medbridge

GUIDE

Extend Your MSK Care Offerings with Medbridge Care: A Guide for Advanced Primary Care Organizations

By Medbridge



Overview

Many advanced primary care (APC) organizations—especially those delivering employer and worksite health solutions—are rethinking how they address musculoskeletal (MSK) conditions across their member populations. As the top driver of healthcare spend in employer-sponsored health plans, MSK conditions require scalable, cost-effective, and outcome-driven solutions. Yet traditional models and existing MSK point solutions often fall short when it comes to affordability, outcomes visibility, and customer retention.

Medbridge Care offers APC organizations a proven, scalable MSK solution they can brand and deliver as their own. Designed to engage members, improve outcomes, and drive new revenue, Medbridge Care allows APCs to extend their care offerings while maintaining control over the member journey and outcomes data.

IN THIS GUIDE WE'LL COVER:

- Why MSK care is a persistent challenge for employer-focused health organizations
- How Medbridge Care drives measurable clinical, financial, and engagement results at scale
- Practical strategies for implementing digital MSK care within APC workflows

Table of Contents

The MSK challenge for employers 3

A new model for scalable MSK care: Medbridge care 4

Operationalizing Medbridge care: workflow examples 9

Empower your clients with scalable, high-value MSK care 12

About Medbridge 12

The MSK challenge for employers



MSK conditions remain the number-one cost driver for employer-sponsored health plans, accounting for over $213 billion in annual spend.[1] Addressing these conditions effectively is essential not only to improving member outcomes but also to controlling costs and demonstrating value to employer clients.

Yet for many organizations, delivering effective, affordable MSK care remains a challenge. Common hurdles include:

- Reliance on in-person or virtual-only visits, which makes serving large, diverse populations with varying needs difficult.
- Referral to in-person therapy or other specialties as the only available option.
- Expensive first-generation digital MSK platforms, which operate as disconnected solutions that "black box" member progress, outcomes, or program value, offering little visibility and no integration with the APC's network.
- Underutilization of conservative care approaches like phased, evidence-based exercise programs, even though they're proven to be more effective and affordable than advanced imaging, medications, or surgery. [2]
- Persistent engagement challenges in busy, working adult populations, where time constraints and care avoidance are common.

Why APCs Are Moving Beyond MSK Point Solutions

APC organizations serve tens of millions of members across the U.S., often in partnership with self-insured employers. As demand grows for scalable, cost-effective ways to manage member health, the APC market is rapidly expanding.

To keep up, APCs must scale their services while delivering more holistic care—but MSK point solutions like Hinge and Sword Health offer limited flexibility and create silos in care delivery.

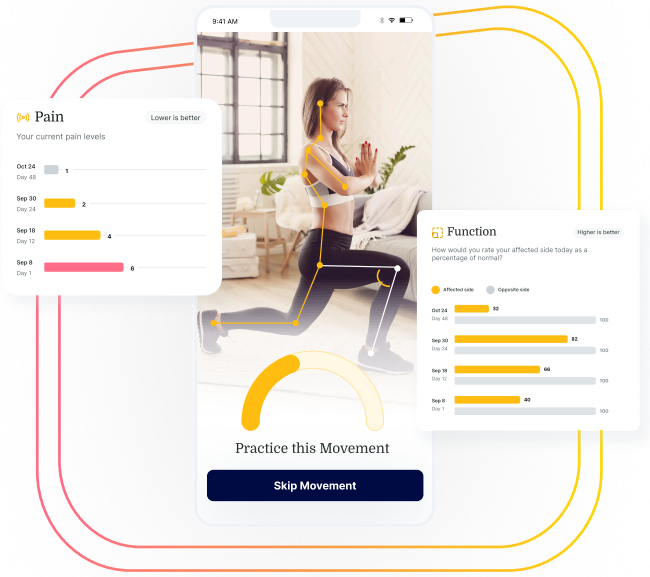
Medbridge takes a different approach: It's the only solution that integrates seamlessly into existing systems and allows APCs to offer a branded, hybrid MSK program without losing control over quality, outcomes, or cost of care.

A new model for scalable MSK care: Medbridge Care

Medbridge Care fills this gap by providing APC organizations with a **robust, cost-effective MSK care platform** that delivers high-quality care at scale across large, diverse populations.

As a **white-labeled solution**, it allows APCs to **drive new revenue** by delivering comprehensive, branded MSK care programs within their existing ecosystem—whether through onsite clinics, virtual-first care models, or hybrid approaches—while preserving full control over the member experience, outcomes data, and total cost of care. Rather than referring MSK care out and losing visibility into quality and cost, organizations can now own the entire care pathway.

With effective, self-managed digital pathways, Medbridge Care **keeps members engaged**, **improves outcomes**, and **reduces downstream costs**. This expanded care model allows APCs to move beyond traditional in-person or virtual care and offer hybrid models and self-guided digital care as well. Unlike digital-only or in-person-only solutions, this holistic approach differentiates APCs in the market.



The Strategic and Financial Value of Medbridge Care for APC Organizations

With Medbridge Care, APC organizations can:

Create New Revenue Opportunities

With Medbridge Care, APC organizations can generate significant revenue by assigning digital care pathways to tens of thousands of members, creating an additional revenue stream by offering a branded MSK care solution to employer clients.

Medbridge Care isn't just an effective clinical solution—as a white-labeled platform, it's a revenue-driving opportunity for APC organizations. By offering a branded digital MSK care program to employer clients, APCs can generate substantial new income streams without billing insurance. Assigning Pathways to 10,000 members can generate up to $5 million in revenue, with APCs able to mark up the per-member, per-month fee and package it alongside their onsite, near-site, or virtual health services. [3]

Benefit from Valuable Differentiators: Flexibility, Control, and Scalability

Medbridge Care offers APC organizations a competitive advantage through a combination of flexibility, control, and scalability. Unlike outsourced service-based MSK vendors, our platform gives you full control and ownership of the member experience and outcomes data, ensuring that you stay connected to your patient population and can clearly demonstrate value to employer clients. The platform is white-labeled and fully customizable, allowing you to brand and package it as your own. As a SaaS-based delivery model, it scales easily across large, diverse populations without adding significant operational burden.

Engage More Members and Capture More MSK Spend

Member engagement isn't just a clinical metric; it's also a key part of ROI for MSK care solutions. Medbridge Care offers evidence-based interventions that result in high patient satisfaction and measurable outcomes, helping APCs not only improve member health but also strengthen their value proposition for employers.

Among our early adopters, we've seen:

- Over **75 percent member engagement** across populations.
- A **Net Promoter Score (NPS) of 80**, indicating high satisfaction and usability.
- Consistent reductions in pain scores for members who complete their pathways.

But the value goes beyond better patient satisfaction and outcomes. High engagement leads to reduced downstream costs, lower rates of imaging and referral, and stronger employer retention. [4, 5, 6] Medbridge Care allows APCs to expand their customer base and serve a larger patient population while keeping costs in check. It's also a powerful differentiator when engaging employers who:

- Lack onsite or nearsite clinics and need a low-cost digital MSK solution.
- Are at capacity in existing locations and need to offload care volume.
- Are overspending on fragmented, first-generation digital MSK vendors.

Key Features:

- Structured digital care pathways with progressive content and motion capture assessments for remote mobility evaluations
- Condition-specific exercise programs and education
- Engagement and outcomes data that you can easily share with employers
- White-labeled program
- Centralized outcomes visibility for population health teams
- Seamless integration into triage or care navigation workflows

Bend the Cost Curve

Many digital MSK vendors are even more costly than traditional in-person care, with fees that cut into employer savings. Medbridge Care provides a more affordable point of entry for MSK management while lowering downstream healthcare costs through early, conservative care that helps patients avoid surgery and other costly interventions.

Quick Take: Why Medbridge Care Makes Sense for APCs

- Drive revenue through a white-labeled platform that you can bundle with your in-person solutions and brand as your own.
- Extend your care offerings and own a larger share of the MSK journey.
- Sell a more affordable, engaging, and effective alternative to other digital MSK point solutions.
- Keep members within the APC network, maintaining data transparency and cost control.
- Scale rapidly to serve tens of thousands of members.
- Empower members with self-managed care while keeping clinical teams in the loop.

Sample Member Journey: Alex's Story

Alex, a 42-year-old warehouse manager in Ohio, struggles with persistent low back pain but avoids care due to his demanding schedule. His job is physically demanding, and long shifts on his feet are making it worse. He's hesitant to take time off work for in-person appointments, and his employer wants to avoid unnecessary imaging, prescriptions, and referrals outside the network.

Step 1: Virtual triage or onsite visit

Alex reports his pain via a wellness survey, a telehealth appointment, or by visiting his employer's onsite health clinic for an evaluation. The care team determines he's a good fit for a conservative MSK program.

Step 2: Digital pathway assigned

A clinician assigns Alex a low back pain pathway using Medbridge Care. He receives an instant invite via text and email and begins his digital program that evening from his phone.

Step 3: Personalized, self-managed program

Alex progresses through a four-phase digital program with structured exercises and short, focused educational content. Each session is under 15 minutes and can be completed before or after his shift. He feels confident using the program thanks to easy-to-follow videos and tips.

Step 4: Continuous monitoring and support

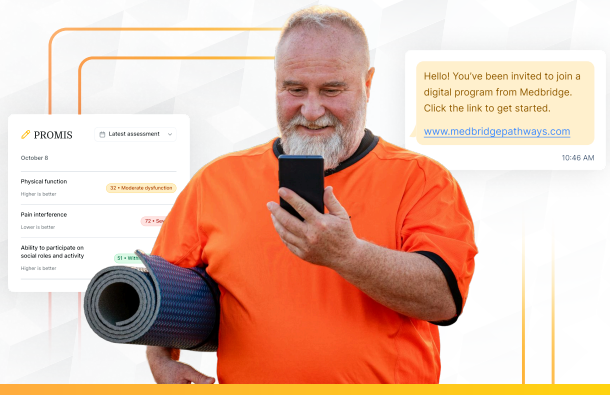
The care team monitors Alex's self-reported outcomes, engagement levels, and progress through a centralized dashboard. They see that he's adhering to the program, reporting less pain, and improving his function. No in-person intervention is needed.

Step 5: Positive outcomes and proactive support

After 30 days, Alex reports reduced pain, better mobility, and fewer missed workdays. He remains in-network, avoids unnecessary imaging or specialist referrals, and feels empowered to manage his condition. Alex's employer avoids costly downstream care while keeping his treatment within the contracted APC network and capturing valuable outcomes data.

Cost comparison: With Medbridge, the average cost of this episode of care is half of what it would cost in a traditional therapy environment or with a point solution like Hinge or Sword Health.

Operationalizing Medbridge Care: workflow examples



Straightforward, seamless implementation is key. Medbridge Care can plug into both onsite and virtual care pathways so that you can increase revenue without burdening your clinical teams. Let's take a look at how Medbridge makes implementation as easy as possible.

Workflow 1: Embedding Digital MSK into Onsite/Nearsite Care

1. A member visits an onsite clinic for an MSK issue, and the clinician determines that the member is a good fit for conservative care.
2. The clinician assigns a self-guided Medbridge Care pathway and the member immediately receives a text/email to begin their program.
3. The member completes a motion capture assessment that provides baseline mobility data to inform care.
4. The member follows a self-managed digital care plan with progressive exercises and nano-education. Short, manageable sessions keep engagement high.
5. The clinician monitors via an intuitive dashboard, reviewing adherence, PROs, and risk alerts—intervening only as needed.

Best Practices

- **Train the right clinical champions** by identifying MDs, PTs, or NPs who frequently see MSK cases to lead adoption. Ensure these champions understand how to assign and monitor Pathways and can guide others.
- **Embed Pathway assignment into standard visit workflows**. Include digital Pathways as part of discharge plans for MSK complaints, and build workflows in EMR or intake forms to prompt assignment at the point of care.

Goal: Maximize clinician efficiency, reduce downstream MSK costs, and improve outcomes while keeping care in-network.

- **Use dashboards to proactively manage member caseloads**. Triage which members need hands-on follow-up versus those progressing well independently, and prioritize outreach to members at risk of dropping off or not progressing.
- **Leverage RTM billing to offset staffing and operational costs**. Ensure providers are aware of documentation requirements and automate where possible to reduce administrative burden.
- **Finally, start small and scale**. Pilot with one condition, such as low back pain, or one clinic site. Refine workflows before expanding across the onsite network.

Workflow 2: Embedding Digital MSK into Digital Care or Self-Managed Care Navigation

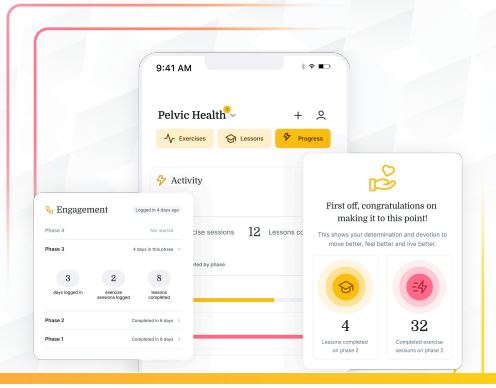
1. A member initiates care via virtual triage or digital intake. This can happen through a web or app portal, symptom checker, telehealth visit, or call. An MSK issue is identified, such as shoulder pain or sciatica.
2. A virtual provider assigns a Medbridge Care pathway that aligns with the member's condition, and an invite is sent to begin immediately on mobile, tablet, or desktop.
3. The member completes a self-managed pathway, engaging in bite-sized daily activities and condition education. They progress through phases based on self-assessment responses.
4. The care team monitors via the dashboard—tracking engagement, pain, and function improvement—and flagging for escalation. If needed, the member is referred to onsite care or a specialty evaluation.
5. Reporting and ROI visibility are maintained throughout the program. Utilization, outcomes, and satisfaction metrics are shared with employer clients, with an optional upcharging model available if Pathways is bundled with advocacy oversight.

Best Practices

- **Integrate Medbridge Care into your triage flow**. Include MSK pathways in the suite of digital care options presented during intake, and use clinical logic to automatically suggest Pathways for common MSK symptoms.
- **Equip navigators with simple assignment tools and protocols**. Standardize scripts and criteria to determine which members qualify, and provide one-click assignment capability with prebuilt templates.
- **Monitor engagement and outcomes centrally.** Assign a care coordinator to track usage, pain and function scores, and patient drop-off, and use alerts to identify members needing follow-up or escalation.
- **Offer optional escalation protocols.** Define clear criteria for when to escalate a member to in-person care or a telehealth MSK evaluation, and ensure members know support is available if pain persists.
- **Align program reporting with employer expectations.** Package utilization, engagement, and outcomes data for your employer clients, and show value through consistent monthly or quarterly reporting.

Goal: Enable fast, scalable MSK care assignment for members engaging through virtual-first platforms.

Empower your clients with scalable, high-value MSK Care



APCs don't have to settle for costly, disconnected MSK solutions or in-person referrals as the only available path. **Medbridge Care** offers an effective, engaging, white-labeled digital MSK platform designed to help your organization generate new revenue, improve outcomes, and deliver scalable, high-value care that members love.

Schedule a demo today to see how Medbridge Care can help your organization achieve these key objectives.

About medbridge

Combining powerful digital patient care with the highest quality content, Medbridge builds exceptional education and care experiences. Expert-led, dynamic education ensures compliance, boosts clinical productivity, and uplevels the practice of every provider. Pre-built and custom digital care integrated into workflows expands access to care, improves engagement, and delivers better outcomes. With products that leverage over a decade of insight from more than 350,000 clinicians and 25 million patients, Medbridge helps organizations across the continuum provide better care. **Learn more.**

See how Medbridge can help your organization.
Contact us to request a demo.