

## CUSTOMER STORY

# CORA Health Services Improves Patient Activation by 243%

with the MedBridge Digital Care Platform and Remote Therapeutic Monitoring



## Overview

Hybrid care is better care. And with digital patient engagement powered by remote therapeutic monitoring (RTM), organizations can create hybrid care programs that motivate patients and boost ROI. **Here's CORA Health Services' story.**

## Challenge

For many outpatient rehab organizations across the U.S., low patient engagement and high patient dropoff are ongoing challenges, leading to poor outcomes and lost revenue. At CORA Health Services, MedBridge's patient-friendly education, exercises, and online communication tools were helping the multi-clinic physical therapy organization significantly [boost patient engagement and outcomes](#).

When Medicare introduced the RTM CPT codes in early 2022, outpatient rehab providers and organizations (and other providers billing Medicare Part B) gained the ability to bill for remote episodic patient care—a treatment modality shown to improve the patient experience and therapeutic outcomes.

Implementing remote monitoring would allow CORA to take its digital patient care to the next level by further improving patient engagement and outcomes for Medicare patients and receiving reimbursement for the remote care provided. But to reach these goals, CORA needed the right technology and processes to easily and accurately track clinician and patient activities.

## MedBridge Solution

To elevate its digital patient care, CORA partnered with MedBridge to implement a virtual end-to-end solution for tracking and reporting activities related to RTM. This standardized, repeatable, and easy-to-manage process helped CORA successfully leverage RTM as a strategic driver to optimize its digital care program—improving patient activation, keeping patients even more engaged throughout their episode of care, and collecting additional revenue by meeting RTM code requirements that require patients and clinicians to regularly log data online.



### RTM RESOURCES

[Remote Therapeutic Monitoring: Your Questions Answered](#)

[Your Guide to Boosting Revenue and Patient Retention with Remote Therapeutic Monitoring](#)

# Results

## Better Care

By adding RTM to its existing care model, CORA improved patient retention, adherence, outcomes, and satisfaction across the board, indicating that patients found more value in both in-person and online care when enrolled in RTM. CORA experienced the following results:



**Boosted patient retention**  
by 69%, from 39% to 66%  
(defined as more than 6 visits).



**Increased patient activation**  
(patient logins) by 243%.  
Patients enrolled in RTM logged  
in and activated the patient  
mobile app 69.7% of the time vs.  
20% for non-RTM patients.



**Improved FOTO**  
**effectiveness scores**  
by 27% per visit, from a  
baseline of 41% to 52%.



**Improved FOTO**  
**patient satisfaction**  
to 98.5%.

## Strong ROI

With RTM, CORA's digital care model has produced a strong return on investment through:

- **Increased revenue.**  
For patients with an activated RTM episode who have logged into the app and are participating in monitoring, the average reimbursement was \$152.51 per episode.
- **Improved patient retention and reimbursement.**  
CORA found significant differences in patient retention rates between RTM and non-RTM patients. Patients enrolled in RTM had a much higher rate of completion for their visits: 66 percent versus only 39 percent of non-enrolled patients completing six visits or more. This indicates that RTM patients may follow through with more in-person care, resulting in additional reimbursement for providers in fee-for-service environments.

## KEY LEARNING How to Communicate Well with Patients about RTM

Communicating well with patients about RTM is crucial to foster buy-in. CORA found that sharing “the why” of logging data online encouraged patients to follow through. Team members did this by:

1. Setting expectations with patients up front
2. Discussing the value and benefits of logging home exercise program (HEP) activity
3. Following up with patients about their logged data by asking questions, inquiring about missing data, and referencing data during in-person visits

Following these best practices improved the therapeutic alliance and helped patients respond more positively.

## What Did CORA Do to Encourage Success?

### ✓ Lead

CORA decided to take bold steps to supplement their current model with RTM.

### ✓ Trained

Provided their clinicians MedBridge [communication training](#) to increase the therapeutic alliance.

### ✓ Created internal messaging

Helped clinicians understand the benefits of sharing HEP electronically with patients and how RTM would increase engagement and adherence to care.

### ✓ Communicated with patients

CORA clinicians discussed the value of RTM with their patients, including how logging exercise activity, sending messages, or responding to surveys would help clinicians provide a more clinically supportive experience to help patients achieve their recovery goals.

### ✓ Centralized the model

Used a dedicated case manager to oversee patient monitoring on a regional basis.



## About Cora Health Services

Founded in 1998, CORA Health Services is a rehabilitation provider offering physical therapy and occupational therapy services in 10 states in more than 250 clinic locations. Laser-focused on clinical outcomes, CORA uses a data-driven approach to improve quality and has moved quickly to adopt new technology to their workflow to enhance patient care.