



Right Care, Right Time: Integrating Hybrid Workstreams in Your Organization

Traditional in-clinic therapy models are highly-effective for treating musculoskeletal conditions, but the massive volume of patients needing MSK care continues to present challenges to access and capacity. Digital-only care providers offer an “easy” way to make this transition, but it’s at the cost of losing patients from the health system ecosystem. Hybrid care models boost access with digital tools while keeping providers in the picture to provide effective hands-on care when needed.

Hybrid care workstreams offer the best of both worlds, but we all know changing workstreams is challenging and time consuming. While developing new workstreams requires initial effort on the part of organization leadership and clinicians, the benefits to patient access and capacity demands are well worth the extra time investment. Successful models of hybrid care workstreams exist today—here’s how they work.

Why Hybrid Care?

The two most common therapeutic models today are **in-clinic physical therapy** and **digital-only physical therapy**, but each has its own advantages.

A **hybrid care model** takes the best aspects from both in-clinic PT and digital PT and combines them into a single, highly effective care program.

In hybrid care workstreams, each model’s strengths fill in the gaps left by their counterpart’s weaknesses for a comprehensive solution that can help patients across the MSK care spectrum get the right level of care at the right time.

WHY IS THIS IMPORTANT?

There’s some big gaps left by the limitations of each of these care models.

- 20%** Only 20% of patients with low back pain are being referred to therapy.¹
- 24%** Current referral rate to PT for non-surgical musculoskeletal conditions is estimated to be 24%.²
- The average patient waits up to **1 month or longer** for care.³
- Fewer than **70%** of patients actually complete their full course of care.³

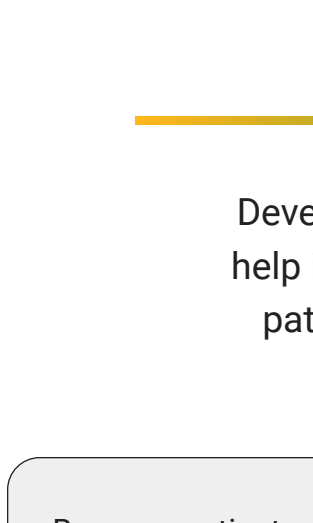
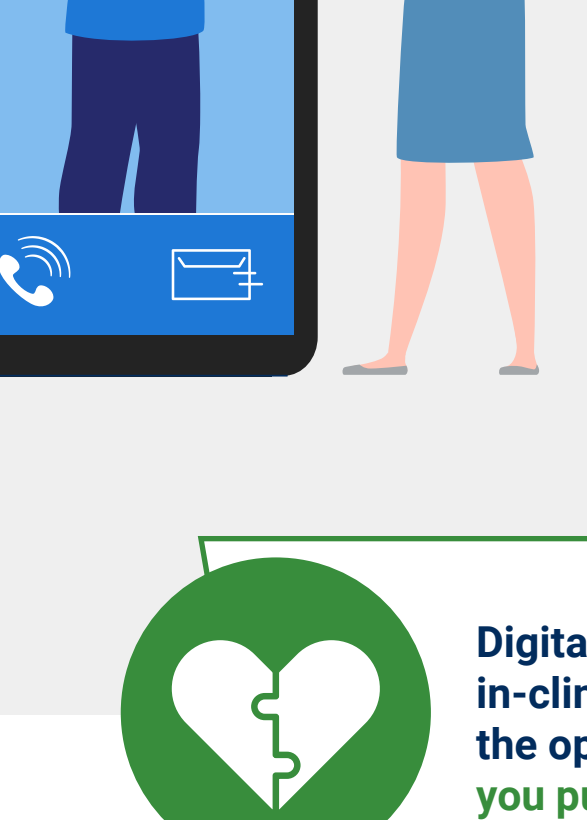
In-Clinic PT Advantages

- HIGHLY EFFECTIVE**
Early in-clinic therapy is one of the most effective modes of care for MSK conditions.⁴
- BOOSTS THERAPEUTIC ALLIANCE**
Patients get to know their care providers, not just a face behind a screen.
- FAMILIAR TO PATIENTS**
It’s the most common way for patients to obtain care today.



Digital-Only PT Advantages

- EXPANDS ACCESS**
Clinicians are easily accessible through the convenience of a mobile device.
- SCALABLE**
Clinicians can see more patients, faster.
- QUICK TRIAGE**
Digital PT is a great way to quickly assess the level of care that patients need.



Digital-only PT is good for triage and access, and in-clinic PT provides high quality care and offers the opportunity to build a therapeutic alliance. When you put the two together, a complete picture emerges.

Developing a therapy-first **hybrid care workstream** can help improve access and reduce costs while also keeping patients interacting with their chosen providers. **Why?**

- Because patients get their consultations faster, **triage is more effective**, directing higher acuity patients to the in-person care they need earlier in the process, while lower-acuity patients receive guidance to get them started on a self-managed home program.
- Once a patient is in the system, digital tools like **virtual care visits, remote monitoring, patient messaging, and patient portals** provide new opportunities for engagement.
- Virtual care consultations** can be offered as a standalone option or a supplement to in-person care, making these ideal for low-risk interventions as well as check-ins along the way.
- Organizations can create a **layer of digital technology** that spans the entire patient journey.

You can serve more patients more efficiently— they get better faster, and you don’t lose them to other providers.

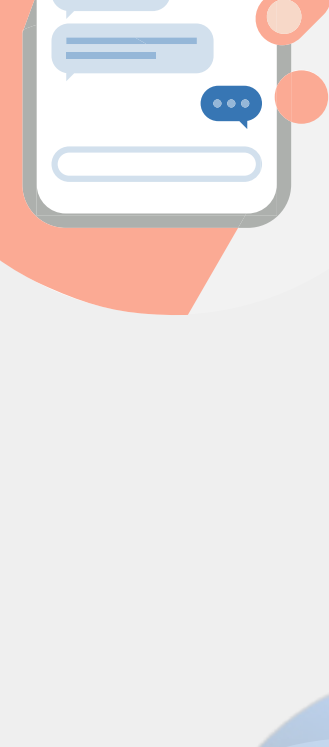
The Hybrid Care Patient Journey

Journey begins with a referral or direct access to PT

Triage is completed at time of referral or at initial evaluation (virtual or in-clinic) to provide the right level of care at the right time.

Self-managed Program

- Patient with **low-acuity needs** assigned to self-managed **Pathway** by PT.
 - Low-risk patients can start right away to relieve pain quickly.
 - Program flexibility reduces barriers to care, including high copays or deductibles.
 - Patient follows up if they experience pain or aren’t progressing.
 - **Program complete. Congratulations!**
- PRO TIP: Patients can access and receive care suitable for their needs while remaining in the health system ecosystem.**



Hybrid Program

- Digital program is combined with in-person clinic visits for **higher acuity patients**.
 - Clinical visits are supplemented with remote therapeutic monitoring (RTM) or adherence tracking outside scheduled visits.
 - Providers monitor patient progress between visits via app feedback.
 - If a patient’s condition changes, they can change Pathways tracks as necessary.
 - **Program complete. Congratulations!**
- PRO TIP: This frees up capacity so clinicians can provide more intensive care to higher acuity patients!**



Medical Referral

- Triage indicates additional care such as imaging or a surgical referral is beneficial.
 - Patients are referred to different providers to receive the right level of care.
 - Patients may be referred back to therapy when ready.
- PRO TIP: Patients receive care faster because the specialty services care is not overburdened with patients who would benefit from hybrid care.**



How Pathways Can Help Your Organization Create Effective Hybrid Care Workstreams

MedBridge Pathways

Pathways is our new provider-driven MSK platform, designed to be an extension of your staff so you can increase access to care for patients.

Our goal is to help drive more MSK patients to rehab through our platform while helping providers better manage that increase in capacity at scale, reducing MSK care costs, and keeping patients in your system or your network.

Triage	Build	Engage	Monitor
Capture patients earlier in the funnel and assign them MSK care programs faster through digital triage <ul style="list-style-type: none"> > Motion capture > Triage 	Leverage pre-built or customize complete hybrid MSK care programs, including home exercises, education, and more <ul style="list-style-type: none"> > AI program builder > Extensive content library 	Keep patients digitally engaged in hybrid programs through ongoing communication <ul style="list-style-type: none"> > Reminders + nano content > Patient progress tracking 	Track outcomes, satisfaction, and potential red flags across your patient population <ul style="list-style-type: none"> > Patient dashboard > RTM

Improve Access to Care | Manage Cost of Care

Your Partner in Digital Care

- Provider-Driven Solution**
Built for providers to keep patients in the system and improve their workflows.
- Extension, Not Replacement**
Empower therapists to see and help more patients—not replace their expert clinical care.
- Deliver Superior MSK Outcomes**
Efficient care pathways increase access and reduce cost of care.
- Experienced Partner for Digital Care**
Nearly 15 years partnering with MSK care providers, serving millions of patients.

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.](#)

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 2. The National Ambulatory Medical Care Survey (NAMCS).
 3. Neimans J, Gaebel K, Dickson R, Levy R, Goebel C, Zizzo A, Woods A, Corsini J. Referral processes and wait times in primary care. *Can Fam Physician*. 2017 Aug;63(8):619-624. PMID: 28807959; PMID: PMC553331
 4. AHRQ Medical Expenditure Panel Survey, 2015
 5. Fullen BM, Wittink H, De Groot A, Hoogh M, McVeigh JG, Martin D, Smart K. Musculoskeletal Pain: Current and Future Directions of Physical Therapy Practice. *Arch Rehabil Res Clin Transl*. 2023 Feb 15;11(100238). doi: 10.1016/j.archr.2023.100238. PMID: 36968175; PMCID: PMC10036231.