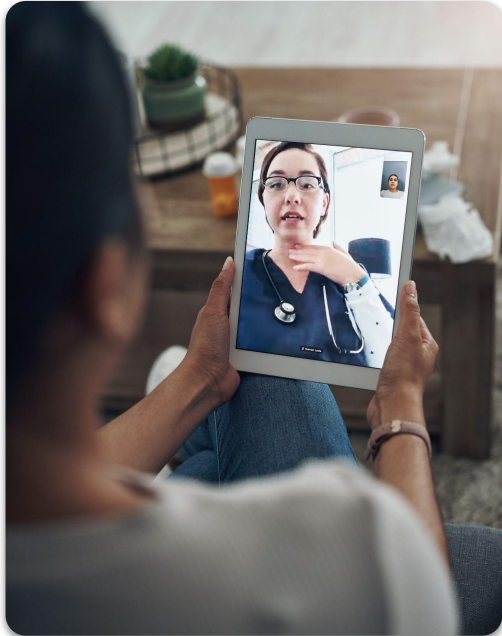


VS



Roll-out Plan

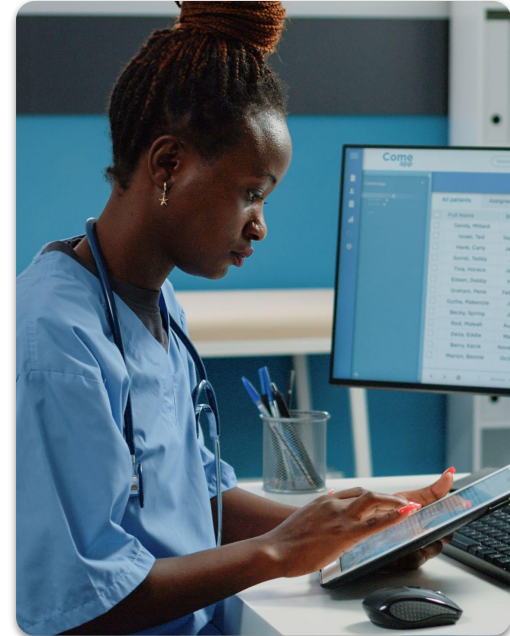
Transformational Change for MSK Care



Digital Options to Increase Access



Remote Monitoring Between Visits



Start Somewhere

Fall Prevention



Digital
Transformation

Do Something

Fall Prevention



Digital Transformation

“

You don't have to be great
to start, but you have to
start to be great.

”

- Zig Zigler

Gain Momentum in Transforming Care



Collaborate

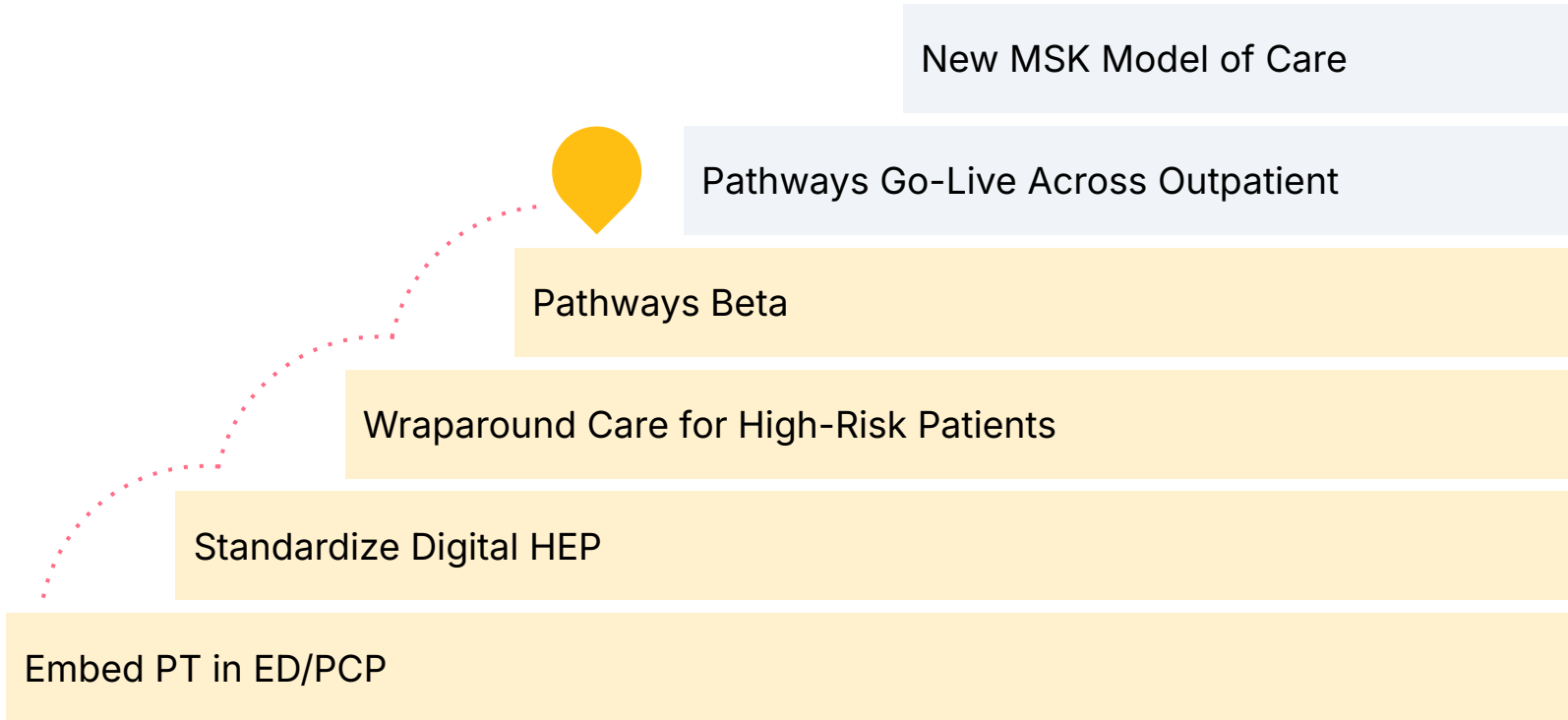


Learn



Start Chatter

Start Something





Faith is taking the first step even when
you don't see the whole staircase.



- Martin Luther King Jr.

Insight #2:

**The patient and provider
relationship has changed.**

Language Matters

A trusting provider/patient relationship is imperative for great patient outcomes so it's critical we don't lose that on this journey.

~~Self-Managed Pathway~~

PT Guided Pathway

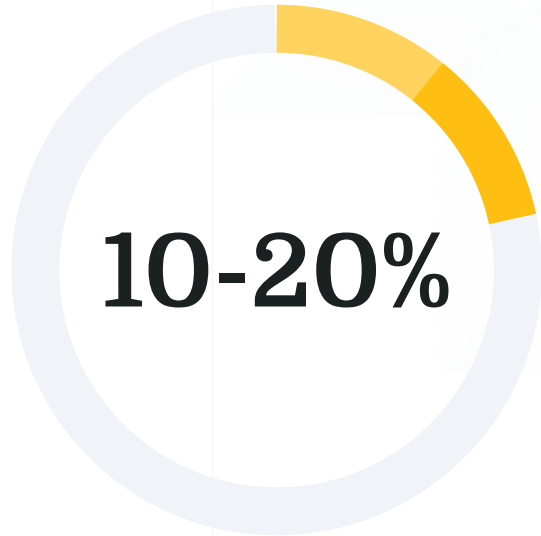
Peterson Health Technology Institute Report



Early access to a physical therapist is affordable and the most promising solution to drive and lower the excessive US spend on MSK conditions.



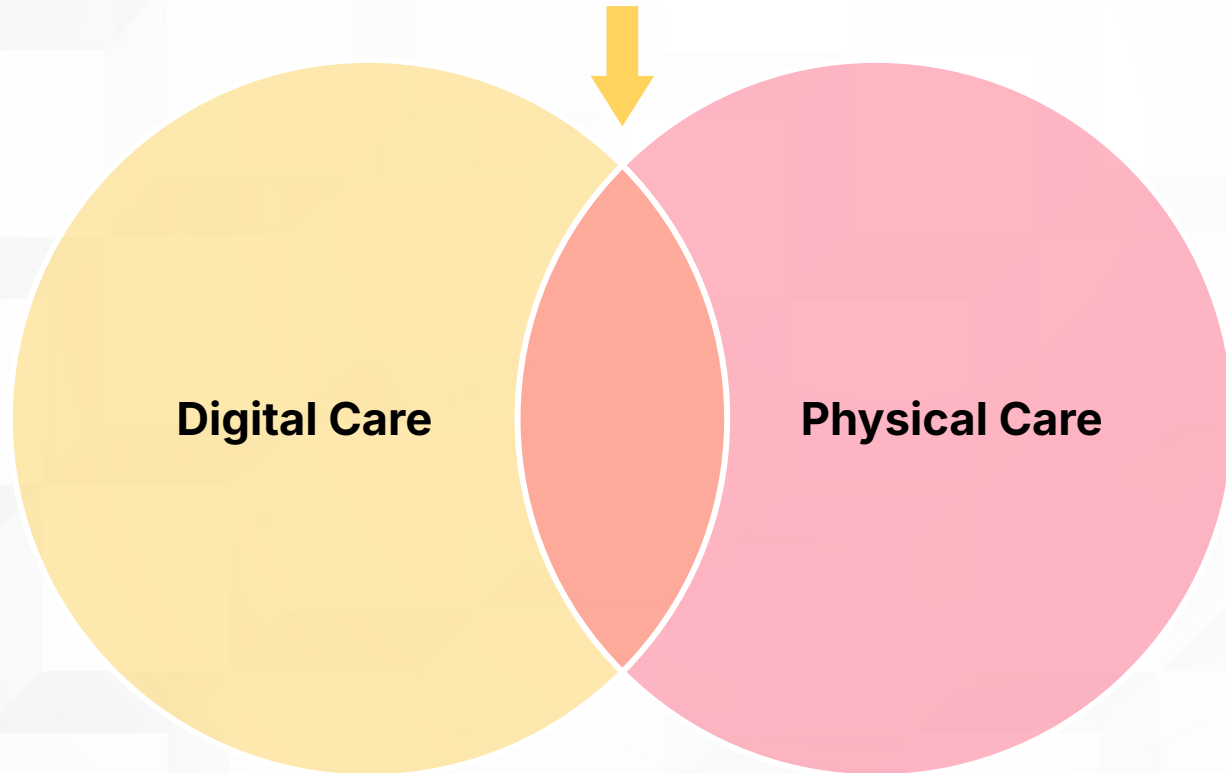
Digital MSK solutions when led by a PT and used appropriately as a tool to augment various models of physical therapy is the **reform we need to improve affordability, quality, and access to care.**



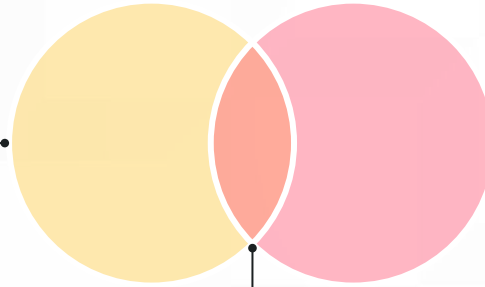
A self-managed care solution is only suitable for **10-20% of low acuity MSK patients.**

It is absolutely necessary for a digital solution to be coupled with a system and process to transition the 80% of patients who cannot improve their situation using virtual alone.

Limitations of Digital-Only Care



Limitations of Digital-Only Care



Digital-Only Care

Virtual-only, limited integration, isolated patient data.

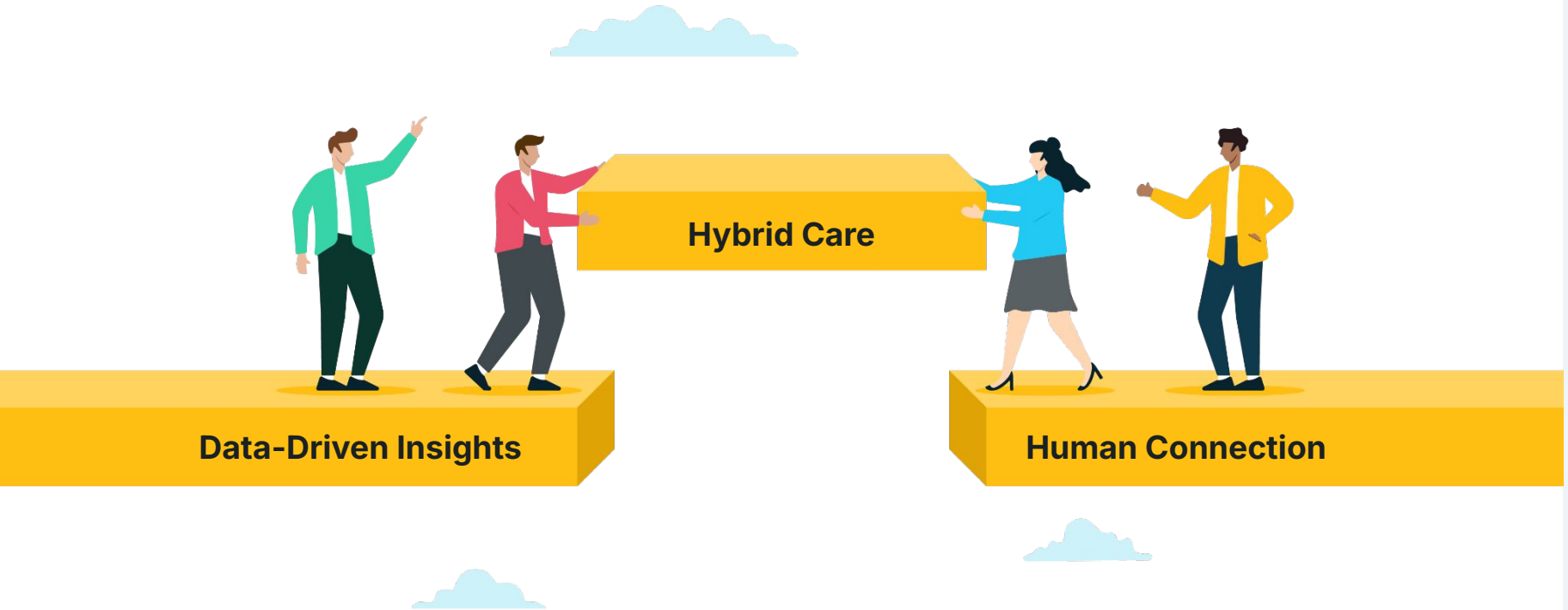
Hybrid Care

Integrated digital tools, seamless blend of virtual and physical care, coordinated patient journey.

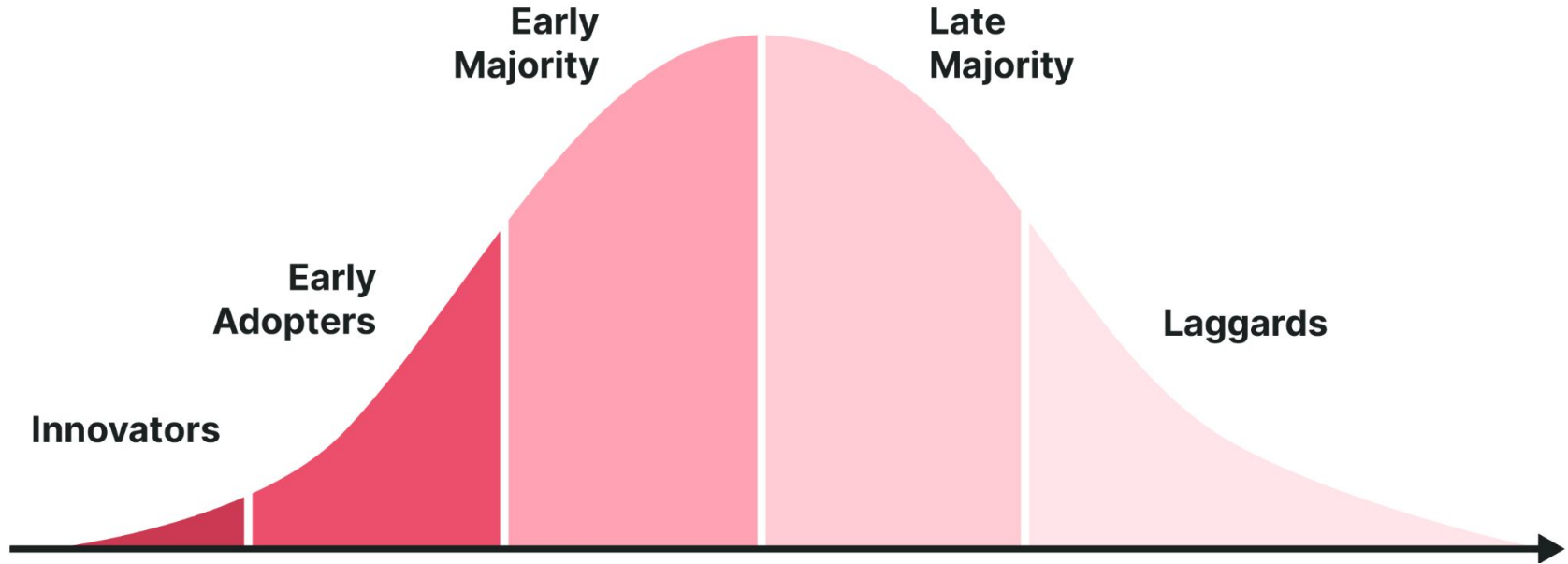
Brick-and-Mortar

In-person treatment, strong provider-patient relationships, local context.

Bridge Building Between Data and Human Connection



Innovators as a Driving Force



Insight #3:

Clinicians want to adopt Digital Health; it just takes time.

Over the past year, what have we learned about the factors that drive clinician willingness to adopt digital health solutions, and what strategies have been effective in supporting that adoption?

Strategies to Gain Adoption

1

Cast a strong vision

2

Clearly articulate the problem we are trying to solve

3

Offer a compelling “why” we should solve this problem

4

Equip clinicians for success

Clearly Articulate the Problem

“
Create and implement a conservative, proactive, interdisciplinary MSK care model that **drives affordability, simplifies access, and achieves superior clinical outcomes.**
”

Offer a Compelling “Why”

Executive Leadership

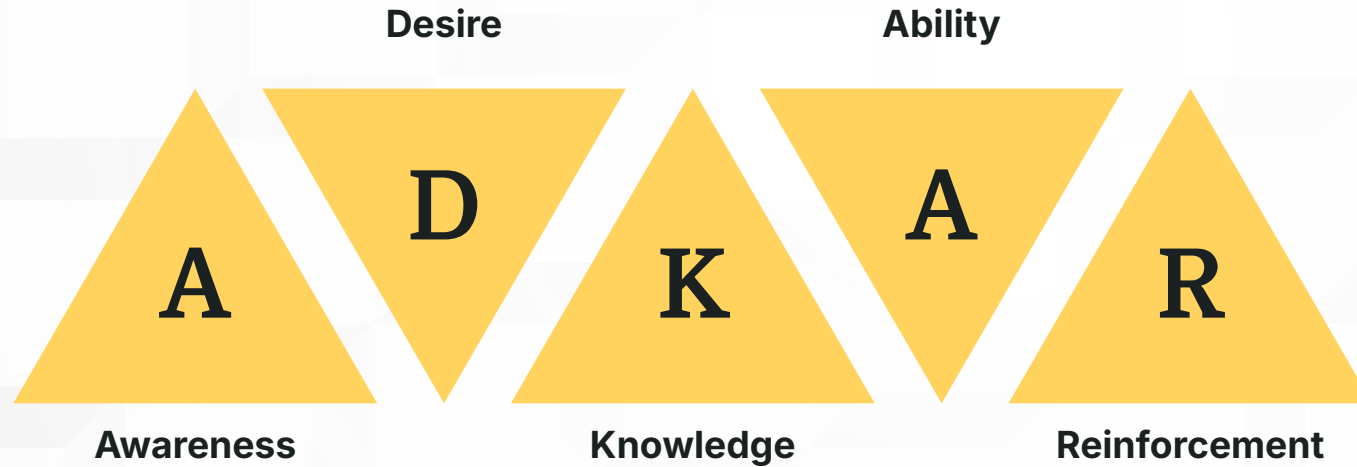
- ▶ Market threats
- ▶ Consumer demands
- ▶ Data and evidence

WHY

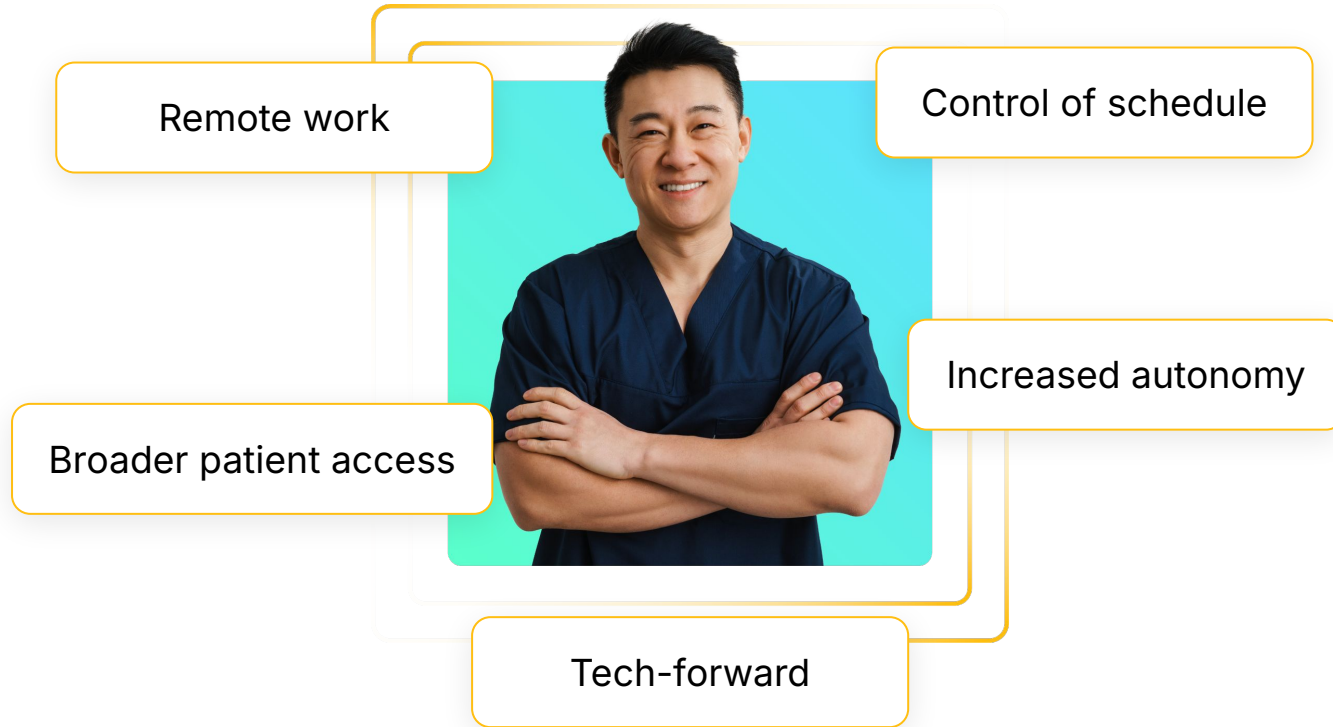
Clinicians

- ▶ Elevate practice
- ▶ “What’s in it for me”

Equip Clinicians for Success



Focus on the Value of Virtual Clinicians



Why Hybrid Matters



**Streamline
Workflow**



**Reduce
Administrative
Burden**



**Improve
Patient Care**

Identifying the Pain Points



- Integrate into clinician's daily workflow



- Saves them time in visits
- Provides better care through data-driven insights

Centralized Patient Management

The screenshot displays the Medbridge patient management interface for Margaret Barnett. A notification on the left states: "Pathway Assigned: The Patellofemoral Pain pathway was assigned to Margaret Barnett. The invitation will expire after 7 days." The main interface includes a patient profile with contact information, a "Patellofemoral Pain" pathway overview, and several data sections: "Summary" with a text update on pain scores, "General Details" showing enrollment on September 8 (52 days) and a 2-week duration for Phase 3, and "Engagement" showing progress through three phases. A "Pain" chart shows current levels, and a "Motion Assessments" overlay displays scores for Squat (65), Single Leg Balance (79), and Knee Flexion (64), all with 8% improvements. A "Low Engagement" alert notes that the patient hasn't logged in for 5 days.

Medbridge Is Experimenting

It's all in the data: we're optimizing Pathways so you don't have to



Patients who opt in to SMS messaging engage **2.5 days** more than patients who don't



We increased opt-in rates by **38%** by experimenting with our opt-in message



Adding invite reminders resulted in a **37%** increase in enrollment rates

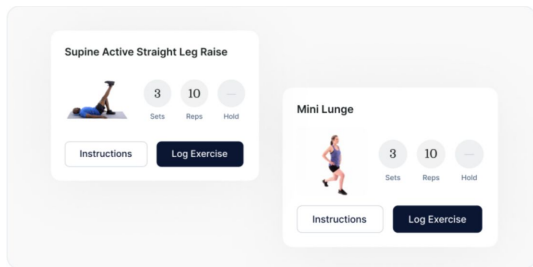


Case managed patients engaged **2.4 times** as much as patients left to independently manage their care

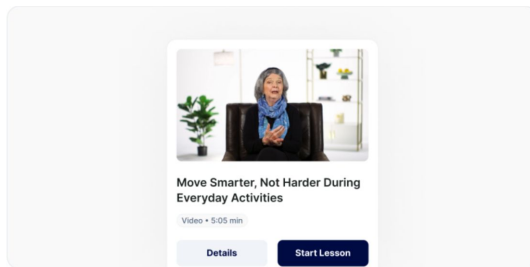
Insight #4:

**Organizations don't want
point solutions.**

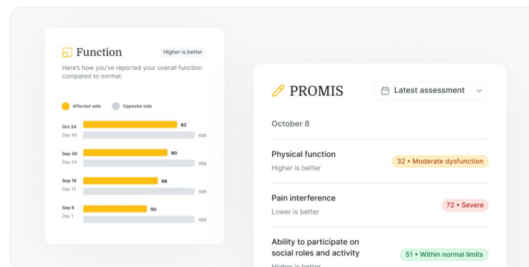
Pathways



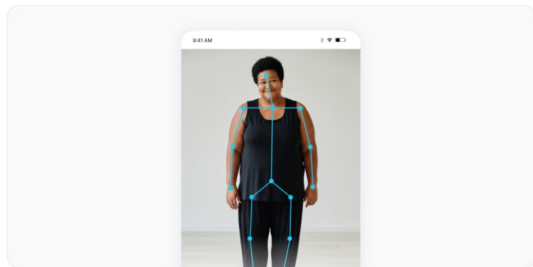
HEP



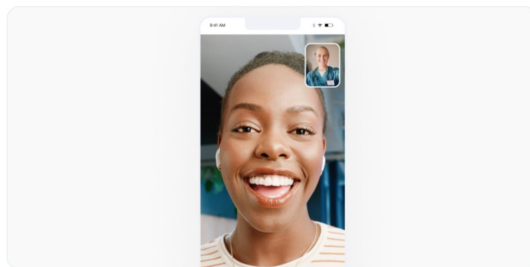
Patient Education



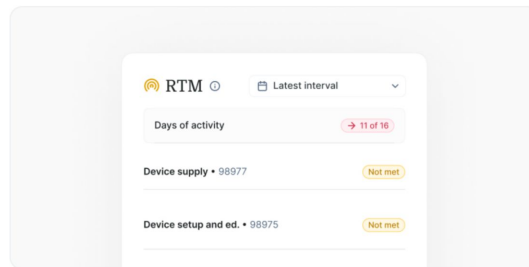
Patient-Reported Outcomes



Motion Capture



Telehealth



RTM

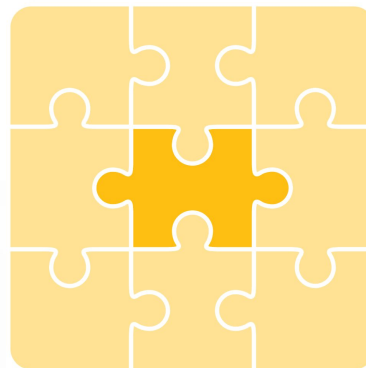
Moving Away From Multiple Point Solutions



Keeping Load Down, and Care Engaging

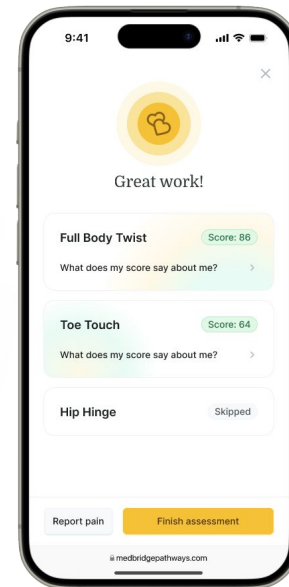
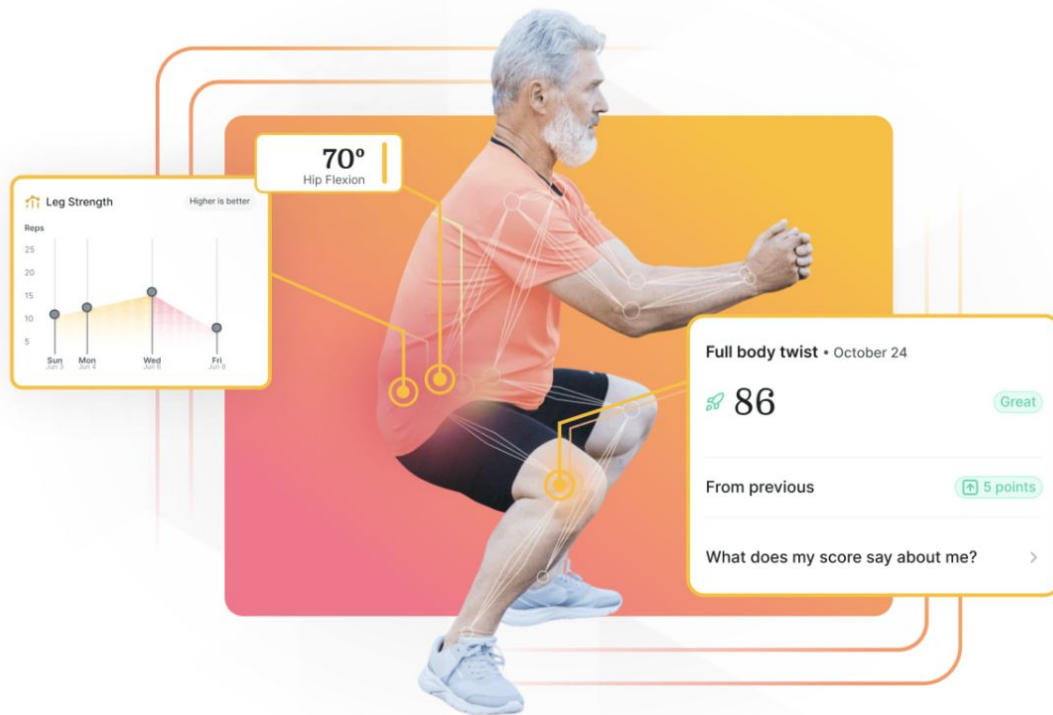
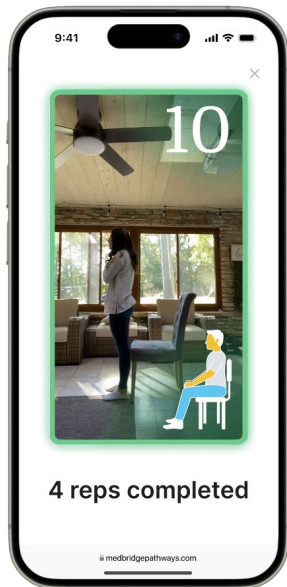


Most AI offerings are
single-solution, single product



Medbridge has an integrated AI
solution within our platform

Motion Capture and AI



Questions?

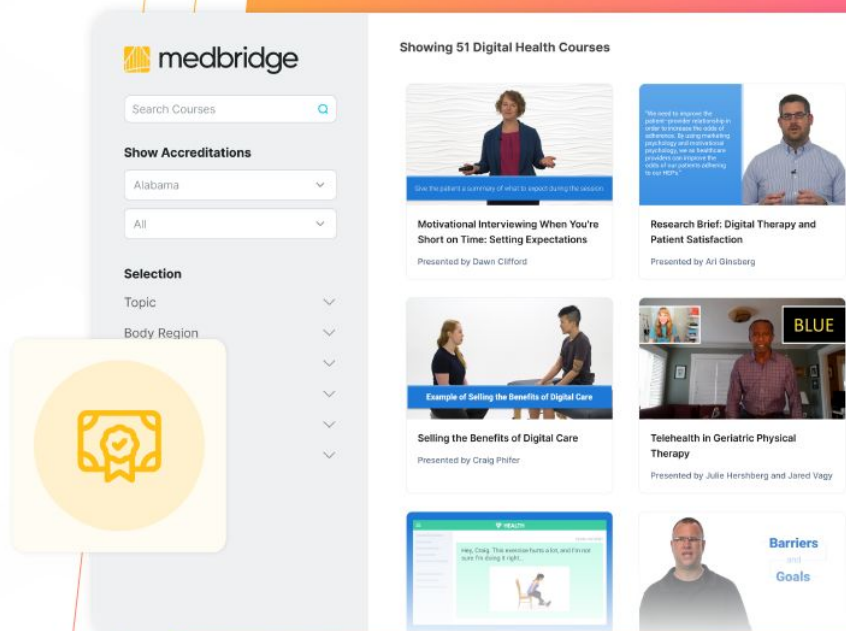


Thank you

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



The screenshot displays the Medbridge Digital Health Academy interface. On the left, a sidebar contains the Medbridge logo, a search bar, and filters for "Show Accreditations" (Alabama, All) and "Selection" (Topic, Body Region). A central yellow circle with a white icon of a certificate with a heart is overlaid on the sidebar. The main content area, titled "Showing 51 Digital Health Courses", features a grid of course cards. Each card includes a video thumbnail, a title, and the presenter's name. The visible courses are: "Motivational Interviewing When You're Short on Time: Setting Expectations" by Dawn Clifford; "Research Brief: Digital Therapy and Patient Satisfaction" by Ari Ginsberg; "Example of Selling the Benefits of Digital Care" by Craig Pfifer; "Selling the Benefits of Digital Care" by Craig Pfifer; "Telehealth in Geriatric Physical Therapy" by Julie Hershberg and Jared Vagy; and "Barriers and Goals" by an unnamed presenter.