

Charting a Course to the Future of Digital MSK Care

There's a sea change coming, one that promises to transform how the healthcare industry treats musculoskeletal care forever—digital care. But before we chart a course for a digital new world, it's important to figure out which way the wind is blowing. That's why we asked hundreds of respondents in private practice and hospital settings, ranging from clinicians to directors, about digital care. Nearly 300 responded, and we found out where their digital care journey is at now, and what they think is on the digital horizon.



Where Are We Now? Charting Our Current Position on Digital Care

Organizations are widely using digital care today.

Over 80% of respondents say they are currently using one or more forms of digital care.

While digital HEP and telehealth are widely adopted, there's much more variation for other digital care use cases. This indicates a strategic approach to digital tool adoption based on each organization's needs and preferences.

Once digital care is adopted, respondents are integrating it into regular practice.

- 60% Digital home exercise program
- 47% Telehealth
- 12% Remote therapeutic monitoring
- 10% Digital PT platforms
- 2% Remote motion capture
- 2% Digital triage

77.6% of respondents say they use digital care frequently.



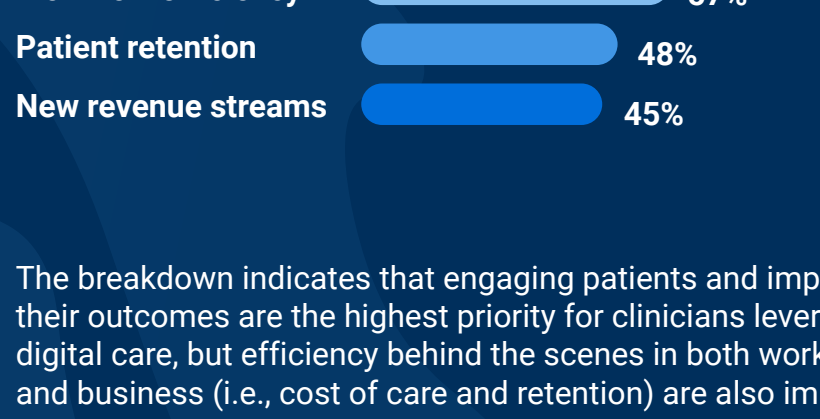
Organizations are widely supportive of digital care initiatives.

86% of respondents felt that their organizations were at least moderately-to-fully supportive of digital care adoption.



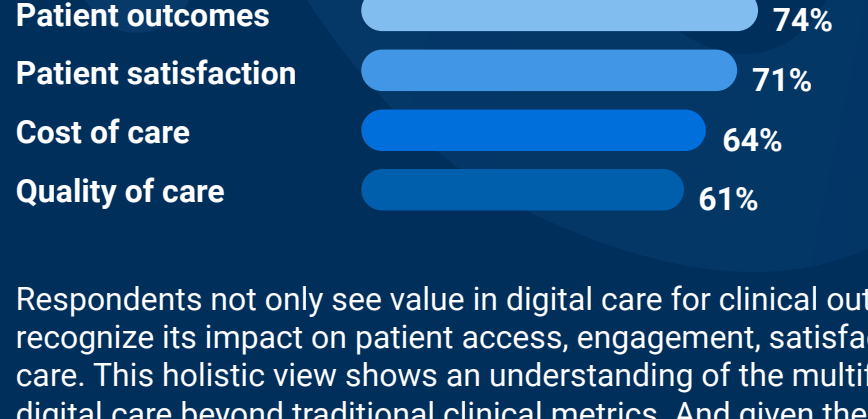
The value of digital MSK care tools is clear.

Respondents are using digital care tools to improve one or more of the following:



The breakdown indicates that engaging patients and improving their outcomes are the highest priority for clinicians leveraging digital care, but efficiency behind the scenes in both workflow and business (i.e., cost of care and retention) are also important.

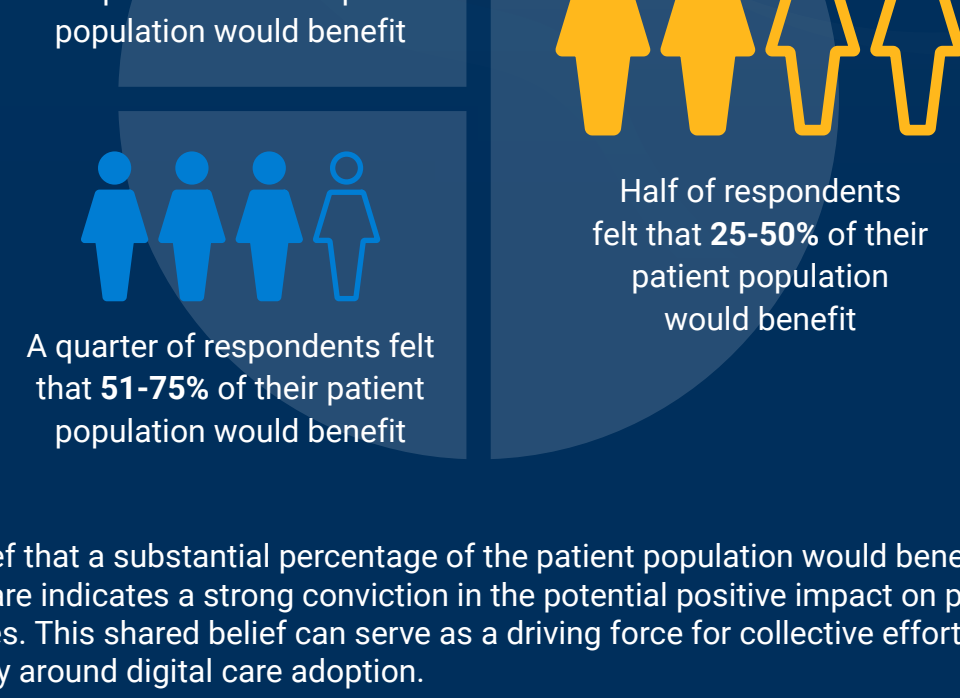
Respondents primarily see the value of digital care tools for improving one or more of the following:



Respondents not only see value in digital care for clinical outcomes, but also recognize its impact on patient access, engagement, satisfaction, and the cost of care. This holistic view shows an understanding of the multifaceted benefits of digital care beyond traditional clinical metrics. And given the large number of responses indicating both desire to improve patient engagement and the value created, the investment into digital care is working!

Digital MSK care is good for patients.

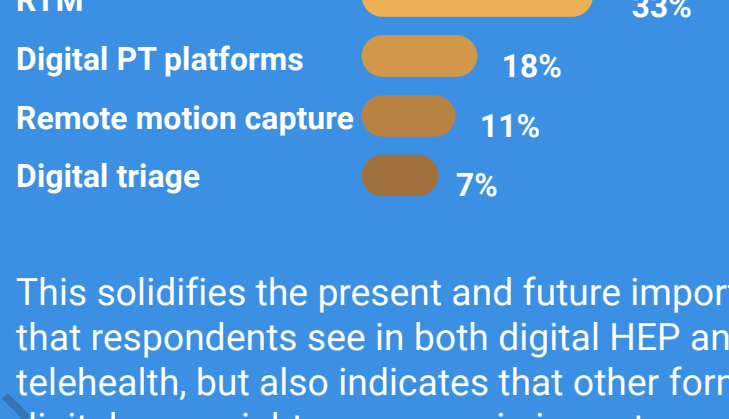
Respondents indicated that a sizable percentage of their patient population would benefit from digital care:



The belief that a substantial percentage of the patient population would benefit from digital care indicates a strong conviction in the potential positive impact on patient outcomes. This shared belief can serve as a driving force for collective efforts and advocacy around digital care adoption.

Where Are We Going? Setting a Course For the Future of Digital Care

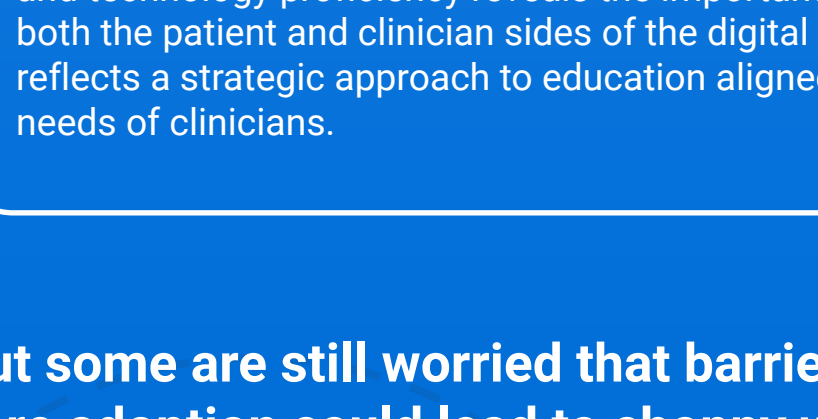
80% of respondents say digital care is in their future plans. They are primarily planning to incorporate one or more of the following:



This solidifies the present and future importance that respondents see in both digital HEP and telehealth, but also indicates that other forms of digital care will soon grow in importance. With RTM, for example, the survey indicated that 12% of respondents are currently using it, but 33% see it in their future plans.

84% of respondents believe digital care tools will have a moderate to significant impact on their practice over the next 5 years.

80% of respondents want to learn more about one or more of the following specific digital patient care use cases:



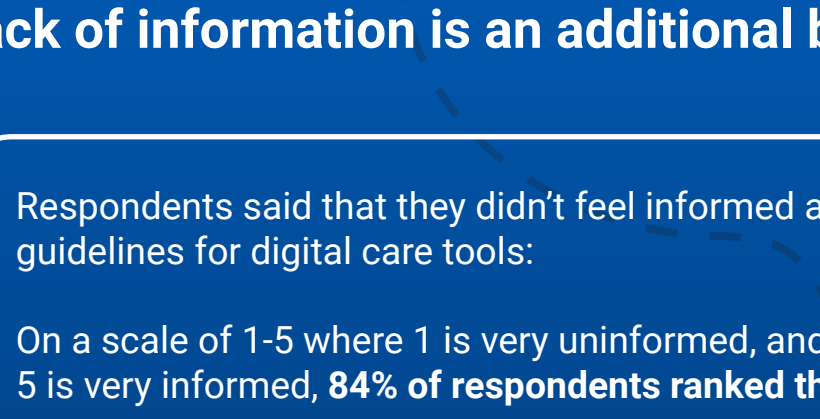
The desire to learn more about patient experiences with digital health and technology proficiency reveals the importance of understanding both the patient and clinician sides of the digital care experience. This reflects a strategic approach to education aligned with the practical needs of clinicians.

But some are still worried that barriers to digital care adoption could lead to choppy waters ahead.

Respondents indicated that their primary barriers to digital care adoption are one or more of the following:



And on an organizational level, respondents said their biggest concerns were one or more of the following:



Barriers such as cost, training, and time constraints echo broader challenges in the healthcare industry. This alignment of concerns shows a need for systemic solutions and industry-wide support to address common obstacles.

Lack of information is an additional barrier to adoption.

Respondents said that they didn't feel informed about state and federal guidelines for digital care tools:

On a scale of 1-5 where 1 is very uninformed, and 5 is very informed, 84% of respondents ranked themselves 3 or lower.

Likewise, respondents don't feel comfortable when it comes to billing for digital care appropriately:

On a scale of 1-5 where 1 is very uncomfortable, and 5 is very comfortable, 86% of respondents ranked themselves 3 or lower.

However, despite these knowledge gaps, clinicians still believe in the moderate to significant impact of digital care, indicating a positive outlook. The alignment between personal goals (e.g., improving patient engagement) and perceived benefits further reinforces a shared vision between individual clinicians and the organization as a whole.



Let's Break Down the Barriers and Set Full Sail Ahead!

Despite some concerns about barriers to adoption, industry leaders are eager to make the move toward digital care, and are approaching it in a thoughtful, patient-focused way. With our new digital MSK care platform, digital training library, comprehensive EMR integration, and more, MedBridge provides everything you need to ensure smooth sailing on your digital care journey.

MedBridge Pathways

MedBridge Pathways is our new digital care platform, purpose-built to keep therapy at the forefront of care and help organizations deliver superior patient outcomes across the musculoskeletal care spectrum. By supplementing existing in-person programs with a variety of digital care pathways based on patient acuity, Pathways provides a solution that engages the patient with therapy-driven care that incorporates their condition and lifestyle, and delivers that valuable data back into the clinician's hands so they can leverage their expertise.

The Digital Health Academy

The Digital Health Academy is MedBridge's comprehensive digital training library, containing hours of material you can easily assign to staff to set them up for success with digital care. Instead of a one-size-fits-all approach, our team of experts created different types of education to fit the needs of your staff and organization, ranging from digital health foundations to advanced training and certificates.

EMR Integration (including Epic)

HIPAA-compliant MedBridge EMR Integration improves workflows, enhances the patient experience, and helps clinicians spend more time with patients—not patient records. With single sign-on, automatic HEP documentation, and instant patient record creation, our integration solution simplifies processes to maximize time savings, improve insights, and drive profitability.

Customer Support

You don't have to embark on your digital journey alone—MedBridge has your back. Whether you're new to digital care or a seasoned pro, our customer support team is here to help.



About MedBridge

Since 2011, MedBridge has helped 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.