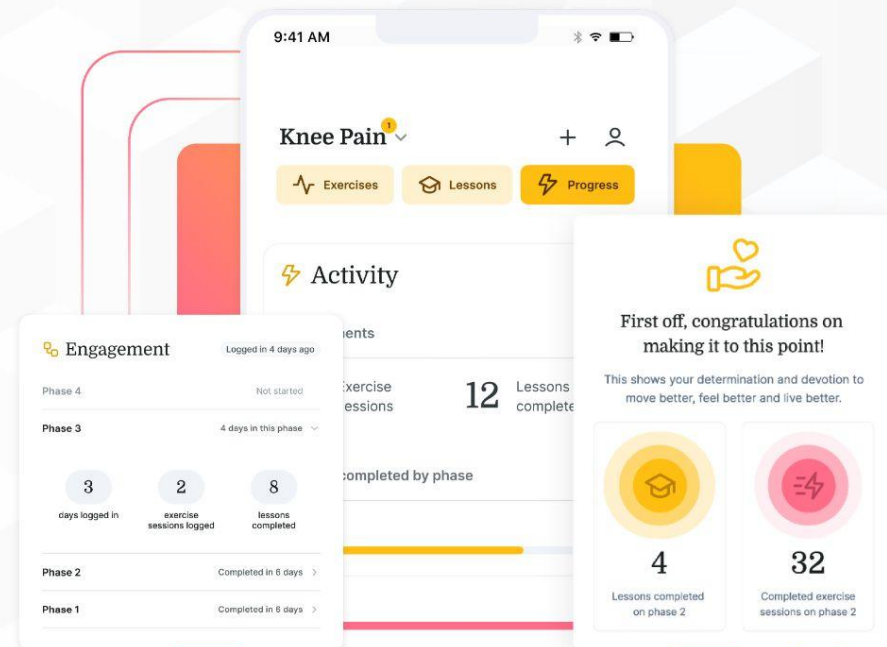PATHWAYS

Manage MSK and joint pain with targeted hybrid care

Evidence-based, medical board-reviewed clinical programs designed to engage patients and improve care at scale.

www.medbridge.com/pathways

medbridge

Knee Pain

Exercises   Lessons   Progress

Activity

12   Lessons completed

Exercise sessions

completed by phase

Engagement   Logged in 4 days ago

Phase 4   Not started

Phase 3   4 days in this phase

3   2   8
days logged in   exercise   lessons
              sessions logged   completed

Phase 2   Completed in 6 days

Phase 1   Completed in 6 days

First off, congratulations on making it to this point!

This shows your determination and devotion to move better, feel better and live better.

4   32
Lessons completed   Completed exercise
on phase 2   sessions on phase 2

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AI in Healthcare:

It's Time to Move Beyond the Back Office

11/20/2025

Presenter Introductions

Donovan Campbell
Chief Executive Officer

Sarah Jacob Singh
Chief Product &
Technology Officer

The AI Imperative

Polling Slide

Have you personally used an AI tool (like ChatGPT or Google Gemini) for healthcare related questions
- Yes, often
- Occasionally
- Once or twice
- Never

Polling Slide

What's the biggest challenge your organization faces today

    a.   Clinician shortages / burnout

    b.   Patient access and wait times

    c.   Documentation and billing burden

    d.   Patient engagement and outcomes

    e.   Obtaining new revenue streams

Demand for Care Is Growing

Aging Adults

1 in 5

Americans will be
65+ by 2030

3x more costs

For older adults compared
to working-age adults

Chronic Disease

3 in 4 adults

have >1 chronic
condition

90%+

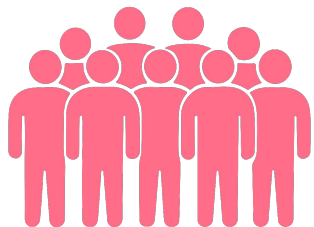Of healthcare expenditures are on
chronic conditions and mental health

Cost of MSK
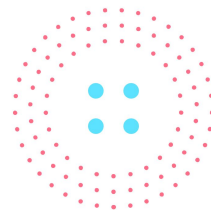
25% Growth

of surgical spend
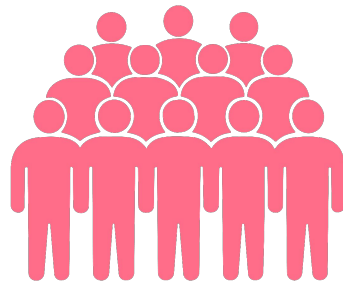by 2032

$420 bn

Estimated cost for MSK

Capacity Isn't Keeping Up

86,000 Shortage
of Physicians by 2036

*Projected 9% gap leaves millions
without needed care*

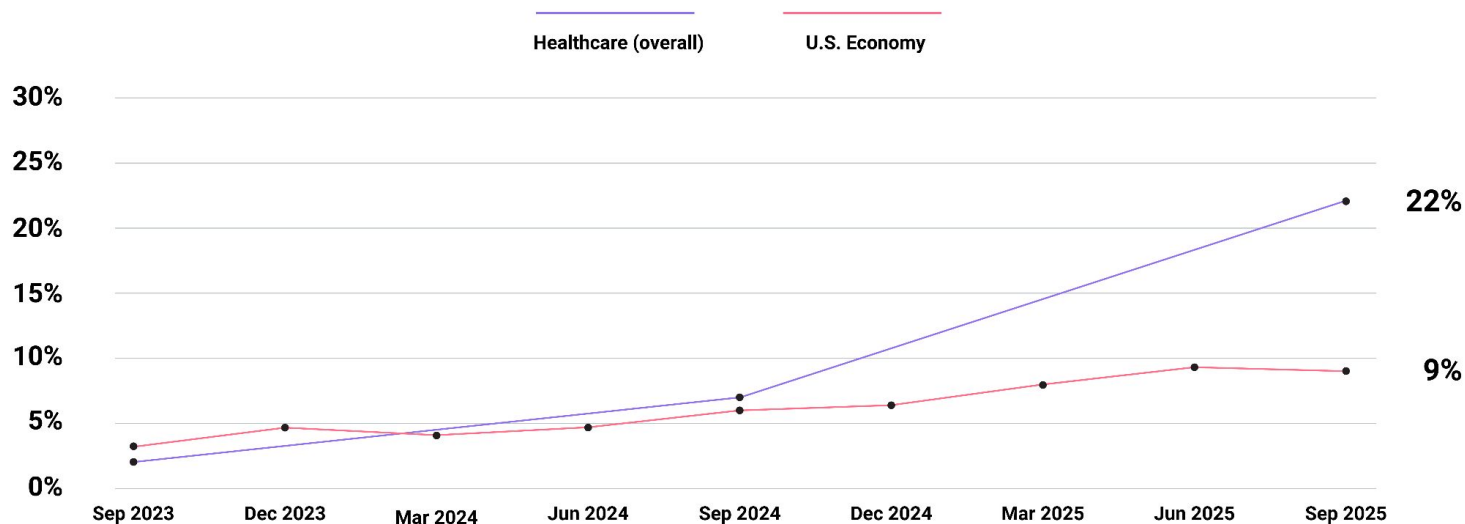(AAMC, 2024)

12,070 Shortage
of Physical Therapists by 2037

*8.4% shortage strains an already
stressed system*

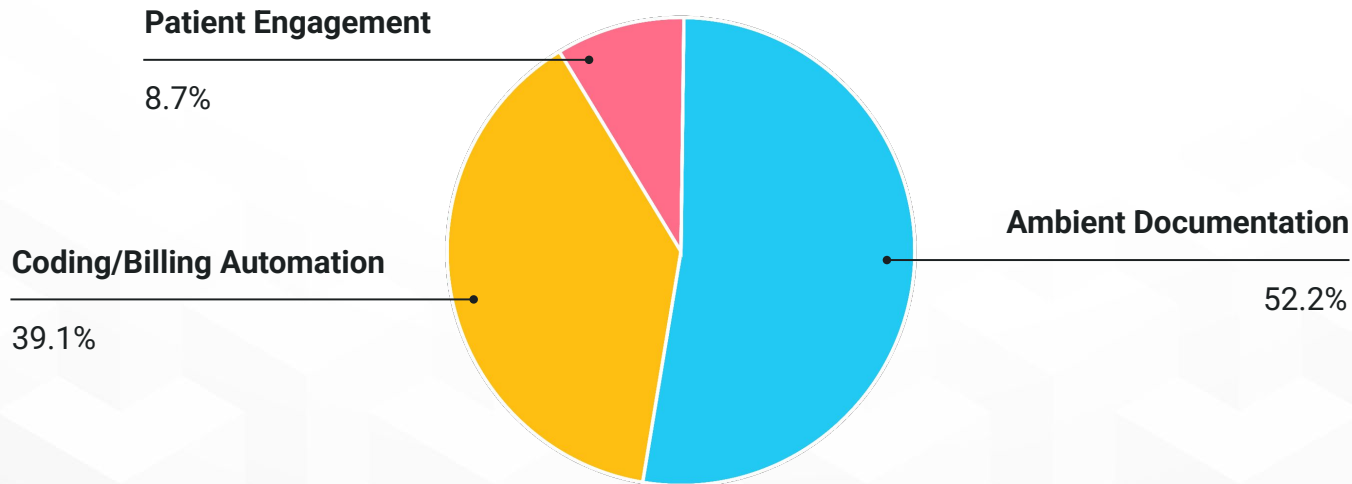(APTA, 2025)

AI Investment in Healthcare Is Increasing

22% of healthcare organizations have deployed commercial AI, more than double the US Economy.

Share of U.S. Business With Paid Commercial Licenses for AI Applications

(Menlo Park, 2025)

But It's Primarily Invested in the Back Office

Patient Engagement
8.7%

Coding/Billing Automation
39.1%

Ambient Documentation
52.2%

- $1,050M investment in ambient scribes & coding + billing
- $100M investment in patient engagement

(Menlo Park, 2025)

And the Real Spend Is in Care Delivery
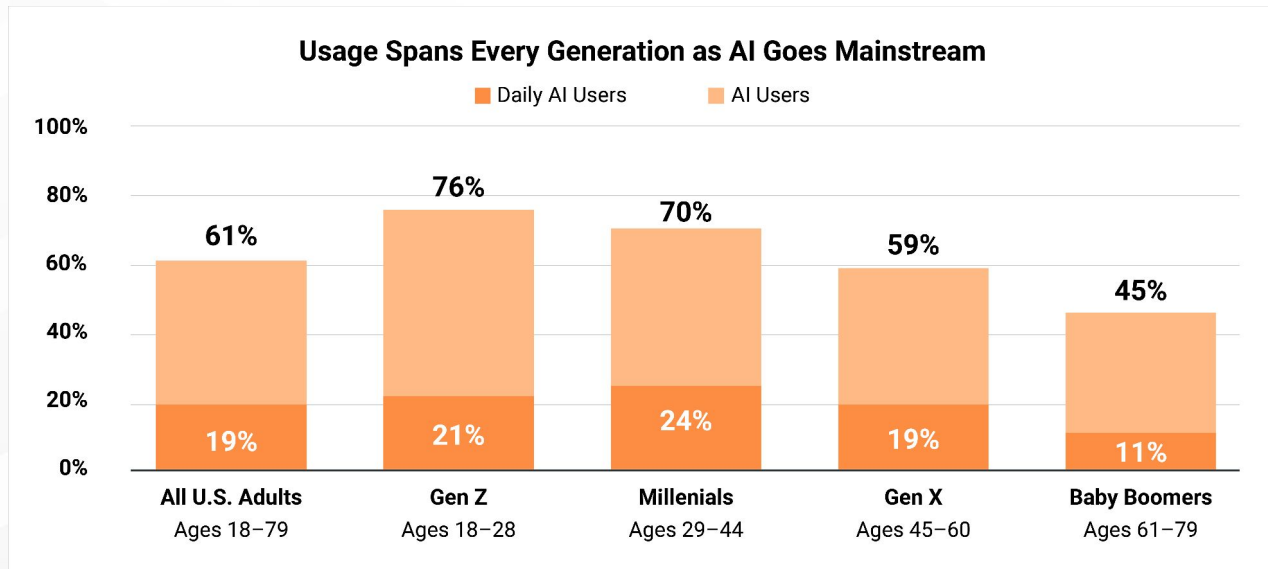
**Back Office & IT
Automation Spend**
$63 BN

Clinical Care Delivery
$4.9 Trillion of Spend

Dr. ChatGPT Is Inevitable

While the industry focuses inward, patients have already gone digital to address the care gap.

Across generations, AI adoption is broad: 19% of those aged 18–79 have made it a daily habit.

Usage Spans Every Generation as AI Goes Mainstream

■ Daily AI Users   ■ AI Users

	61%	76%	70%	59%	45%
Daily AI Users	19%	21%	24%	19%	11%

All U.S. Adults
Ages 18–79

Gen Z
Ages 18–28

Millenials
Ages 29–44

Gen X
Ages 45–60

Baby Boomers
Ages 61–79

37% of consumers used GenAI for health in 2024

(Deloitte Insights)

Trust, Not Technology, Is the Bottleneck

But patients haven't *fully* embraced AI for healthcare because they want connection to their providers.
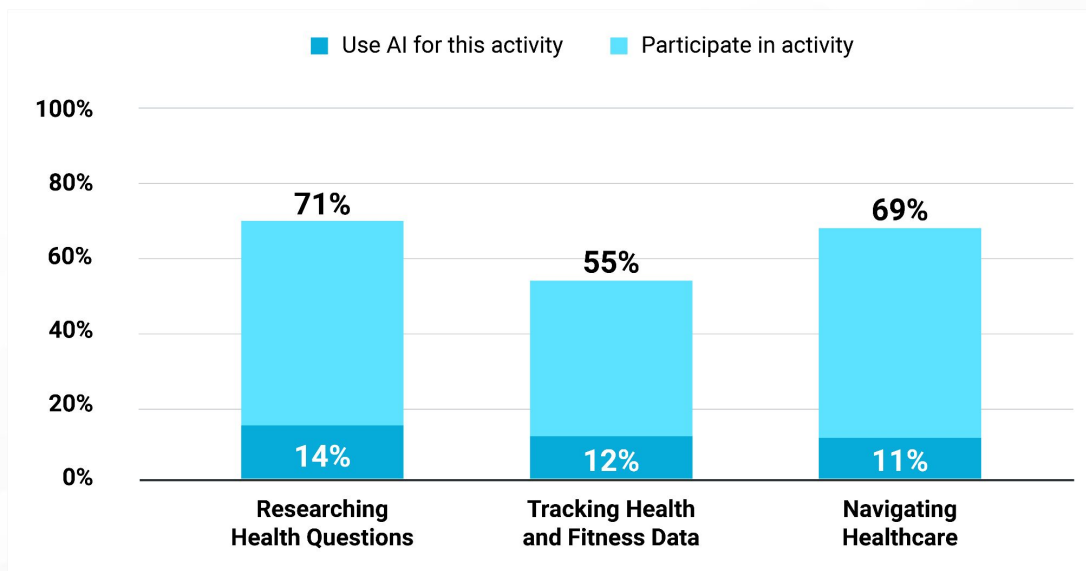
Americans **do use chatbots** for health, but are wary of data sharing.

Consumer Reports Advocacy

Patients **trust clinicians 4 times more** than technology companies with their health data.

(Deloitte 2024 Consumer Trust Survey)

Percentage of Adults who use AI for Health Activities

■ Use AI for this activity   ■ Participate in activity

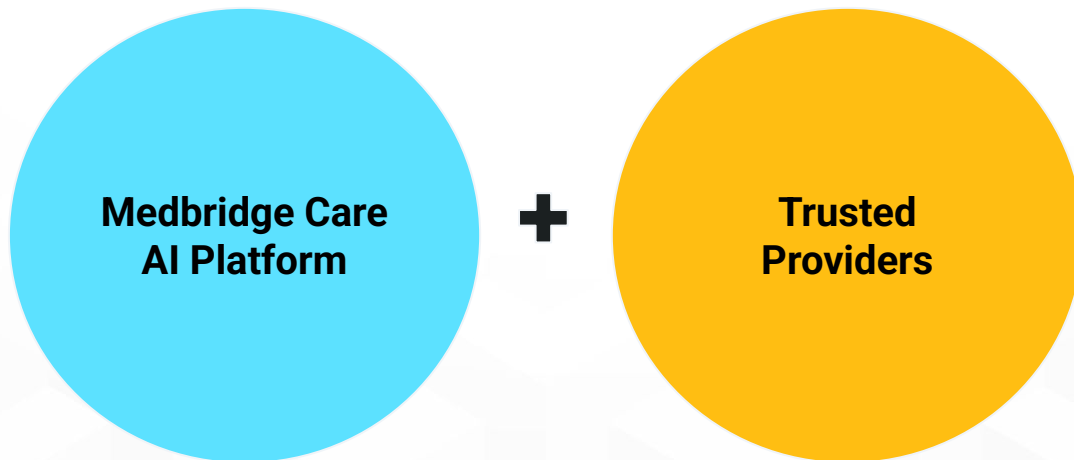|		
71%	55%	69%
14%	12%	11%
Researching Health Questions	Tracking Health and Fitness Data	Navigating Healthcare

AI Adoption Will Follow Trust, Not Hype

> Patients won't trust AI to manage their health until it's powered by the clinicians they already trust.

Addressing the Care Gap Together

**Medbridge Care
AI Platform**

+

**Trusted
Providers**

By embedding AI into their care workflows—triage, engagement, adherence—we can work together to close the capacity gap.
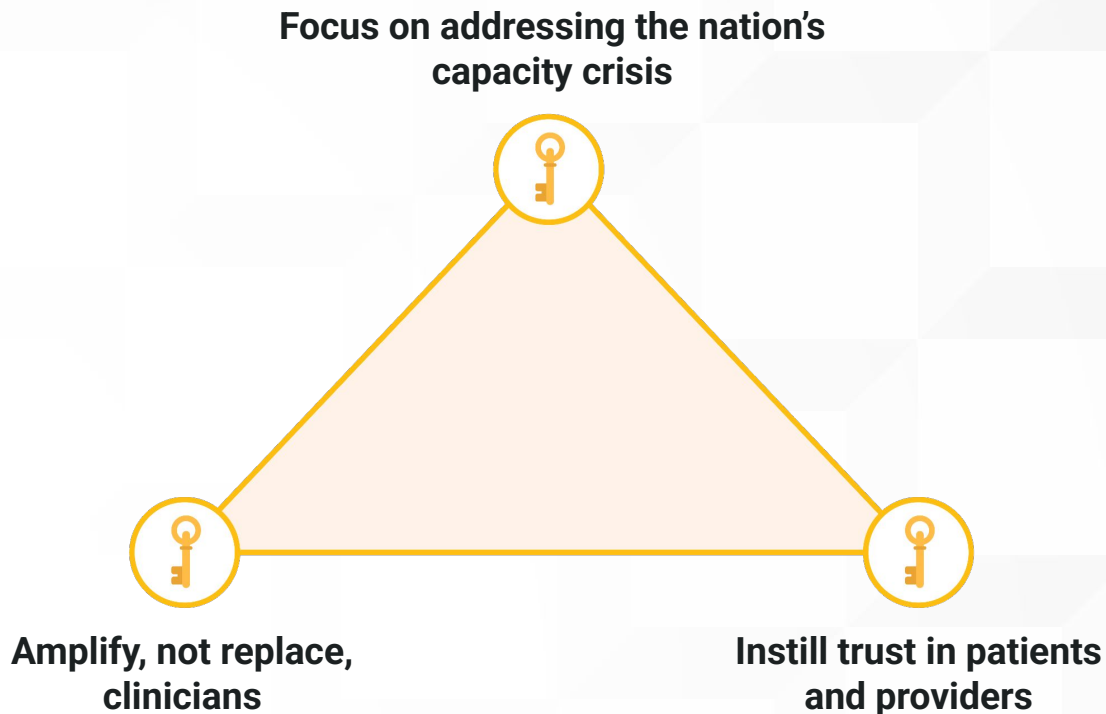
Polling Slide

How would you prioritize AI solutions for clinical capacity?
- Streamlining triage and patient routing
- Automating patient follow-up and engagement
- Supporting clinician decision-making
- Optimizing scheduling and workload management
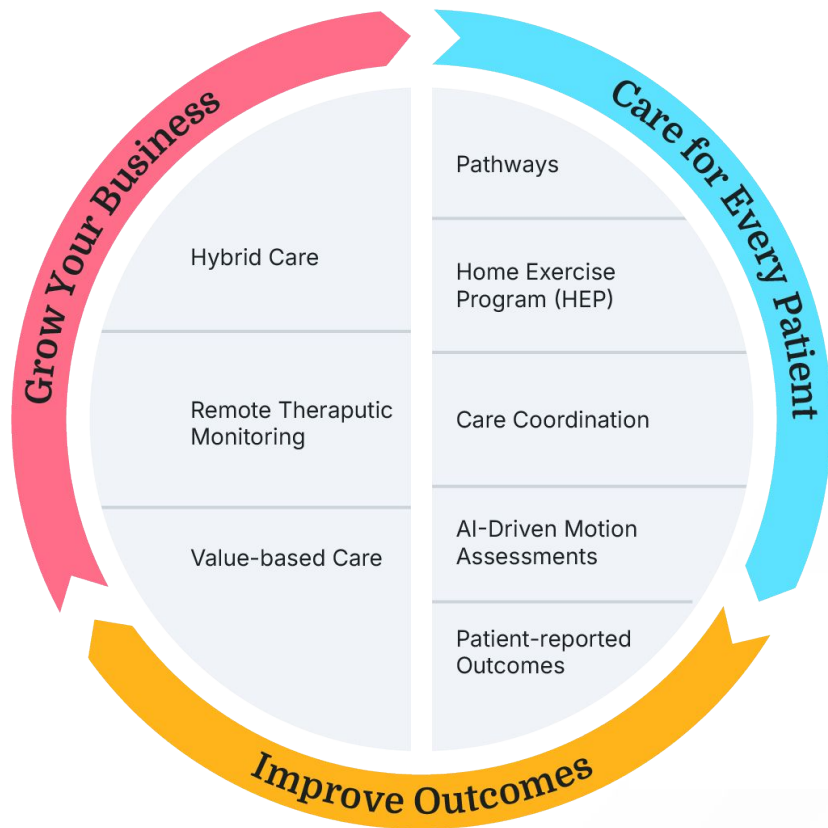- Other (please share in chat)

Medbridge's Vision

Our AI Tenants

Our AI efforts will:

Focus on addressing the nation's capacity crisis

Amplify, not replace, clinicians

Instill trust in patients and providers

One Care: An Integrated Care Ecosystem

Grow Your Business
- Hybrid Care
- Remote Theraputic Monitoring
- Value-based Care

Care for Every Patient
- Pathways
- Home Exercise Program (HEP)
- Care Coordination
- AI-Driven Motion Assessments
- Patient-reported Outcomes

Improve Outcomes

One Platform For Every Care Model

Leverage a platform that meets your providers and patients needs today and evolves as you do.

## Improve Outcomes For Every Patient

Give your providers the content, features, and reporting they need to deliver exceptional care for every patient who walks through your doors.

Grow Your Business and Brand

Whether looking to reduce cost of care or implement new revenue streams, Medbridge is here to partner with you on your journey to value-based care.

Ways Our Clients Are Currently Using One Care

Boosting Patient Engagement
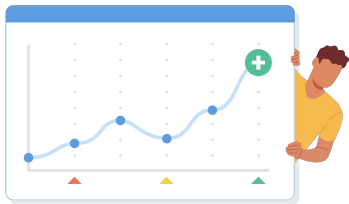
Clinics pair in-person care with RTM and digital home programs to **keep patients active between visits.**

Automated nudges and progress updates drive higher adherence and retention.

Empowering Upstream Providers

Health systems embed PTs/OTs equipped with Pathways in **primary care, ED, birthing units** to address issues early, like fall risk, **reducing downstream costs.**

Expanding Capacity with AI Triage and Guided Programs

Organizations use **AI-guided triage** to route patients to the right care, digital programs, virtual care, or hybrid care, **freeing capacity and cutting wait times** for primary care and physical therapy.

AI-Driven Care Can Treat Patients Safely and Effectively

When patients have greater access to care, with their clinicians in the digital loop, they get healthier and *everyone* saves money.

Clinical Outcomes

70%
of patients report an improvement in pain at 30 days (PROMIS)

68%
of patients report an improvement in function at 30 days (PROMIS)

40%
average reduction in pain scores

56%
average increase in Physical Function

"Access to care is hugely important for us at Corewell Health. Pathways allows us to get the appropriate level of care to our patients faster."

Don Packard, Rehabilitation Director
Corewell Health

Cost Savings

$1,268
estimated annual healthcare charge reduction
for patients with Low Back Pain after just **1 month** on Pathways

$1,463
estimated cost reduction
by redirecting 94% of MSK patients to PT-led consults vs. PCP appointments

"We have patients with barriers to care like high copays or deductibles. Pathways allows us to provide accessible service to those patients where we couldn't before."

Rebecca Straseskie, Virtual Therapy Regional Director
Sentara Health

Patients Like AI-Powered Care

Patients and users are providing positive feedback on their experience and outcomes.

Patient Adoption & Satisfaction

86%
of patients indicate being satisfied with their experience

84%
of patients activate their account

"I can actually pick up my two year-old granddaughter again. It's definitely improved my mood and my back problems are not bothering me."

Mary, WI, 66

"I definitely feel better. I can feel an increase in flexibility and a decrease in back pain… I feel like I am more able to do things, even just bending down to pick something up off the floor."

Paula, IL, 68

Medbridge User Study

(November, 2024)

Medbridge conducted a paid study with a small group of older adults to better understand the user experience.

Feedback and results were **overwhelming positive**.

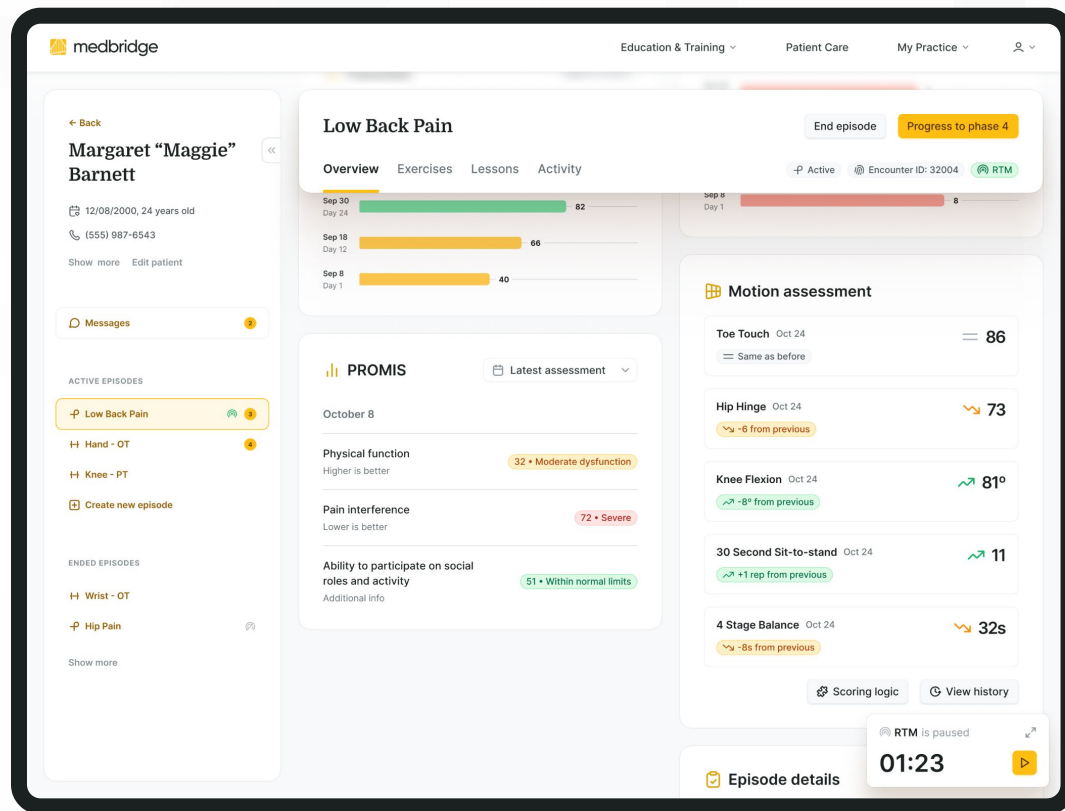*"Now I feel like I can do something about my back pain. I can be proactive and not just endure it."*
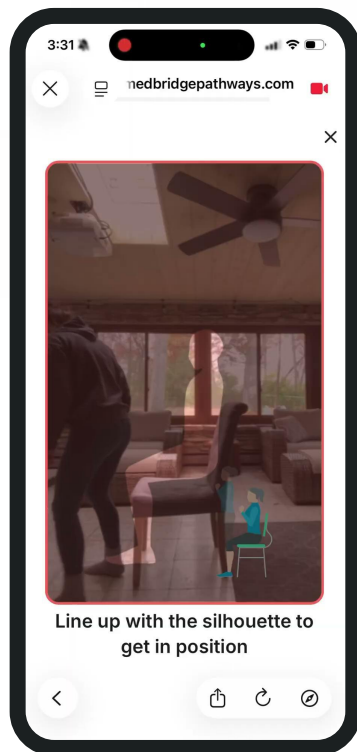
Mike, FL, 73

"It's almost like you have a teacher in front of you. It's much better than when a PT gives you a piece of paper when you leave and you never look at it again"

Jin, TN, 70

AI Solutions

Motion Capture

Clinical Assistant

⭐ **Your Digital Adoption score: 74**
You're using digital tools more than 80% of your peers. Great job!

Learn more   View full insights

Low Back Pain

⭐ **Summary**

The patient reports a concerning increase in knee pain. This is a worrying trend compared to the previous downward trend in pain scores. There is limited data available to assess changes in motor function due to the decrease in platform engagement.

ⓘ The summary above is generated by artificial intelligence. While we strive for accuracy and usefulness, AI-generated insights should never replace professional judgment.

No messages yet
a message to Maggie for this episode.

⭐ **AI suggestions**   Empathetic and professional ⌄   Hide 🚫

Hi Maggie, I'm concerned to see your pain level is at 8/10. That must be really difficult for you. I'm wondering if you've had a chance to try the pain relief techniques we discussed?

Hi Magg
last ass
progres
assessn

Type message ✈

Create document for met billing codes

Billing month

August 2025 ⌄

✓ **98975** Aug 8 - Sept 7	Met on Aug 9
✓ **98985** Aug 8 - Sept 7	Met on Sept 5
✓ **98979** Aug 8 - Sept 7	Met on Aug 25
✓ **98980** Aug 8 - Sept 7	Met on Sept 6

Cancel   Copy to clipboard   **Generate document**

⭐ **Org summary**

To date, your organization has impr for **89%** of patients. That's **23 perc** higher than the Medbridge benchm systems. Nice work!

Smart Program utilization is the ma outcome improvements with **74%** o therapists using Smart Programs.

However, only **34%** of your patients this year have receiv

🔗 **Emerging patterns**   All types ⌄

ROI
There is a link between clinicians that consume education that improves patient outcomes

Patient communication
Your patients engage 43% more if they receive a phone call within the first week to check in on their newly assigned episode
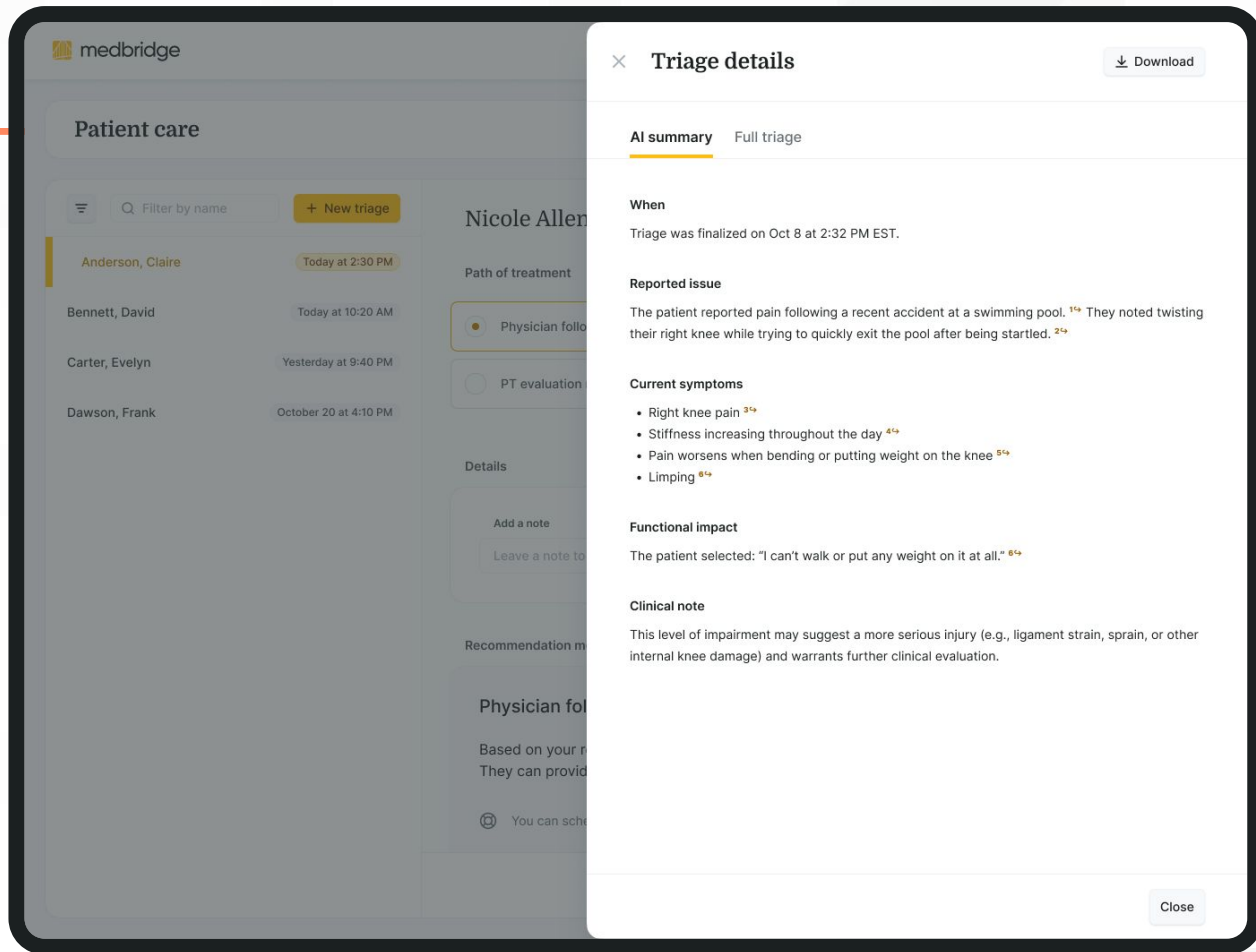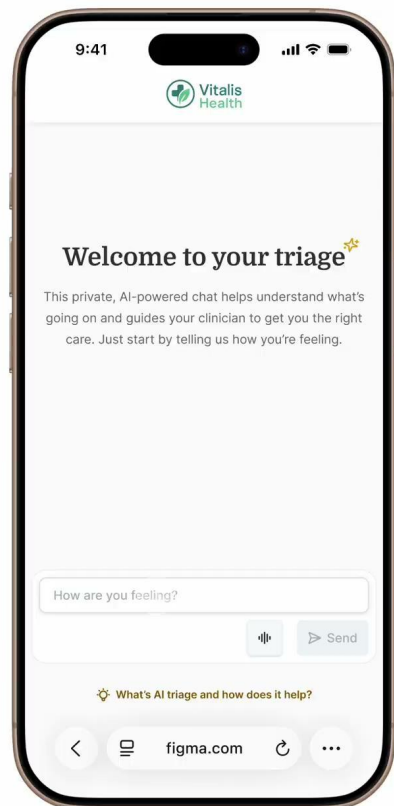
View more >

🏥 medbridge   25

Triage

Vitalis Health

Welcome to your triage ✨

This private, AI-powered chat helps understand what's going on and guides your clinician to get you the right care. Just start by telling us how you're feeling.

How are you feeling?

Send

☀ What's AI triage and how does it help?

figma.com

medbridge

Patient care

Filter by name | + New triage

Anderson, Claire	Today at 2:30 PM
Bennett, David	Today at 10:20 AM
Carter, Evelyn	Yesterday at 9:40 PM
Dawson, Frank	October 20 at 4:10 PM

Nicole Allen

Path of treatment

○ Physician follo...

○ PT evaluation

Details

Add a note

Leave a note to...

Recommendation m...

Physician fol...

Based on your re...
They can provid...

○ You can sche...

Triage details

AI summary | Full triage

⬇ Download

When

Triage was finalized on Oct 8 at 2:32 PM EST.

Reported issue

The patient reported pain following a recent accident at a swimming pool. [1] They noted twisting their right knee while trying to quickly exit the pool after being startled. [2]

Current symptoms

- Right knee pain [3]
- Stiffness increasing throughout the day [4]
- Pain worsens when bending or putting weight on the knee [5]
- Limping [6]

Functional impact

The patient selected: "I can't walk or put any weight on it at all." [6]

Clinical note

This level of impairment may suggest a more serious injury (e.g., ligament strain, sprain, or other internal knee damage) and warrants further clinical evaluation.
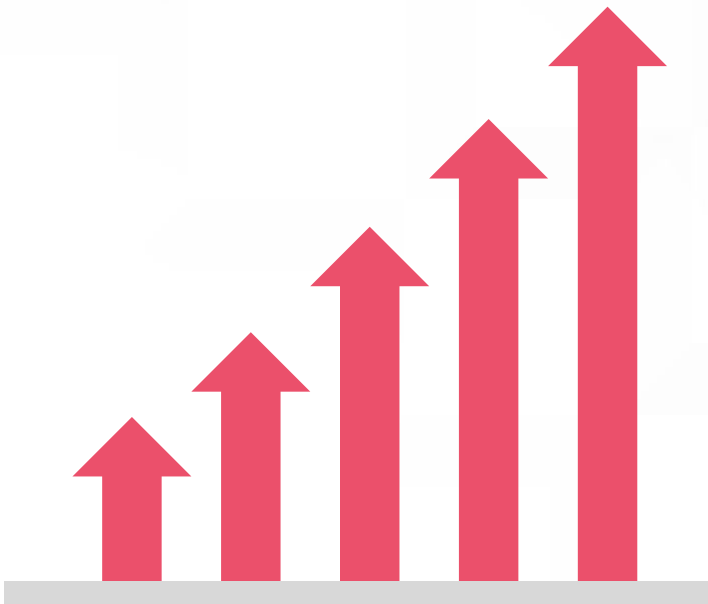
Close

Patient Coach

Next Steps

1. Imagine doubling your clinical capacity, without doubling your staff.
That's what's possible when AI works alongside your providers.

2. Let's start that journey together.
Connect with us to explore One Care's AI-powered capabilities that help you reach more patients and better engage them within their care.

Polling Slide

1. **Would you like to see a demo of Medbridge's Care platform?**

    a. Yes, I would like to hear from a Medbridge expert
    b. No, thank you

Deliver smarter, more connected care with One Care

Our unified platform empowers clinicians to provide personalized, evidence-based care through trusted HEP and Guided Pathways, with built-in RTM and Patient Reported Outcomes.

https://www.medbridge.com/care