



Improving HEP Adherence Through Motivational and Marketing Psychology Strategies

By Dr. Ari Ginsberg, PT, DPT, MSIOP

Overview

Patient adherence to care programs is one of the largest challenges that outpatient rehab providers face. In fact, one recent study found that up to 50 percent of patients don't complete their exercises as prescribed.¹ But the good news is that there's an effective strategy for overcoming this obstacle: combining the power of motivational and marketing psychology with the use of engaging, easy-to-access digital care tools.

In recent years, the healthcare industry has made huge strides in the adoption of digital care, and providers are seeing that patients love it and want to use it. At the same time, motivational and marketing psychology strategies are proven to increase patient engagement.

Motivational psychology entails understanding patients' underlying motivations and using this insight to inspire positive behavioral changes. Marketing psychology focuses on effective communication and persuasive techniques, which can be used to improve patient engagement and retention. By leveraging motivational strategies alongside digital care tools, healthcare providers can improve adherence by tapping into patients' intrinsic desires for improved health and well-being. Let's take a look at how you can leverage these strategies at your organization.

In our new guide, you'll learn:

- The primary benefits of using motivational psychology to incorporate digital care tools such as HEPs into your clinical practice
- Practical tips for using motivational and marketing psychology strategies to improve patient adherence and care outcomes
- How MedBridge can help

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Motivational Psychology and Digital Care: A Powerful Duo

By combining motivational psychology with digital home programs, healthcare providers can elevate patient engagement, adherence, and overall therapeutic outcomes. Patients actively participate in their recovery journey, motivated by personalized digital care interventions tailored to their specific needs. Let's take a look at some of the key benefits of this approach.

Motivate Patients

Motivational psychology incorporated with digital care tools has shown remarkable success in enhancing patient engagement in therapy.² Interactive apps and platforms designed with motivational prompts and personalized feedback inspire patients to take charge of their rehabilitation process. By setting achievable goals and tracking progress, patients experience a sense of accomplishment, fostering a deeper commitment to their treatment plans.

Improve Pain Management

Musculoskeletal pain can be debilitating, impacting a person's quality of life. Digital care tools that leverage motivational psychology offer effective pain management solutions, promoting active engagement and long-term behavior change.⁴ Patients are empowered to adopt healthier habits, manage pain proactively, and adhere to pain management strategies more effectively.



80%

of patients want to interact with their healthcare providers using a smartphone.³

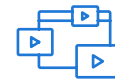
Pain has been found to be a strong barrier to exercise program adherence.⁵

Personalize Care Programs

A key advantage of integrating motivational psychology into digital care for therapy practitioners and musculoskeletal pain management is personalization.⁶ Home programs tailored to individual needs and preferences create a stronger emotional connection with patients, leading to improved patient satisfaction and long-term behavior change.

The fusion of motivational psychology and digital care in physical therapy and musculoskeletal pain management revolutionizes patient experiences, making healthcare more patient-centric and empowering. With increased patient engagement and adherence, digital care tools fuel positive outcomes and lasting behavior changes, elevating the quality of care provided by your organization. As patients actively participate in their healing process, the integration of motivational psychology and digital care emerges as an incredibly powerful duo, propelling patients towards optimal physical function, reduced pain, and enhanced overall well-being.

4 in 5 patients want to use digital tools when managing their healthcare experience.⁷

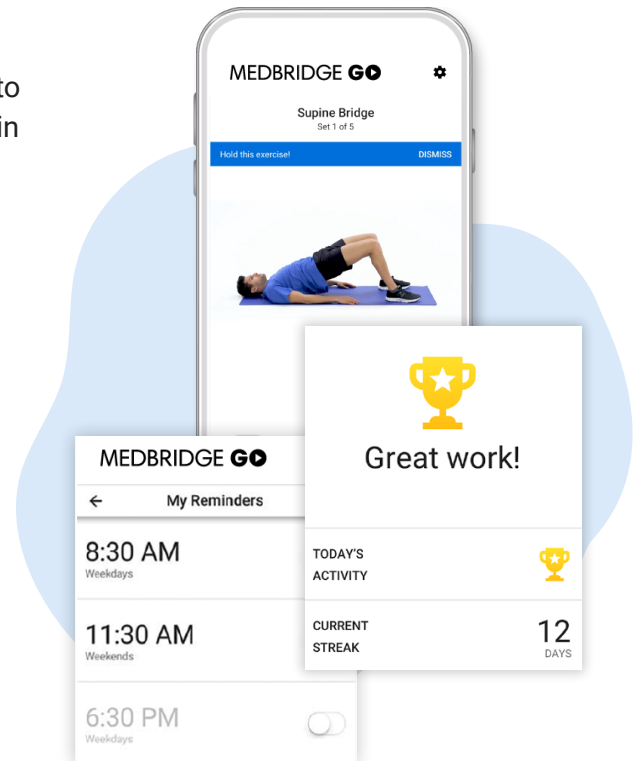


61%

of patients would consider switching to a provider that offers digital care.⁸

EXAMPLES IN ACTION

- + The [MedBridge Home Exercise Program](#) allows clinicians to perform better pain management with features such as pain and difficulty reporting and the ability to modify exercises and education in real time for patients.
- + The [MedBridge GO Mobile App](#) includes features such as motivational messages and gamification designed to encourage patients and create a positive feedback loop.
- + MedBridge allows clinicians to customize programs according to patient needs, set exercise reminders, and foster a deeper engagement with patients through pain and difficulty reporting.





A Closer Look at Motivational and Marketing Psychology In Clinical Practice

By tapping into patients' intrinsic motivations and employing well-established theories, healthcare providers can effectively inspire and guide their patients towards better program adherence, improving both the patient experience and care outcomes. Let's take a look at some specific tactics that leverage the theories of motivational psychology to encourage patient engagement.

Escape-Seeking Dichotomy Model

The Escape-Seeking Dichotomy Model highlights that individuals seek to escape from undesirable situations and move towards more desirable ones.⁹ As a healthcare provider, you can frame digital care technology as a gateway to a better, more empowered healthcare experience. Emphasize how digital care tools offer convenience, immediate access to resources, and the ability to actively participate in one's recovery journey, providing an escape from traditional healthcare limitations.

Strategy for success: Present success stories of patients who have benefited from digital care tools, highlighting their journeys from discomfort to improved function and well-being. By illustrating the positive outcomes and transformations, you create a compelling vision of the escape digital care offers.

Want to learn more about motivational and marketing psychology strategies and watch demonstrations?

Check out this course:
[Motivation and Marketing to Improve HEP Adherence](#)

Incentives and Intrinsic Motivation

Incentives play a crucial role in motivating individuals to take action. Combining incentives with intrinsic motivation, driven by personal desires and values, can create a powerful driving force for HEP adherence.¹⁰ Patients are more likely to engage with digital care tools when they see the value in these tools aligning with their own health goals.

Strategy for success: Offer patients personalized incentives tied to their specific health objectives. Whether it's earning rewards for achieving milestones or unlocking exclusive content, gamification can support extrinsic motivation and can transform the process of using digital care tools into an exciting journey of self-discovery and growth.

Need Theory

Need Theory emphasizes that patients are motivated to meet basic, fundamental needs above higher level needs.¹¹ When patients perceive digital care tools as fulfilling these needs, they become more invested in adopting the technology and using it consistently.

Strategy for success: Emphasize the ways that digital care tools can help patients meet their fundamental needs, like bathing, dressing, or feeding themselves. Engage patients in the process of selecting and customizing programs to suit their abilities, preferences and requirements. Empower them to make choices, fostering a sense of autonomy and control over their healthcare journey. In addition, establish a supportive environment where patients feel connected to their therapists by way of digital messaging.

Habit Formation Theory

Habits are powerful drivers of behavior, and the Habit Formation Theory suggests that repetitive actions become ingrained over time.¹² Integrating digital care tools into patients' daily routines can accelerate habit formation, ensuring consistent engagement and long-term commitment.

Strategy for success: Encourage patients to incorporate digital care technology into their daily lives by setting reminders, creating a structured schedule, and stacking new behaviors alongside established habits. Recommend the use of rewards to help sustain those habits over time. As habits take root, using the digital care platform will become

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Integrating digital care tools into patients' daily routines can accelerate habit formation.

Reciprocity and Concession

Reciprocity refers to the natural tendency of individuals to return favors or benefits they receive.¹³ By offering valuable resources and support through digital care technology, therapists can inspire a sense of reciprocity among patients.

Strategy for success: Provide exclusive content, resources, or personalized guidance within the digital care platform, showcasing your commitment to patients' well-being. As patients benefit from these offerings, they are more likely to reciprocate by actively engaging with and advocating for them.

Consistency and Commitment

Consistency and commitment are essential in building lasting behavioral changes.¹⁴ Encouraging patients to commit to their digital care journey creates a sense of responsibility and dedication to their health goals.

Strategy for success: Set clear expectations and encourage patients to make a commitment to using the digital care platform consistently. Regularly review progress and celebrate achievements, reinforcing the commitment made and motivating patients to stay on track.

Authority

The Authority Principle suggests that individuals are more likely to follow recommendations from credible sources.¹⁵ As a healthcare provider, your expertise and guidance can wield significant influence in driving buy-in and adherence.

Strategy for success: Emphasize the benefits of digital care technology based on evidence, research, and your professional expertise. By sharing your enthusiasm for its potential to transform patient experiences and outcomes, you can help instill confidence and trust.

Conclusion

By combining the transformative power of motivational and marketing psychology with cutting-edge digital care tools, your organization can enhance patient experiences and improve outcomes, paving the way for a brighter future in healthcare.



Motivate Patients with Behavioral Psychology

[View more courses by Ari Ginsberg, PT, DPT, MSIOP,](#) on leveraging motivational and marketing psychology to inspire patient adherence.



How MedBridge Can Help

MedBridge offers leading-edge digital care solutions that integrate patient engagement and education with innovative technology. Leverage these tools in combination with the strategies we've explored to maximize the impact you have with your patients.

Clinician Education [▶](#)

Elevate quality of care with best-in-class clinician education and advanced training on topics like [Motivation and Marketing to Improve HEP Adherence](#).

Home Exercise Program Builder [▶](#)

Engage patients with an easily accessible and customizable library of thousands of video exercises developed by industry experts.

Patient Education [▶](#)

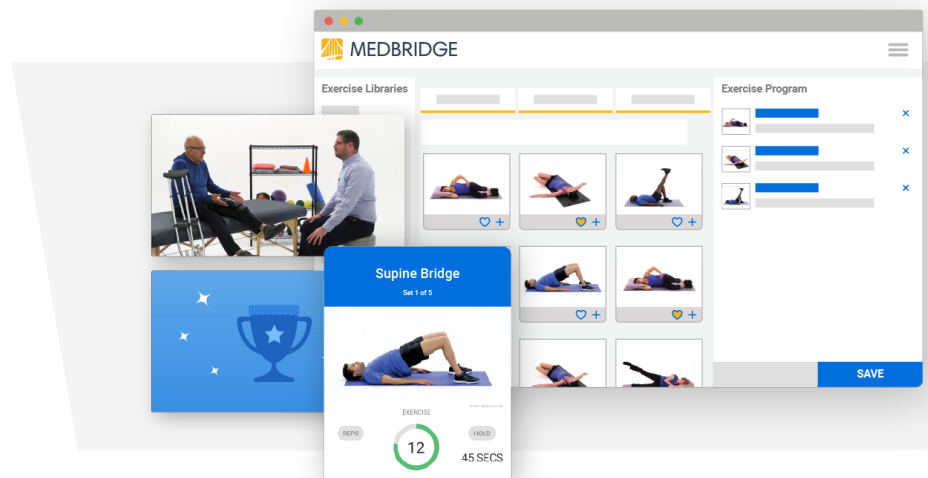
Help patients understand their diagnoses and rehabilitation plans with engaging education designed to encourage them to effectively manage their care plan.

MedBridge GO Mobile App and Patient Portal [▶](#)

Make access to care easy and convenient by giving patients the choice of participating in their care program via an app or online.

Patient Adherence Tracking

Support behavior change with improved communication and deeper understanding of your patients' actions.





ABOUT THE AUTHOR

Ari Ginsberg, PT, DPT, MSIOP

Dr. Ari Ginsberg, PT, DPT, MSIOP, is a passionate clinician and educator with a diverse educational and clinical background. He received a Doctor of Physical Therapy degree in 2010 from Touro University and completed a Master of Science degree in Industrial and Organizational Psychology from Touro University in 2021.

Ari has worked in many different physical therapy settings, including home health, skilled nursing, and digital health, as well as in a school setting. In 2019, he founded a company called Psychology for the Body, with the goal of offering healthcare organizations workshops and consulting on patient experience, burnout prevention, leadership, emotional intelligence, communication, and ethics.

Since 2019, Ari has consulted with many large healthcare organizations and has offered continuing education for a multitude of professional rehabilitation associations and DPT programs. He looks forward to sharing his innovative ideas and engaging teaching style with you.

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.](#)

Did you find this resource helpful? Learn how the [MedBridge Enterprise Solution](#) can help your entire organization.

[Contact us to request a demo.](#)



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