

Unlocking the Digital Front Door to Improve Patient Engagement

Knock, knock! The future of patient engagement is beginning to emerge in the form of a new strategy dubbed **the digital front door**.

For better or for worse, patients are no longer walking in through a physical door three times a week for rehab sessions. Instead, they want greater flexibility in how they access care. To meet patients where they are—while minimizing costs and optimizing quality of care—organizations are creating a layer of digital technology that spans the patient journey.

In this infographic, we'll take a look at how **the digital front door** works and the benefits of incorporating it into your practice.



Check the Numbers

\$1.9B

Technology funding for digital front doors reached a record high of **\$1.9 billion** in 2021, up **67%** year over year—and has continued to increase since.¹

55%

55% of health system leaders offer some form of digital front door technology and **45%** say it's on their radar.²

80%

80% of patients want to interact with their healthcare providers using a smartphone (and not only those from Gen Z).³

61%

61% of patients would consider switching to a healthcare provider that offers a digital front door.⁴



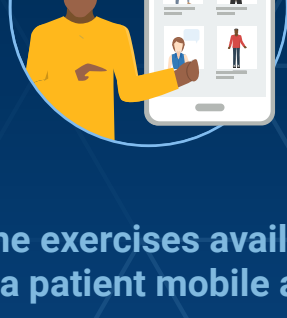
What is the Digital Front Door?

More than just an entryway, **the digital front door** helps improve the patient experience from beginning to end. According to Mutaz Shegawi, research director of IDC Insights, the digital front door encompasses **"all the touchpoints where providers can digitally interact with patients to drive better access, engagement, and experiences across the service continuum."**⁵

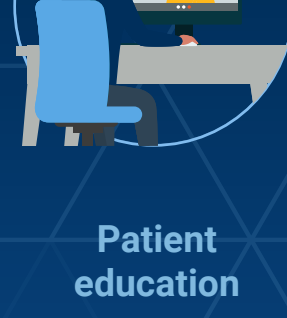
The digital front door might encompass tools and technologies such as:



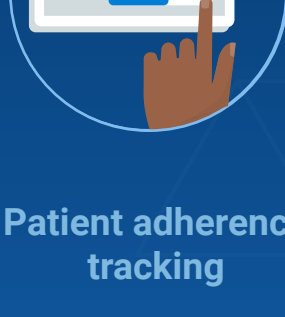
Telehealth



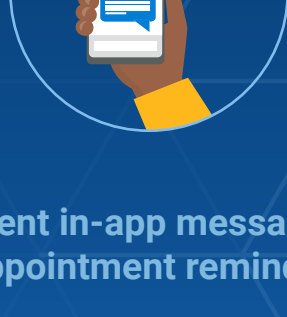
Home exercises available on a patient mobile app



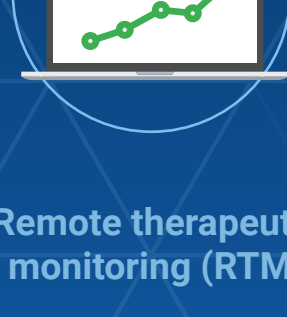
Patient education



Patient adherence tracking



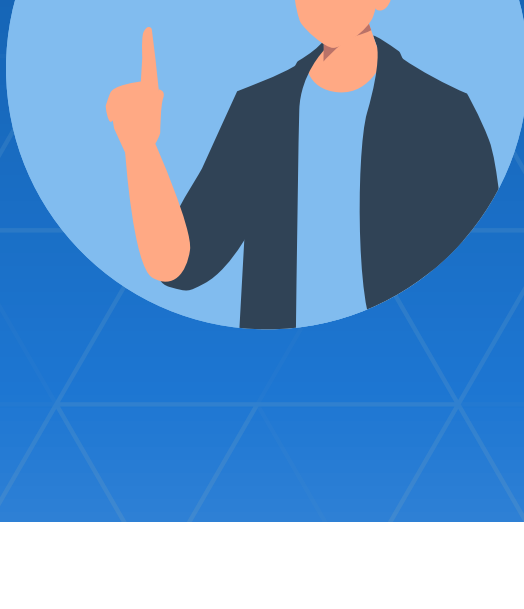
Patient in-app messaging + appointment reminders



Remote therapeutic monitoring (RTM)

"We're talking about the beginning of an entirely new experience in health care, where the future is that people are consistently connected to their healthcare team and partner."⁶

— Summer Knight, MD, managing director in Deloitte Consulting's Life Sciences & Health Care practice

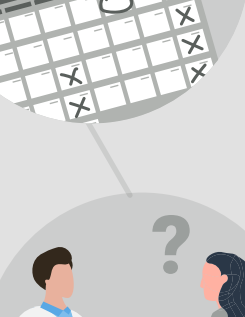


The Digital Front Door in Action

Patient begins to develop knee pain.



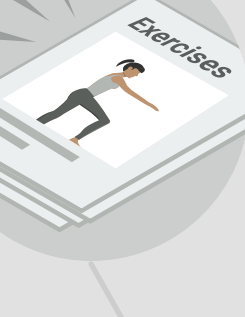
No Digital Care



After the first intake visit with her PT, the patient begins to miss appointments due to her busy schedule.



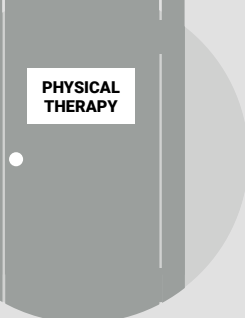
The patient has questions, but forgets to ask some of them during in-person appointments.



After encountering pain and difficulty with her printed home exercises, the patient doesn't follow through with all of them.

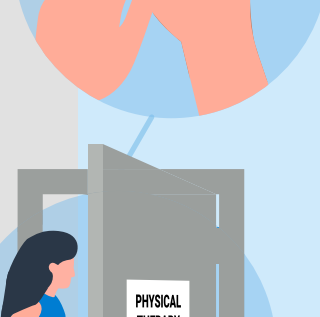


The provider doesn't receive regular feedback about the patient's progress, so is unable to help.

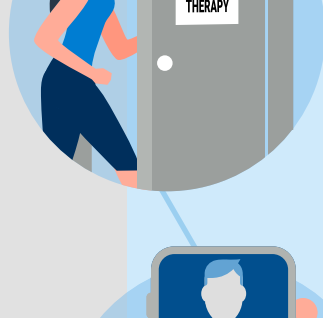


The patient stops attending sessions because they're too inconvenient and she isn't seeing any improvement.

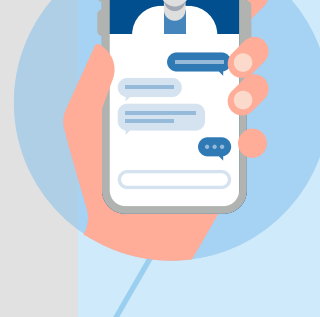
Digital Care



During the intake appointment, the PT prescribes a mix of in-person and telehealth visits, along with digital HEP and patient education accessible on a mobile app.



The patient is able to keep all of her appointments.



The patient messages her provider between sessions for clarification using the two-way messaging feature in the mobile app.



The patient stays on track with her exercises due to the convenience of her mobile app and helpful prompts and reminders.



The patient completes care with restored functional mobility and reduced pain. The provider is able to get reimbursed for the remote care provided throughout the episode by using remote therapeutic monitoring (RTM) billing codes.

Why Should My Organization Implement a Digital Front Door?

When organizations implement digital care technologies, and especially when they connect multiple technologies to create a seamless experience for patients, the result is:

- + Improved access to care
- + Expanded treatment options
- + Better patient engagement
- + Elevated patient satisfaction
- + Better patient outcomes
- + Minimized costs
- + Time savings

Patients enrolled in a digital engagement platform after hip and knee surgeries demonstrated a significant reduction in potentially avoidable 90-day costs, a **45.4%** reduction in 90-day hospital readmissions, and a **54.4%** reduction in 90-day complications.⁷



How MedBridge Can Help

Digital health tools work best when they're used together to create a seamless digital front door. MedBridge gives you everything you need to provide a complete solution to keep your patients engaged, activated, and adherent—with no assembly required.

Home Exercise Program (HEP)

Engage patients with an easily accessible and customizable library with thousands of video exercises developed by industry professionals.

Patient Adherence Tracking

Identify behavioral patterns and barriers to adherence to help boost patient satisfaction and improve clinical outcomes.

Patient Insights

Capture patient insights like pain, difficulty, and perceived progress with surveys and monitoring tools to help build a patient-inspired culture.

Remote Therapeutic Monitoring

Our solution provides everything you need to start capturing new revenue and retaining more patients today.

Patient Education

Help patients understand their diagnosis and rehabilitation plan with engaging education to encourage them to effectively manage their care plan.

Telehealth Virtual Visits

Replace or supplement in-person visits for low-risk patients with effective, user-friendly telehealth tools.

MedBridge GO Mobile App

Engage patients and promote adherence by prescribing home exercises in easy daily doses designed to motivate patients to better manage their conditions.

Provider Education

Provide evidence-based online education and training covering telehealth, patient engagement, soft skills, and more.

Organizations partnering with MedBridge have experienced:

- ✓ 47% reduced costs per episode of care
- ✓ 1,100% increased patient engagement
- ✓ Faster access to care by 2.5 days for first appointments
- ✓ 12% increased FOTO effectiveness
- ✓ World-class NPS® ratings
- ✓ 15% fewer no-shows and cancellations
- ✓ Higher patient satisfaction, adherence, and loyalty
- ✓ More referrals

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.

¹ <https://www.cbinsights.com/research/patient-experience-tech-funding-trends/>
² <https://connectedmed.com/resources/top-of-mind-research-finds-that-improving-patient-access-is-a-top-priority-for-health-systems/>
³ <https://www.fish.com/en/newsroom/fish-global-survey-48-smartphone-users-interested-health-care-alerts>
⁴ <https://www.experian.com/blogs/healthcare/2023/01/simplify-care-in-2023-with-a-digital-front-door/>
⁵ <https://healthjournalism.org/blog/2022/05/digital-front-doors-a-deep-dive-into-the-growing-health-care-trend/>
⁶ <https://patientengagementmhl.com/features/top-health-it-components-of-medicines-digital-front-door>
⁷ <https://www.sciencedirect.com/science/article/pii/S0883540317310410>