



# Top 5 Strategies for Motivating Patients with Digital Care

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Patient drop-off has been an ongoing challenge for many hospital and private practice organizations across the U.S.—causing poor outcomes and lost revenue. Organizations are turning to digital patient care to boost the experience, improve accessibility, engage patients, and give them the efficient and effective care they want.

 Roughly 4 in 5 patients want to use digital tools when managing their healthcare experience.<sup>1</sup>

 68 percent of patients are more likely to choose a provider who offers online tools.<sup>2</sup>

The future of healthcare is digital care—and patients want it. But the solution isn't light years away! You can implement digital care in your organization right now. These five tips will get you started.

## Top 5 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** when they get home by helping them log in to their online program.



Prioritizing your patients' needs will enhance their engagement, satisfaction, and adherence to treatment.<sup>3</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

Visits with a healthcare provider are often overwhelming for patients, who can feel bombarded with information that they may not understand.

- **Provide patients with educational resources** that help them understand their conditions and therapy plans. Doing so helps them to stick to their treatment plans, retain information, and feel more comfortable with their condition.



**Two-thirds of patients** report having questions after a provider encounter.<sup>4</sup>

**94 percent of patients** confirmed they would access patient education materials from their clinicians if they were available.<sup>4</sup>



Did you know MedBridge has a **Patient Education Library**? This platform has 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 their assigned exercises to help your patient remember important details.



**85 percent of patients** believe personalized care is important.<sup>5</sup>

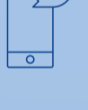


Organizations that create customized plans produce **40 percent more revenue** than their peers.<sup>6</sup>



### 4 Connect with Patients

When you connect with patients between visits, they feel valued and supported, ready to collaborate and trust their provider.<sup>7</sup> Encourage and empower them to contribute to their own treatment and allow them to ask questions.



MedBridge now allows clinicians to text their patients through the **MedBridge GO app** so you can quickly address your patient's needs and make adjustments to their plan.

### 5 Adapt with Your Patients

Adjustments to your patient's program are likely needed as you discover what works and what doesn't work for your patient. Focusing on the individualism of each patient by adapting your care to their performance can lead to better program adherence.<sup>7</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. When adjusting your patient's plan, follow these steps:

- **Review patient adherence data, messages, and pain/difficulty reports.**
- **Engage with the data and use it to drive in-clinic care, conversation, and decisions.**
- **Update your patients' program frequently** as they progress or provide feedback.



## How MedBridge Can Help

MedBridge can help you embrace the future of healthcare. You can create engaging home programs with thousands of resources on a variety of conditions in our [Patient Education Library](#) and the [MedBridge HEP platform](#):

#### Inform patients

with engaging patient education, featuring inviting animations and easy-to-understand concepts.

**Present information appropriately** for a range of health literacy levels.

**Build custom plans** using our library of 8,000+ exercises and educational resources.

**Save time with templates** for commonly prescribed programs.

#### Make therapy fun

with our gamified patient mobile app, which is associated with improved adherence to treatment.<sup>9</sup>

**Improve inclusivity** with Spanish translations.

**Address specialized concerns** with new pelvic, vestibular, and hand therapy resources.

## The Result?

- ✓ At **Kepros Physical Therapy & Performance**, **100% of clinicians** improved patient adherence, satisfaction, and outcomes with the MedBridge Home Exercise Program.

- ✓ **CORA Health Services** improved patient engagement by **243 percent** with the MedBridge Digital Care Platform and Remote Therapeutic Monitoring.

- ✓ For patients at **Alliance Physical Therapy Partners** using MedBridge Virtual Visits as part of a hybrid care program, **93 percent** experienced less pain and **98 percent** experienced improved functional outcomes.

To learn more about MedBridge's Patient Engagement Solution and how it can improve patient satisfaction, adherence, and outcomes at your organization, [request a demo](#).

## About MedBridge

MedBridge has over 10 years of experience helping more than 2,500 healthcare organizations grow their business, elevate their workforce, and deliver exceptional patient experiences. Contact MedBridge to see what we can do for you.

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3. Therapeutic alliance facilitates adherence to physiotherapy-led exercise and physical activity for older adults with knee pain: a longitudinal qualitative study - ScienceDirect

4. <https://www.wolterskluwer.com/en/news/wolters-kluwer-survey-reveals-two-thirds-of-patients-still-have-questions-after-healthcare-visits>

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