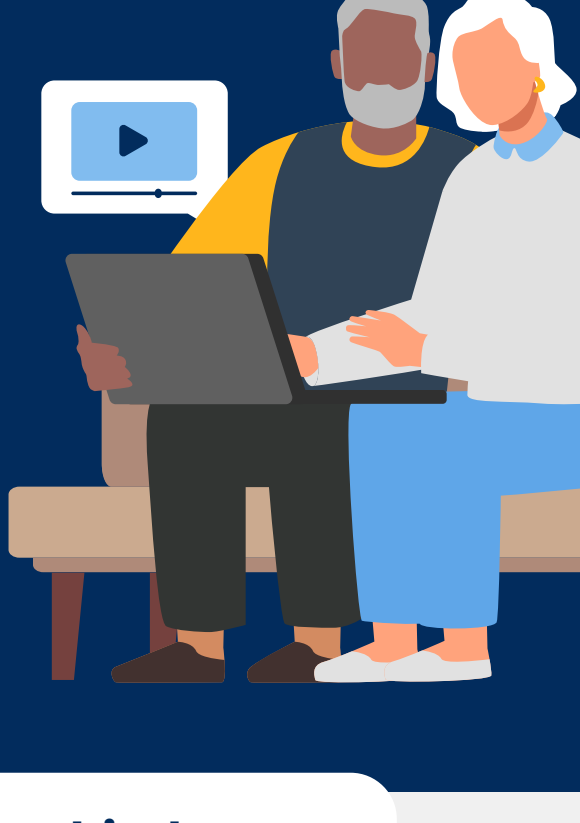


# How Older Adults are Embracing the Digital Healthcare Revolution

The healthcare industry is currently undergoing a seismic shift, integrating hybrid digital patient care solutions to keep up with increasing regulatory and market demands. But even as the progress of innovative new digital models marches toward the future, one of the fastest growing patient populations is at risk of being left behind—older adults. However, research shows that not only are older adults willing to engage with digital care, it can lead to impressive improvements in patient activation.



## Are Older Adults Being Left Behind in the Digital Healthcare Revolution?



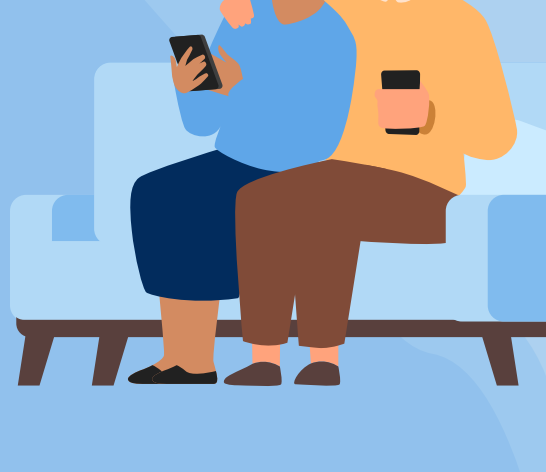
The number of people aged **65 and older in the US** has grown from 35 million in 2000 to approximately **55 million in 2020.**<sup>1</sup>

### The Silver Tsunami

Today, Baby Boomers are a demographic group of approximately 73 million people,<sup>2</sup> and by 2030 they'll all be Medicare-eligible—a phenomenon dubbed **the Silver Tsunami**,<sup>3</sup> with Medicare spending expected to more than double over the next decade due to increased enrollment and health care costs.

As a result of the Silver Tsunami, digital care will become even more important as a tool for managing this older patient population and ensuring proper access to care.

And it's effective, too—MedBridge customers using remote monitoring and digital care tools are seeing better patient retention rates and higher rates of care program completion.



**270%**  
improved patient engagement

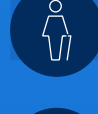
**243%**  
better patient activation

## Why Do Older Adults Want to Use Digital Care?

According to a study of people over the age of 55:



**93 percent** agreed that aging in place is an important goal for them.<sup>4</sup>



**49 percent** claimed aging is their primary reason to incorporate health-related technology.



**53 percent** of U.S. adults age 55 and older currently use some type of assistive or health-related technology.



**47 percent** surveyed say they don't currently use assistive or health-related technologies. But of that 47 percent, 70 percent responded that they were willing to use health-related technology, they just didn't need them yet.<sup>5</sup>



**25 percent** of adults who use health-related technology reported using medical or health-related mobile apps, while



**17 percent** reported using wearable medical or health-related trackers.<sup>6</sup>



## How Effective Is Digital Care for Older Adults?

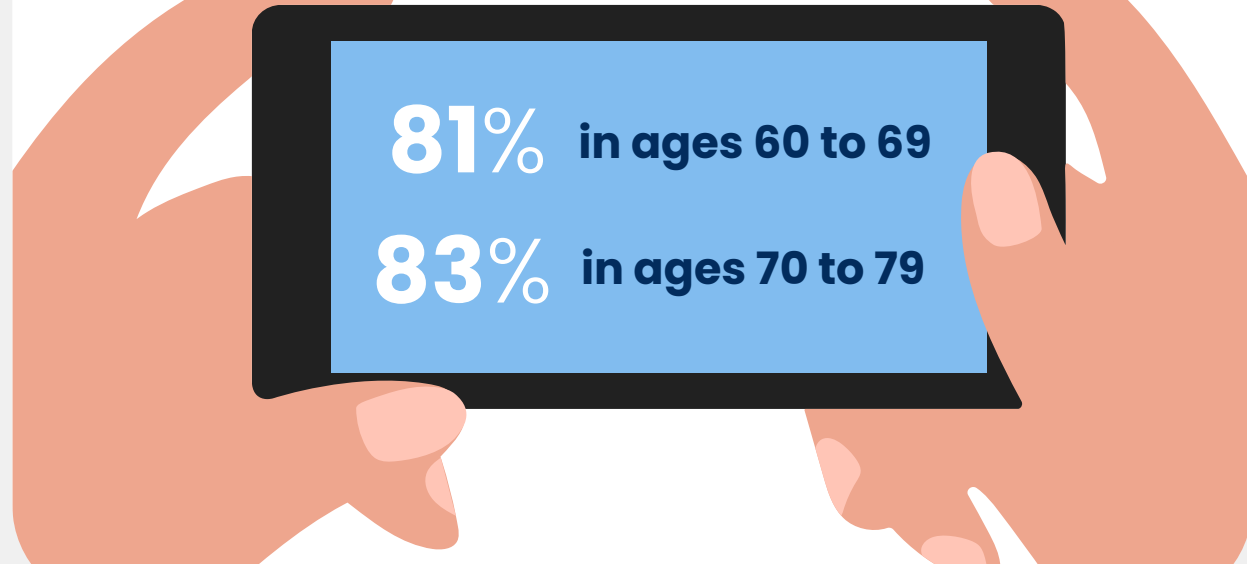
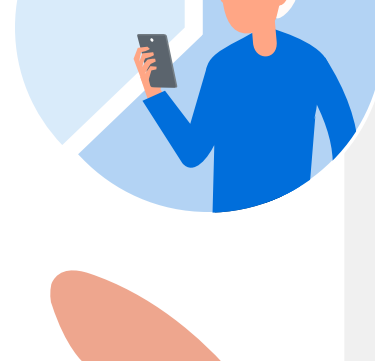
According to internal MedBridge data, when patients are prescribed home programs electronically, activation dramatically increases across age ranges, but would you believe that **the highest activation rates are among older adults?**

**63%** of patients activated

among ages 60 to 79. But of 534,236 patients served in the 60 to 69 age range, only **20 percent** (106,847) were offered a digital program by their provider.

Given the 63 percent overall activation rate in that age group, if the remaining 427,389 were offered digital programs, you could potentially see **increased activation in 269,255- more patients.**

When you incorporate remote therapeutic monitoring techniques, activation is driven even higher:



## CORA Health Services Success Story

To elevate its digital patient care, CORA Health Services partnered with MedBridge to implement a virtual end-to-end solution for tracking and reporting activities related to remote therapeutic monitoring (RTM). This standardized, repeatable, and easy-to-manage process helped CORA achieve:



**243%**  
increase in patient activation



**151.51%**  
increase in reimbursement



**98.5%**  
FOTO patient satisfaction



**69%**  
higher patient retention



**27%**  
improved FOTO effectiveness scores

## Best Practices for Engaging Older Adults in Digital Care

Despite high activation rates once older adults get started with digital care, the initial buy-in phase for older adults can be slower to progress. To help your older patients stay engaged with technology, it's important to ensure that your digital care tools and accompanying help materials are as accessible as possible for them.



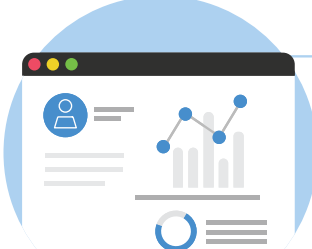
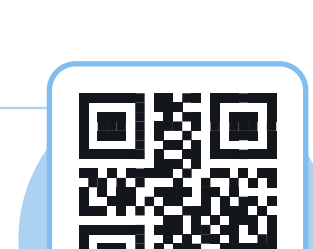
Give every patient who you think would benefit from digital care the option to engage online.

Explain to your patients which digital tools are available to them and what their benefits are, both in person and with educational materials.



Provide instructional materials that are concise, clear, and accessible.

Use easy-to-understand language without technical jargon. If you direct users to access additional content via QR codes or app stores, be sure to also include clear explanations for how to do so.



Incorporate images to help explain and illustrate steps.

## How MedBridge Can Help

Our best-in-class virtual patient engagement tools and evidence-based clinical and patient education are designed to improve communication and access to care, enhance patient self-efficacy, and increase patient activation and adherence.

### MedBridge Remote Therapeutic Monitoring Solution

- **Two-Way Messaging:** Bridge the patient-provider divide with two-way messaging capabilities that boost the therapeutic alliance.
- **Billing Milestone Notifications:** See if your patient is on track to hit RTM billing milestones and generate an activity report for billing purposes in a couple clicks.
- **Updated Billing Dashboards:** Our dedicated dashboard for each RTM billing code helps you quickly see who is performing well, and who may need additional support.
- **HEP Program Builder:** Engage patients with an easily accessible and customizable library with thousands of video exercises developed by industry professionals.
- **MedBridge GO:** Engage patients and promote adherence by prescribing home exercises in easy daily doses and allowing patients to reach out with questions or concerns.
- **EMR Integration:** Spend time with patients—not patient records—with HIPAA-compliant, streamlined EMR capabilities.
- **Telehealth Virtual Visits:** Replace or supplement in-person visits for low-risk patients with effective, user-friendly telehealth tools.

1-2. United States Census Bureau. <https://www.census.gov/programs-surveys/popest/data/tables.html>  
3. <https://www.forbes.com/sites/deborahwince-smith/2022/02/25/bracing-for-the-silver-tsunami/?sh=163bba6633e4>  
4-6. <https://www.usnews.com/360-reviews/services/senior-tech-aging-in-place-survey>

## About MedBridge

Combining powerful digital patient care tools with the highest quality education, MedBridge is committed to making healthcare better for both providers and patients. Organizations across the care continuum use MedBridge to provide an enriched, digitally enabled experience that engages patients while streamlining and simplifying care. Designed with over a decade of insight from more than 300,000 clinicians and 25 million patients, MedBridge has helped thousands of organizations realize better patient outcomes. [Learn more.](#)

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

