

# 5

## Motivating Patients Through Digital Care: 5 Key Strategies for Home Health Agencies

Low patient engagement is an ongoing problem for home health agencies, causing poor patient outcomes and lower reimbursements. Organizations are turning to digital patient care to improve access to care between visits, elevate patient satisfaction, and drive better patient engagement and outcomes.

### Did you know?

- 3X Disengaged patients are 3 times more likely to have unmet medical needs and 2 times as likely to delay medical care.<sup>1</sup>
- Roughly 4 in 5 patients want to use digital tools when managing their healthcare experience.<sup>2</sup>
- Patients enrolled in a digital engagement platform after hip and knee surgeries demonstrated a significant reduction in potentially avoidable 90-day costs, a 45.4% reduction in 90-day hospital readmissions, and a 54.4% reduction in 90-day complications.<sup>3</sup>

The future of healthcare is digital care—and patients want it, even if they're not Gen Z. In fact, **older adults are using technology at higher rates than ever before.**

- Today, 92% of adults over 50 use text to stay connected with others, 90% use email, 78% use social media, and 70% use video chat.

These five tips will help you get started incorporating digital care at your agency.

## 5 Key Strategies

### 1 Set a Strong Foundation

During your patient's first appointment:

- Set clear expectations for how your patient should participate in their program.
- Practice active listening to understand what's important to your patients.
- Create collaborative goals.
- Make sure your patient is set up for success by helping them log in to their online program.



Prioritizing your patients' needs will enhance their engagement, satisfaction, and adherence to treatment.<sup>4</sup>



The MedBridge GO mobile app allows patients to easily access their care plans. Features like gamification, reminders, push notifications, and two-way messaging help you engage patients as active, daily participants.



### 2 Incorporate Patient Education

During in-person visits, patients can feel overwhelmed by information and might not always remember key points or ask questions in the moment.

- Provide patients with educational resources that help them easily access information and guidance about their conditions and therapy plans. Doing so helps them better understand their condition and improves self-management between home visits.



Two-thirds of patients report having questions after a provider encounter.<sup>5</sup>

94% of patients confirmed they would access patient education materials from their clinicians if they were available.<sup>6</sup>



The MedBridge Online Patient Education Platform provides thousands of easy-to-understand resources to engage and educate your patients on a variety of conditions.



### 3 Customize Your Patient's Experience

Patients want to feel recognized for their unique needs.

- Personalize your patients' home programs to meet them where they are. Some patients may respond better to gamifying and goal setting, while others may need additional help understanding even simple exercises.
- Add personalized notes to your patients' assigned exercises to help them remember important details.



85% of patients believe personalized care is important.<sup>7</sup>



Organizations that create customized plans produce 40% more revenue than their peers.<sup>8</sup>



### 4 Connect with Patients

When you connect with patients between visits, they feel valued and supported, ready to collaborate and trust their provider.<sup>9</sup> Encourage and empower them to contribute to their own treatment and allow them to ask questions.



Clinicians can now text their patients through the MedBridge GO app to check in, answer questions, and make adjustments to their plan if needed.

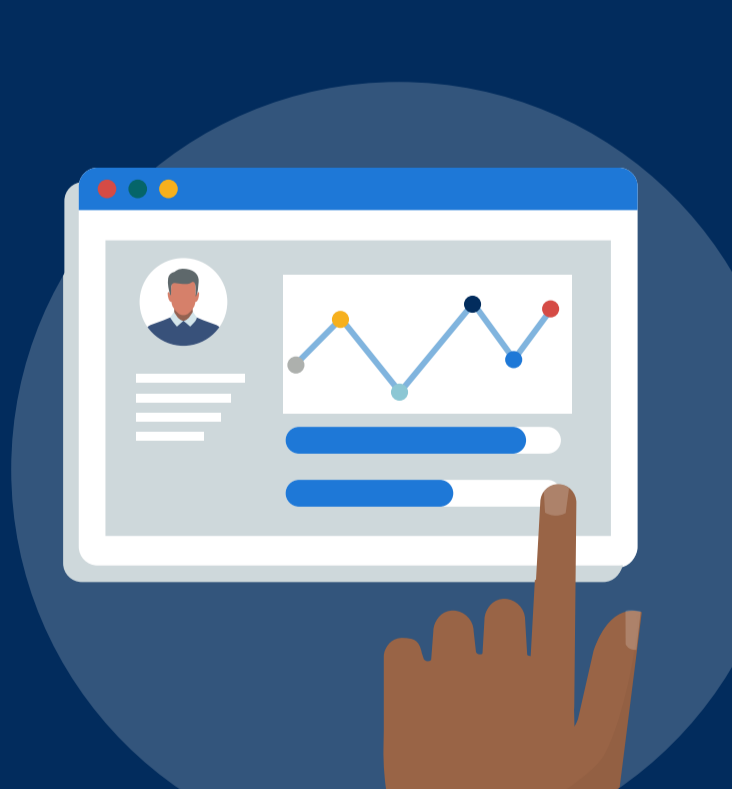
### 5 Adapt with Your Patients

As you discover what works and what doesn't work for your patient, you might need to make adjustments. Focusing on the individualism of each patient by adapting your care to their performance can lead to better program adherence.<sup>9</sup>

This can include reducing or increasing exercise difficulty or providing alternatives if a participant found them painful or not in line with their personal goals.

To better adapt with your patients, follow these steps:

- Review patient adherence data, messages, and pain/difficulty reports.
- Engage with the data and use it to drive care, conversations, and decisions during visits.
- Update care programs frequently as patients progress or provide feedback.

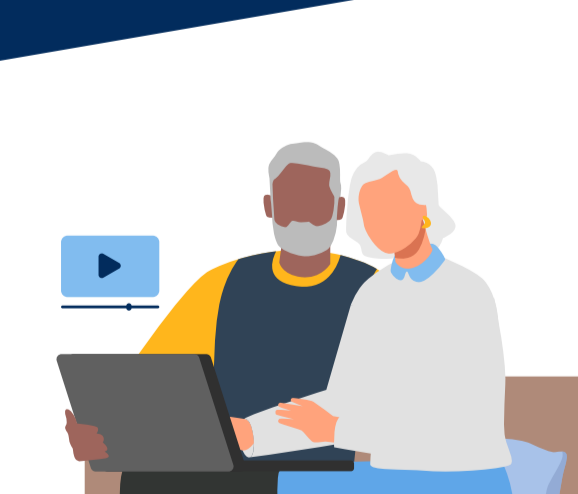


## How MedBridge Can Help

MedBridge can help you embrace the future of healthcare by creating engaging home programs that help motivate patients, improve adherence, and boost outcomes. **Take a closer look:**

[Online Patient Education Platform](#)

[Home Exercise Program Builder](#)



## 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.](#)



[sales@medbridge.com](mailto:sales@medbridge.com)

206.216.5003

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

1. Hibbard, J. H. & Greene, J. (2013). What the evidence shows about patient activation: better health outcomes and care experiences; fewer data on costs. Health Affairs (Project Hope), 32(2), 207-14.  
2. <https://klasresearch.com/report/patient-perspectives-on-patient-engagement-technology-2022-identifying-opportunities-to-align-patient-organization-and-vendor-priorities/1829>  
3. [https://www.accenture.com/\\_acmedia/PDF-99/Accenture-2019-Digital-Health-Consumer-Survey-AU.pdf](https://www.accenture.com/_acmedia/PDF-99/Accenture-2019-Digital-Health-Consumer-Survey-AU.pdf)  
4. Benjamin I. Rosner, Marc Gottlieb, William N. Anderson, Effectiveness of an Automated Digital Remote Guidance and Telemetry Platform on Costs, Readmissions, and Complications After Hip and Knee Arthroplasties. The Journal of Arthroplasty, Volume 33, Issue 4, 2018.  
5. <https://www.wolterskluwer.com/en/news/wolters-kluwer-survey-reveals-two-thirds-of-patients-still-have-questions-after-healthcare-visits>  
6. <https://www.cysticfibrosis.com/news/research-reports/health-care-insights-study/health-care-insights-study-2022.html>  
7. [https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying?adobe\\_mc=MCID%3D76553320865656730411139168775405986389%7CMCOORGID%3DA8833BC75245AF9E0A490D4D%2540AdobeOrg%7CTS%3D1659477394](https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying?adobe_mc=MCID%3D76553320865656730411139168775405986389%7CMCOORGID%3DA8833BC75245AF9E0A490D4D%2540AdobeOrg%7CTS%3D1659477394)  
8. The impact of therapeutic alliance in physical therapy for chronic musculoskeletal pain: A systematic review of the literature  
9. Framework and Resources for Shared Decision Making: Opportunities for Improved Physical Therapy Outcomes