



How CORA Health Services Increased Revenue and Reduced Patient Dropoff with MedBridge's Digital Patient Engagement Solutions

Client Challenge

CORA Health Services is a top-10 national provider of outpatient therapy services, with over 250 clinics across 10 states. CORA's clinics offer a complete range of treatment options, including outpatient physical therapy, general rehabilitation, worker's compensation therapy, sports medicine, auto injury rehabilitation, and rehabilitation for seniors.

For many physical therapy clinics across the US, including CORA, patient dropoff is a continuous challenge, leading to poor outcomes, low patient satisfaction, and lost revenue. CORA decided to meet this problem head on by partnering with MedBridge to provide clinicians with the skills, platform, and process to cultivate a stronger therapeutic alliance with patients. By doing so, CORA was able to keep more patients in a full length of stay, helping them get better and increasing revenue as a result.

MedBridge Solution

By leveraging MedBridge's digital care solutions, including the Home Exercise Program (HEP) and Continuing Education, CORA was able to:

- **Reinforce behavior change in clinicians.** CORA clinicians participated in the MedBridge Patient Communication Education Initiative, a short structured online program focused on improving communication techniques.
- **Improve therapeutic alliance.** Leveraging skills gained from the MedBridge program, CORA clinicians were able to incorporate best practices to improve their relationships with patients and ensure buy-in.
- **Boost patient engagement.** Clinicians also assigned their patients customized care plans using MedBridge HEP, which engages patients using evidence-based best practices and a digital-first approach.
- **Enhance communication with patients.** CORA used the MedBridge HEP Builder to assign targeted exercises, educate patients, and create a direct line of communication between clinicians and patients.



Founded in 1998

Headquarters in Charlotte, NC
coraphysicaltherapy.com



Increased Evaluation Conversion Rate

9% increase in evaluation conversion rate, with an increase in visits per episode.



Improved Patient Outcomes

12% improvement in FOTO effectiveness scores.



Better Clinician Engagement

110% increase in HEP programs assigned to patients.

Results

After implementing MedBridge solutions, CORA succeeded in increasing the number of patients who fulfilled their episode of care, while also improving patient outcomes and quality of care. Results included:

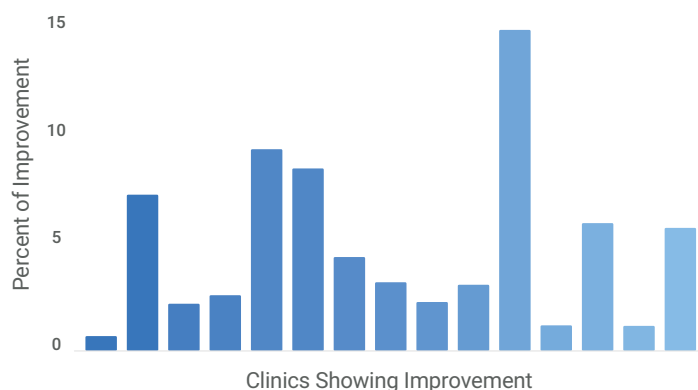
Increased Evaluation Conversion Rate

Building the therapeutic alliance and demonstrating value during the initial evaluation is key to establishing buy-in and ensuring that patients participate in therapy. CORA has been able to improve the evaluation conversion rate (the number of patients who progressed to care after the initial evaluation) by an average of 9 percent and increase visits per episode, indicating that more patients are completing episodes of care and are less likely to drop out of care.

Improved Outcomes Per Visit

CORA was able to significantly improve FOTO scores, averaging **an increase of 12 percent in rank effectiveness**, which translates to improved patient care, better visits, and better relationships with patients.

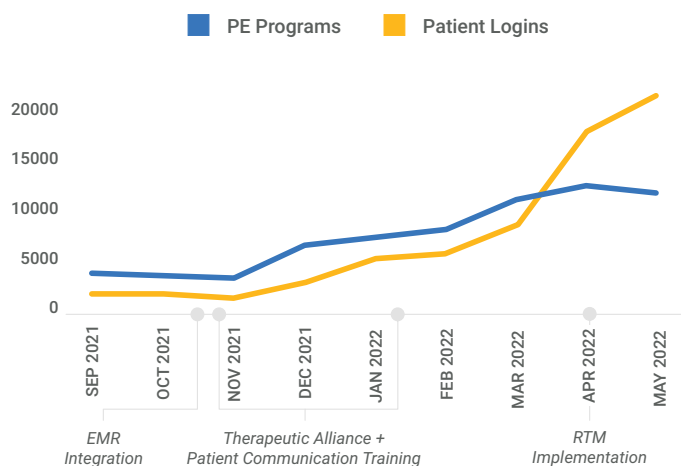
Evaluation Conversion Rate



Better Clinician Utilization

For CORA, the MedBridge Home Exercise Program (HEP) platform has been critical in helping to improve patient engagement. CORA saw **a 110 percent increase in HEP programs assigned to patients, with 81 percent of clinicians assigning more programs**. The graph below demonstrates the significant rise in patient engagement correlated with MedBridge HEP

Patient Engagement Activity



REFERENCES

1. Hibbard, J. H. & Greene, J. (2013). What the evidence shows about patient activation: Better health outcomes and care experiences; fewer data on costs. *Health Affairs*, 32(2), 207–214.