



Thank You!

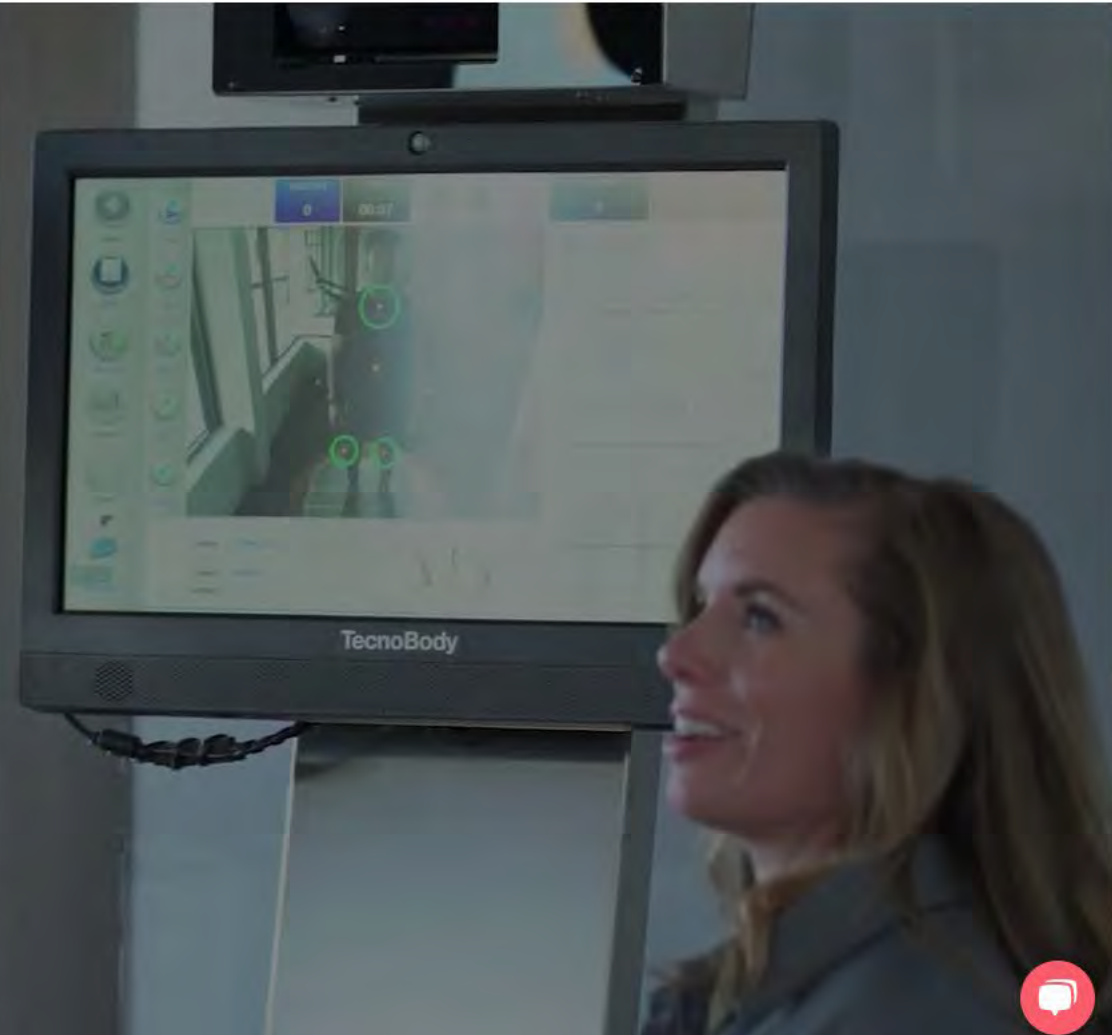




The best chiropractic and rehab in the DMV.

Get back to what you love with Kaizo Health

BOOK APPOINTMENT





FITNESS DONE RIGHT



Clinical Research Institute



The Kaizo Clinical Research Institute is a non-profit foundation that exists to provide the best evidence and the top treatments for our patients. We stay at the top of our field by consistently vetting our methods and partnerships through non-biased assessment of therapeutic tools.

Internally, we collect and analyze data through our medical health records to identify which treatment interventions lead to the best outcomes. Externally, we partner with product companies to run and manage their studies, testing patient outcomes and providing marketable recommendations.

- ✓ Each year, hundreds of patients participate in our clinical trials which allows us to provide the latest evidence-based care.
- ✓ Our patient and community network across five clinics allows for the most authentic conditions possible to provide a real clinical population of subjects.



Your Business Adjustment Summit - May 6th, Washington D.C

LEARN MORE

There's a better way to retain patients

You don't want to lose your current patients and your patients don't want to relapse. Kanvas App can help you increase your patient visit average and keep patients engaged throughout their recovery journey. Everybody wins!

BOOK A DEMO



GIVE



CHIROTECH CONSORTIUM

Determine and track utilization metrics and empower the profession with reliable data, which supports decisions and messaging moving forward.



Dr. Jay Greenstein

Chair

Dr. Jay Greenstein is founder and CEO of Kaizenovate, a technology company that helps doctors improve care, differentiate, and grow their revenue and their brand.

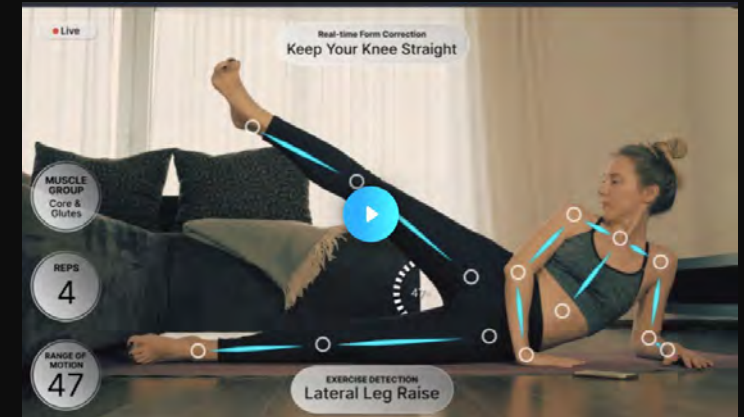
Chiropractic Future Strategic Plan Interview with ChiroTe... Watch later Share

Watch on YouTube

Interview with ChiroTech Consortium workgroup Chair Jay Greenstein

The Sports Chiropractor: Three Secrets to Unlocking New Models and Business Opportunities

Jay Greenstein, DC
CEO, Kaizenovate
CEO, Kaizo Health Group



Our Journey Together

- Opening Our Minds
- Many Things AI
- The Digital Healthcare Experience



Technology > Unlocks Opportunity

Tech Can Exponentially Improve
The Human Condition



Who's Ready for Some Secrets?

Secret #1

...Don't Be Like Larry

Who Is Larry?



What Is Wrong with Larry?

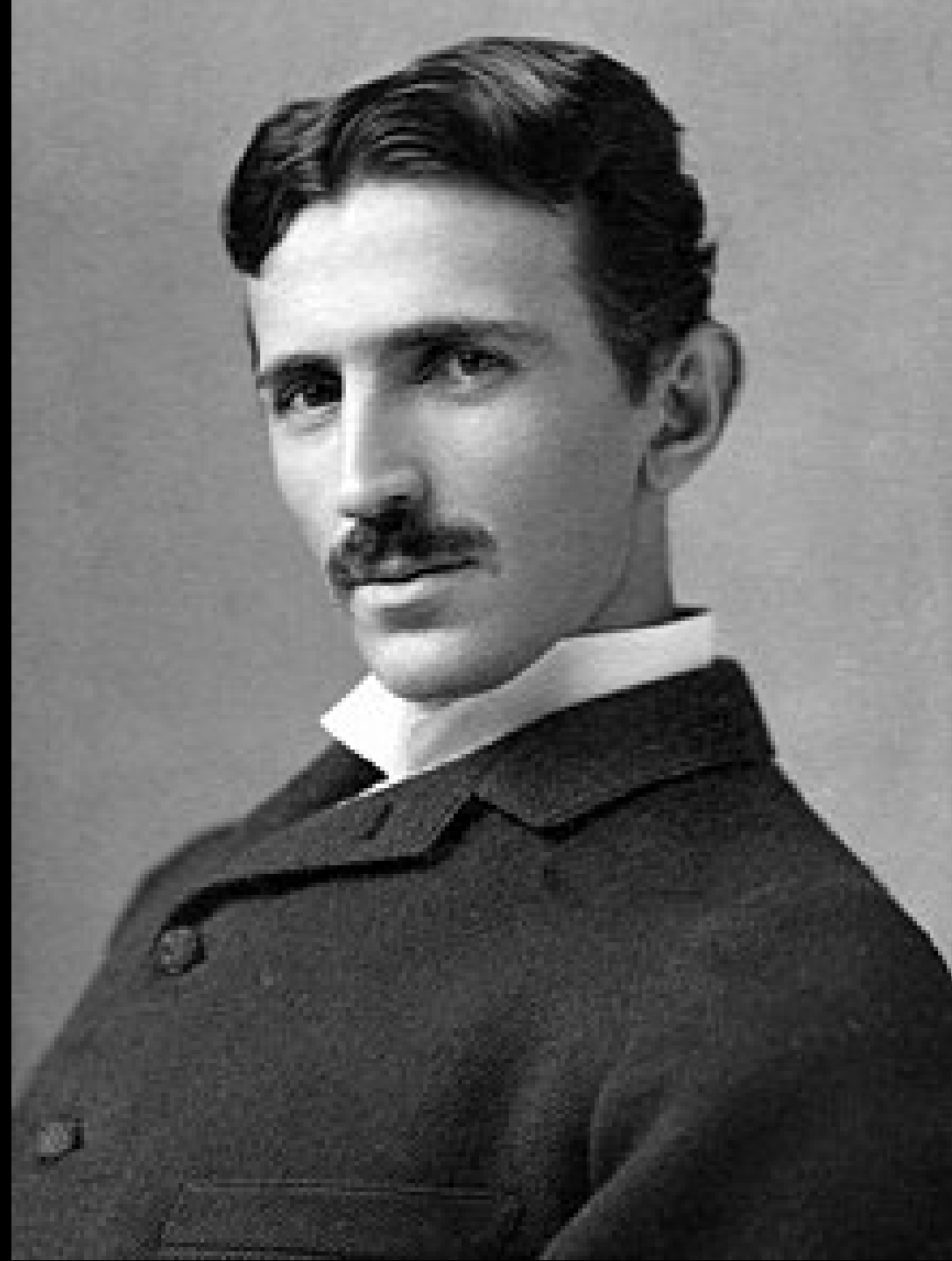
Fundamentally...

Larry Is Not...

Embracing New Technology

Larry Is Missing Opportunities...

...Don't Be Like Larry



Check out this Newsweek article from 23 years ago predicting the Internet would be a passing fad

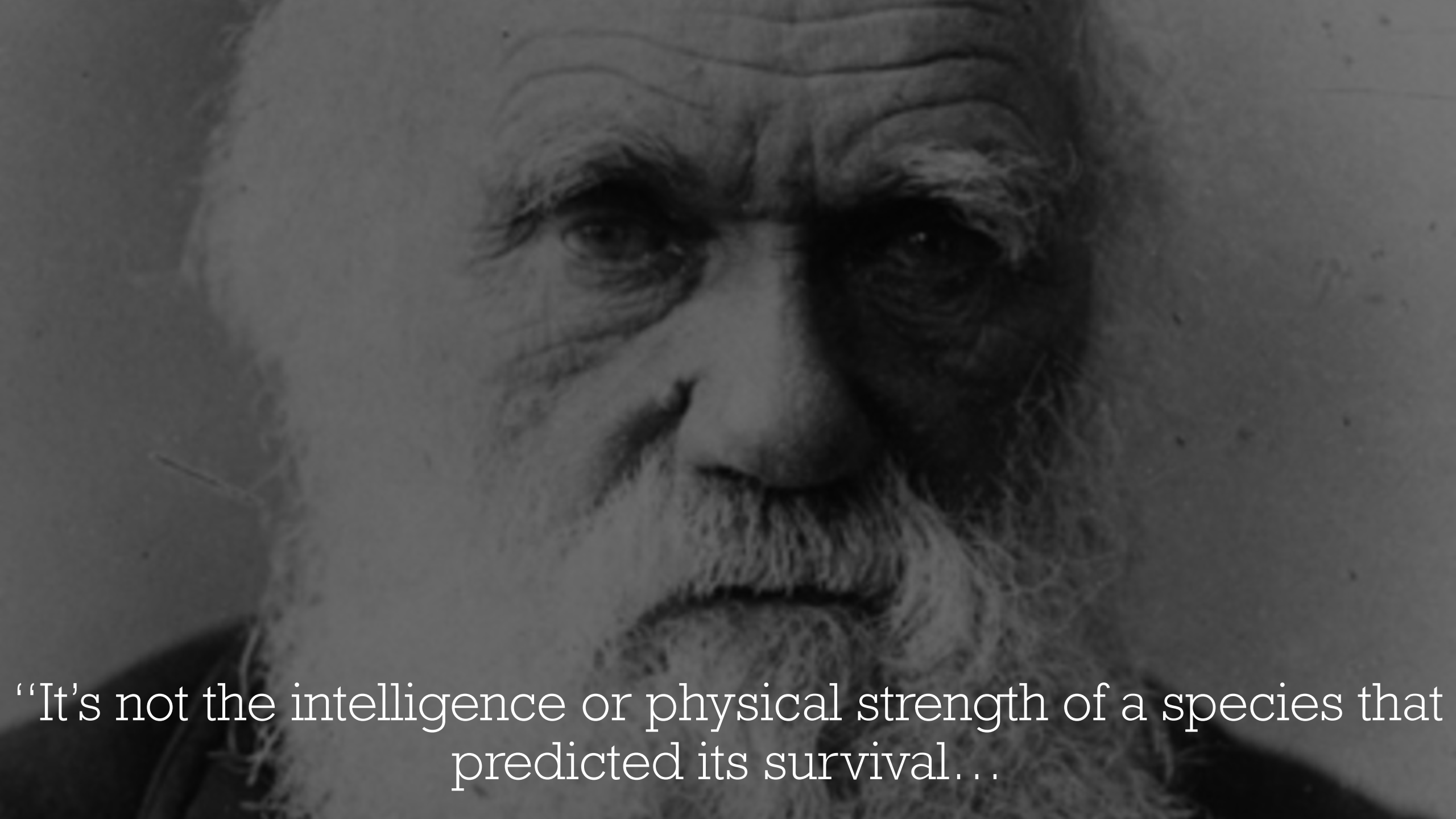


By **James Lu** - on 26 Feb 2018, 2:34pm



Clifford Stoll

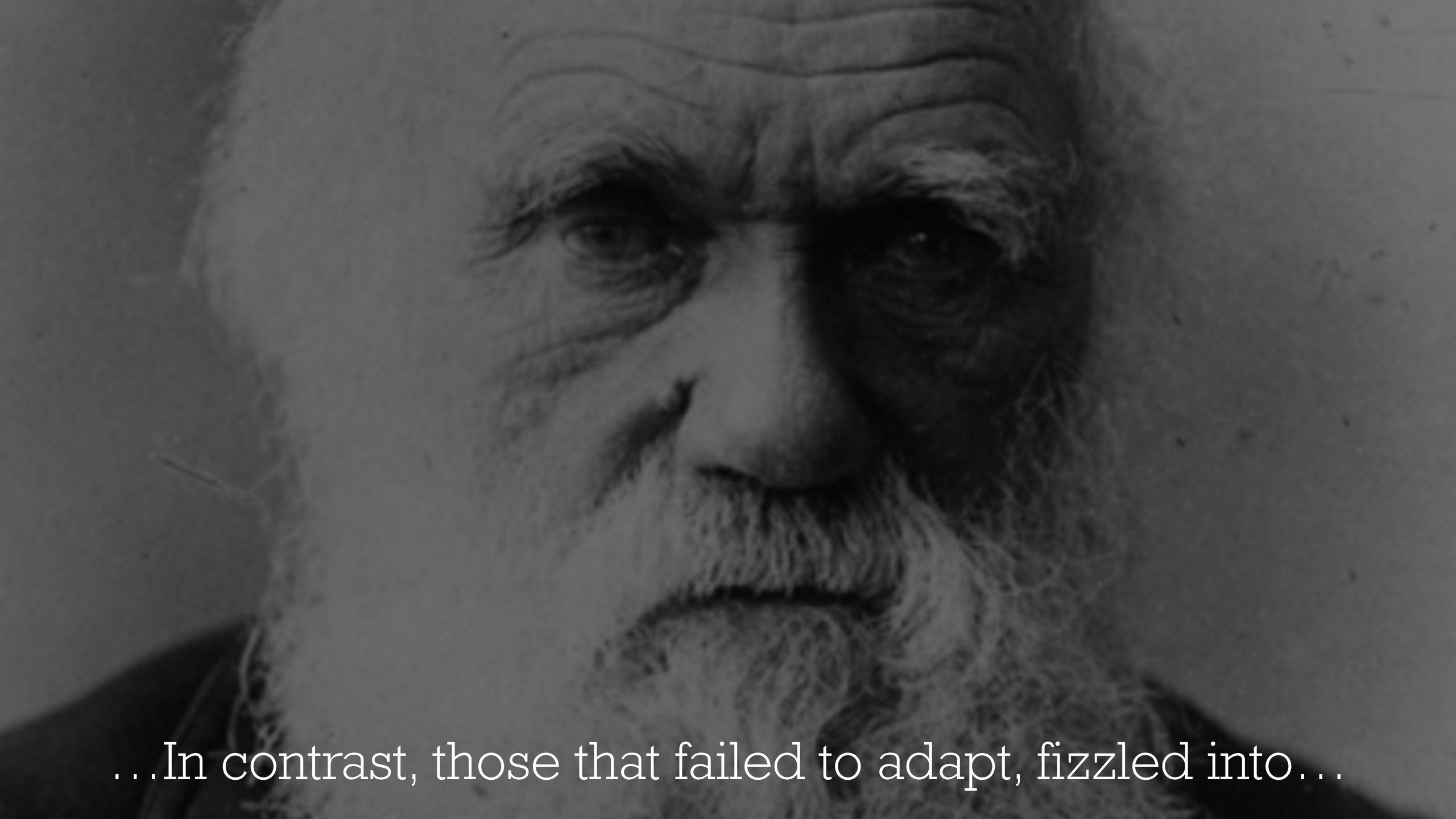
23 year ago today, Newsweek published an article explaining why they thought Internet would just be a passing fad.



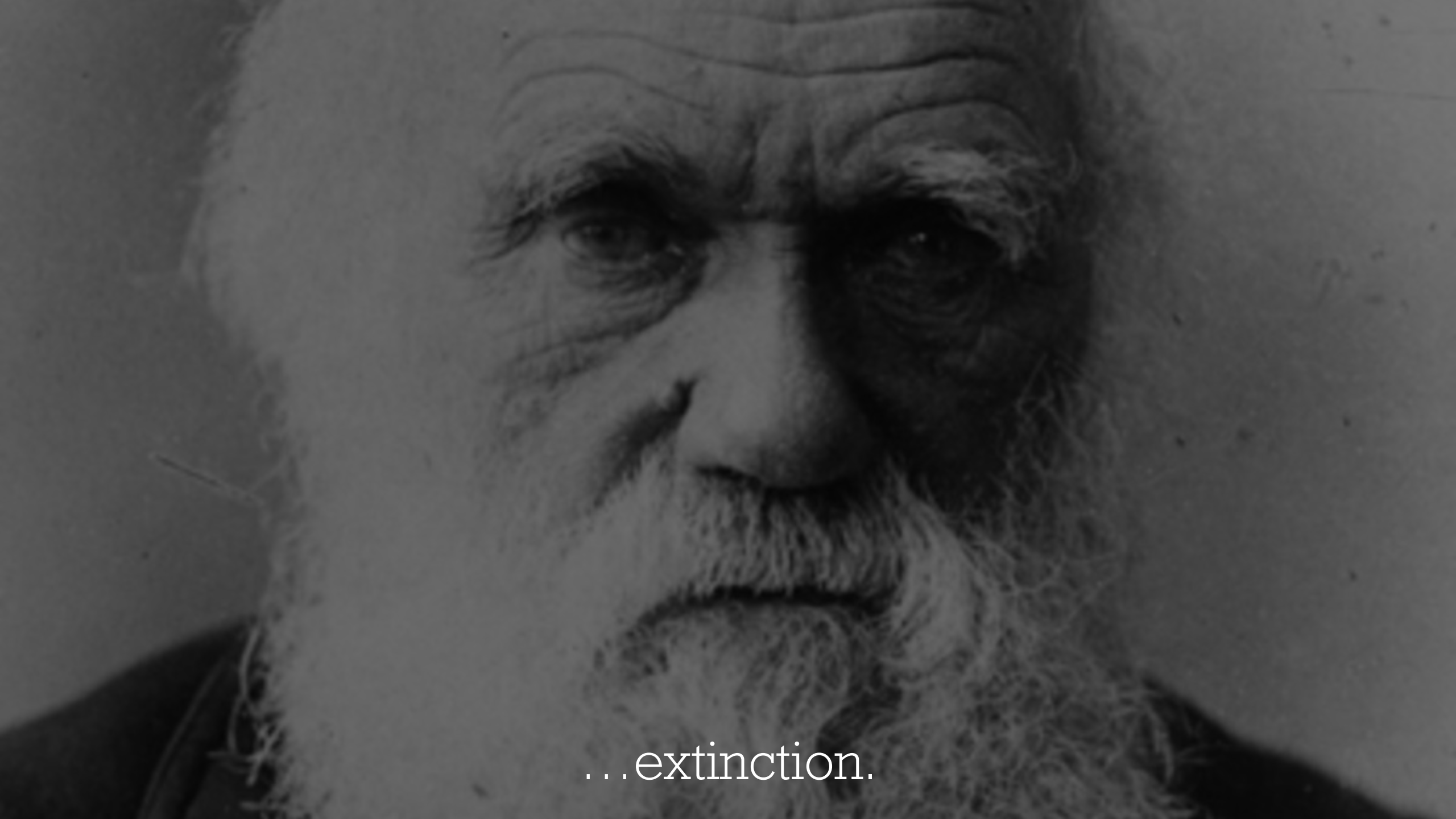
“It’s not the intelligence or physical strength of a species that predicted its survival...”



...Instead, it was those species that best adapted to changes in their immediate surroundings that ultimately survived...



...In contrast, those that failed to adapt, fizzled into...



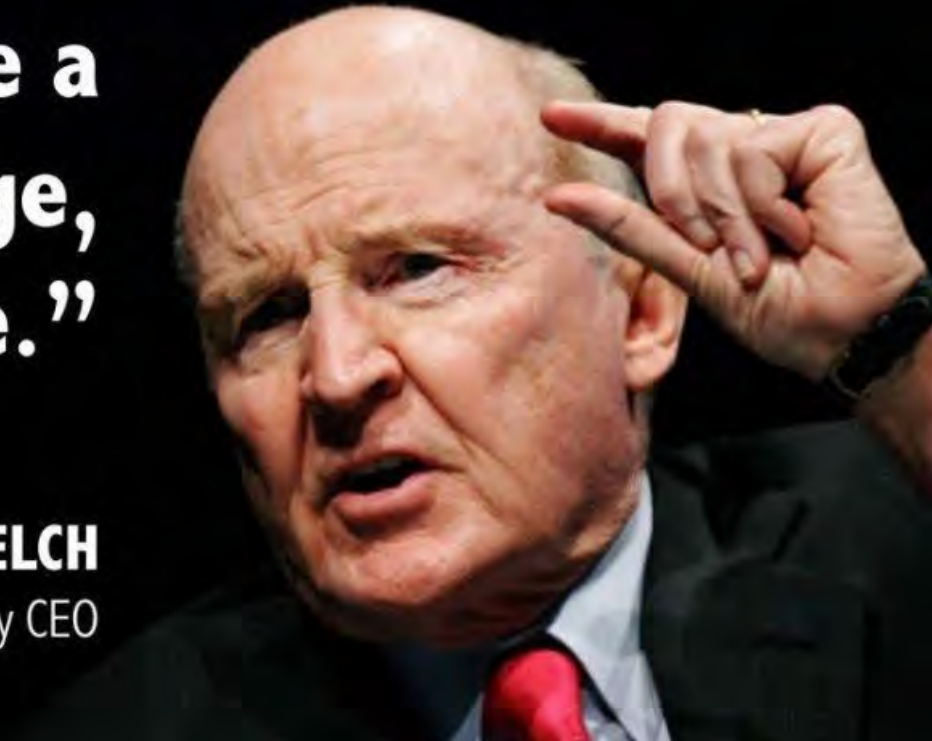
...extinction.

Critical Consequences of Not Keeping Up with Technological Advancements

Loss of Competitive Advantage

“If you don’t have a competitive advantage, don’t compete.”

JACK WELCH
legendary CEO



Decreased Productivity and Efficiency



Reduced Customer Loyalty



...Embrace Technology to
Unlock Opportunities

Secret #2

**Those That
Learn, Play, and Implement AI...**

Win

Revolutionizing Healthcare: The Top 14 Uses Of ChatGPT In Medicine And Wellness

Bernard Marr Contributor

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Mar 2, 2023, 02:39am EST



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Over the past few years, artificial intelligence (AI) has made significant advancements in the healthcare industry. One of the most prominent AI-powered tools is ChatGPT, a natural language processing model developed by OpenAI.



1. Virtual assistants for telemedicine
2. Clinical decision support
3. Medical recordkeeping
4. Medical translation
5. Medication management
6. Disease surveillance
7. Medical writing and documentation
8. Clinical trial recruitment
9. Creating symptom checkers
10. Patient triage
11. Drug information
12. Medical education
13. Mental health support
14. Remote patient monitoring



April 28, 2023

Comparing Physician and Artificial Intelligence Chatbot Responses to Patient Questions Posted to a Public Social Media Forum

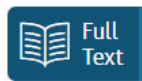
John W. Ayers, PhD, MA^{1,2}; Adam Poliak, PhD³; Mark Dredze, PhD⁴; et al

» Author Affiliations

JAMA Intern Med. 2023;183(6):589-596. doi:10.1001/jamainternmed.2023.1838

Editorial Comment

Related Articles



Key Points

Question Can an artificial intelligence chatbot assistant, provide responses to patient questions that are of comparable quality and empathy to those written by physicians?

Findings In this cross-sectional study of 195 randomly drawn patient questions from a social media forum, a team of licensed health care professionals compared physician's and chatbot's responses to patient's questions asked publicly on a public social media forum. The chatbot responses were preferred over physician responses and rated significantly higher for both quality and empathy.

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Best of JAMA Network 2022

Trending

Opinion

Hey Chatbot, Write Me an H&P
June 1, 2023

Opinion

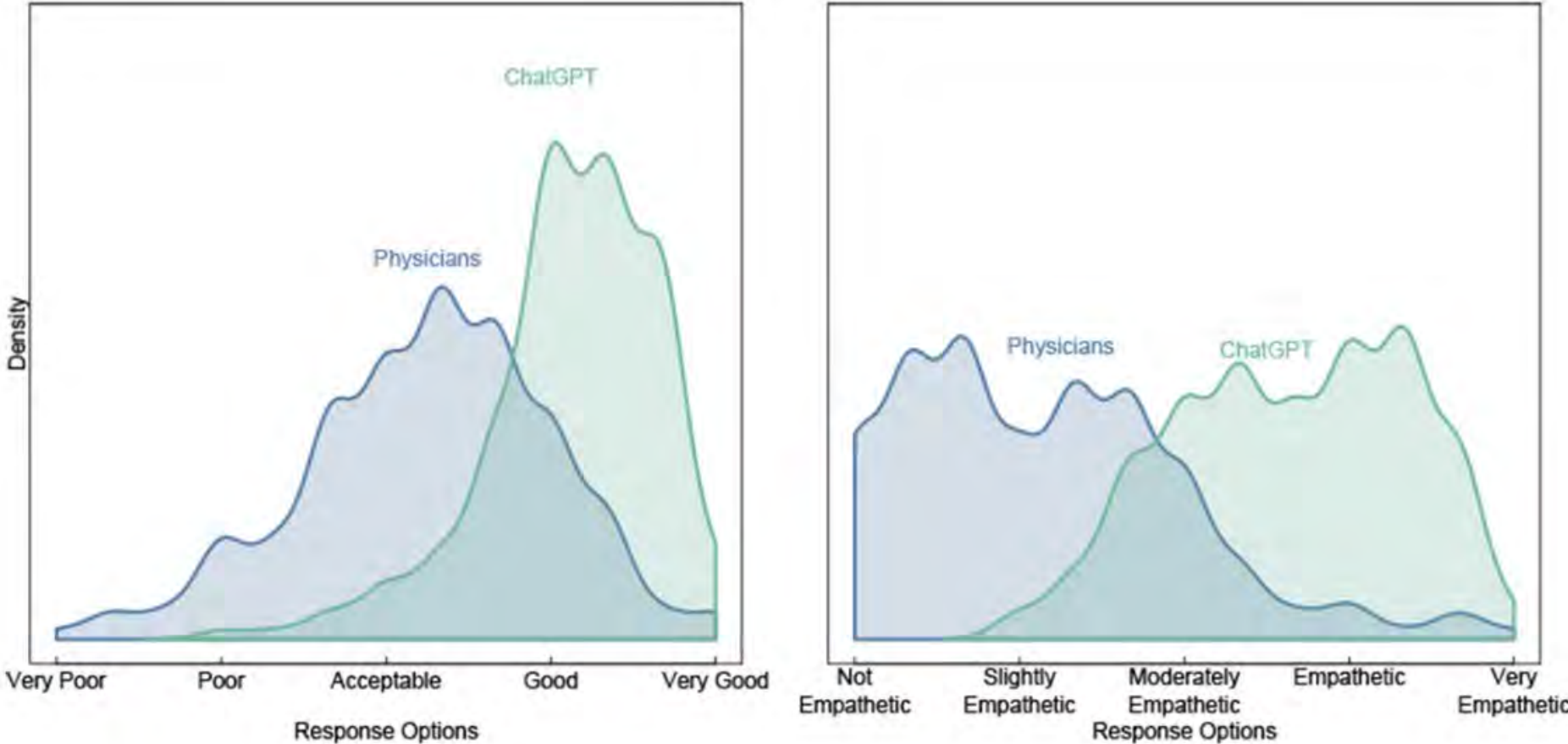
Chatbots and Modern Medicine—Fountain of Creativity or Pandora's Box?
June 1, 2023

Research

Minimum Clinically Important Difference and Noninferiority Margin for Hospital-free

Study Finds ChatGPT Outperforms Physicians in High-Quality, Empathetic Answers to Patient Questions

While AI won't replace your doctor, the JAMA Internal Medicine paper suggests physicians working together with technologies like ChatGPT may revolutionize medicine



ChatGPT is poised to upend medical information. For better and worse.

 [Karen Weintraub](#)
USA TODAY

Published 7:00 a.m. ET Feb. 26, 2023 | Updated 12:05 p.m. ET March 16, 2023





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LIMIT THE USE OF FACIAL
RECOGNITION SOFTWARE

REQUIRE A.I. COMPANIES TO
DISCLOSE MORE ABOUT THE DATA
BEHIND THEIR PROGRAMS



A.I. REVOLUTION

NEW REGULATIONS AND NEW WARNINGS AS A.I. SCAMS SPREAD

NIGHTLY
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
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› [Ann Biomed Eng.](#) 2023 Mar 15. doi: [10.1007/s10439-023-03172-7](#). Online ahead of print.

Role of Chat GPT in Public Health

Som S Biswas ¹

Affiliations + expand

PMID: 36920578 DOI: [10.1007/s10439-023-03172-7](#)

Abstract

ChatGPT, a language model developed by OpenAI, has the potential to play a role in public health. With its ability to generate human-like text based on large amounts of data, ChatGPT has the potential to support individuals and communities in making informed decisions about their health (Panch et al. *Lancet Digit Health* 1:e13-e14, 2019; Baclic et al. *Canada Commun Dis Rep* 46.6:161, 2020). However, as with any technology, there are limitations and challenges to consider when using ChatGPT in public health. In this overview, we will examine the potential uses of ChatGPT in public health, as well as the advantages and disadvantages of its use.

FULL TEXT LINKS



ACTIONS

 Cite

 Collections

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PAGE NAVIGATION

Pick the best answer to improve the model



The conversation will continue with the answer you choose.



according to the lancet journal's low back pain series, what are the recommended treatments for low back pain

New Answer



The Lancet's Low Back Pain Series, published in 2018, offered several key recommendations for the treatment of low back pain.

The series emphasized that the majority of low back pain is non-specific, meaning it has no identifiable pathoanatomical cause. For non-specific low back pain, the recommended treatments are:

1. **Education and reassurance:** Informing patients about the benign nature of acute low back pain can help to reduce fears and anxieties. This is typically the first line of treatment.
2. **Non-pharmaceutical therapies:** Exercise (including physical activity in general), as well as multidisciplinary rehabilitation, are recommended. Manual therapies such as spinal manipulation can also be beneficial.
3. **Pharmaceutical therapies:** These are to be considered if non-pharmaceutical therapies do not provide adequate relief. However, they are not the first line of treatment. Non-steroidal anti-inflammatory drugs (NSAIDs) can be used, but only for short-term relief. The series warned against the use of opioids.

Original Answer



The Lancet Journal's Low Back Pain Series, published in 2018, presented a comprehensive overview of the current understanding of low back pain, the efficacy of current treatments, and outlined recommendations for the management of low back pain.




The key recommendations for the treatment of low back pain from the Lancet series include:

1. **Education:** Reassurance about the benign nature of low back pain and advising patients to stay active and continue with their normal activities as much as possible.
2. **Physical and Psychological Therapies:** Exercise is recommended as the first-line treatment. Cognitive behavioral therapy can also be beneficial, particularly for those with chronic low back pain.
3. **Pharmacological Treatments:** The use of medications should be limited. If necessary, first-line medications can include nonsteroidal anti-inflammatory drugs (NSAIDs). Opioids are discouraged due to their potential risks and generally poor efficacy for low back pain.
4. **Avoidance of Invasive Procedures:** Surgery

+ New chat



Today

Ignoring Tech = Busi   

Previous 7 Days

Jefferson's Tech Hesitation

ALT & ALP in Dogs

Previous 30 Days

Chirographic: Dr. Greenstein P

RTM & AI Transformation

Dog Hind Leg Issues

Grouping and Categorizing Fe



AI fears and concerns.

Leadership Revolution

Condense to One per Line

Building \$100M ChiroTech Co

Greenstein's Q Score: Unknow

 drjay@kaizo-health.com 

T

I apologize for any confusion and appreciate your patience. Here is the corrected response:

According to The Lancet's Low Back Pain Series, published in 2018, the majority of low back pain is non-specific, meaning it has no identifiable pathoanatomical cause. For non-specific low back pain, the recommended treatments are:

1. **Education and reassurance:** Informing patients about the benign nature of acute low back pain can help to reduce fears and anxieties. This is typically the first line of treatment.
2. **Non-pharmaceutical therapies:** Greater emphasis is now placed on self-management, physical and psychological therapies, and some forms of complementary medicine. Guidelines encourage active treatments that address psychosocial factors and focus on improvement in function. This includes exercise and a range of non-pharmacological therapies alone and in combination such as spinal manipulation, massage, acupuncture, Tai Chi, and yoga.
3. **Pharmaceutical therapies:** Non-pharmacological care is the first treatment option and pharmacological care is reserved for patients for whom non-pharmacological care has not worked. Non-steroidal anti-inflammatory drugs (NSAIDs) can be used, but only for short-term relief. The series warned against the use of opioids due to their potential for harm and addiction.
4. **Surgery and invasive procedures:** These are generally not recommended for non-specific low back pain. They should be considered as a last resort and only for specific cases where a clearly identifiable Stop generating (herniated disc causing nerve compression) can be surgically addressed.

Send a message 

ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT May 24 Version](#)



**GET
IN THE
GAME**

Simple AI Use Cases

MOTIVATIONAL INTERVIEWING FOR THE CHIROPRACTIC PRACTICE ©

Dr. Jay Greenstein

Part 1: Introduction to Motivational Interviewing in Healthcare

Overview of motivational interviewing in healthcare and its benefits for patients

Motivational interviewing (MI) is a patient-centered approach to communication that is used in healthcare to promote behavior change. It is a collaborative conversation that helps patients explore their own motivations and values, and supports them in making decisions that are consistent with their goals.

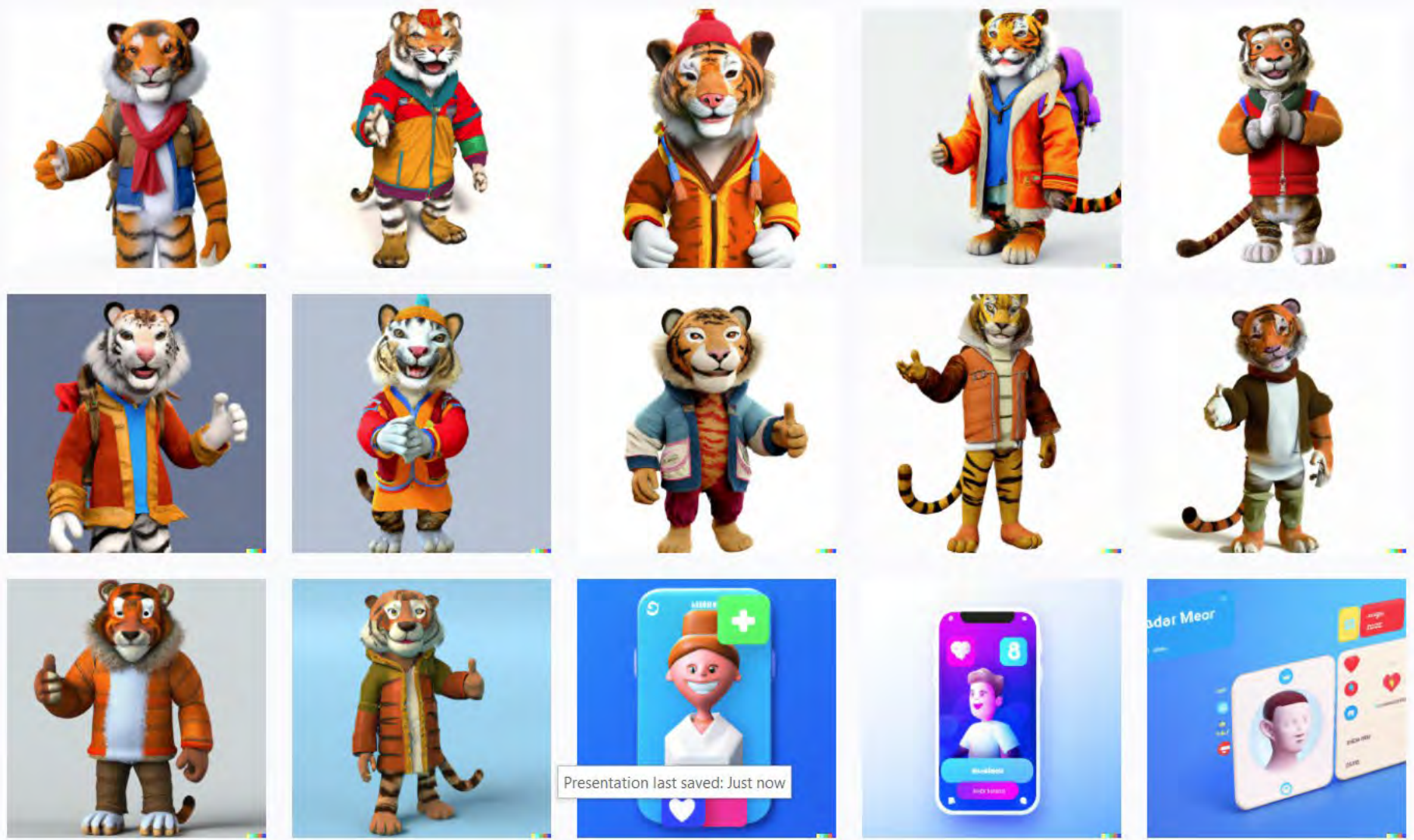
Benefits for Patients:

- Improved patient-provider communication and relationship building
- Increased patient engagement and participation in their own care
- Improved patient satisfaction with their care experience
- Increased likelihood of behavior change and positive health outcomes
- Greater adherence to treatment plans and improved self-management skills

MI has been shown to be effective in a variety of healthcare settings, including primary care, addiction treatment, and chronic disease management. It is particularly useful for addressing behaviors that are difficult to change, such as smoking, substance abuse, and poor diet and exercise habits.

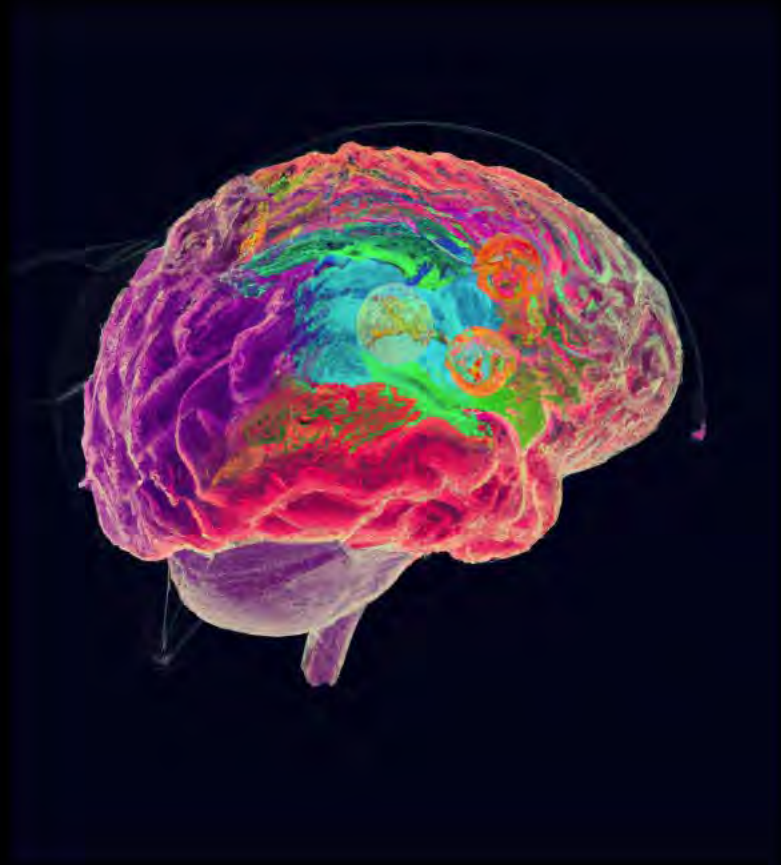
In addition to improving patient outcomes, MI can also benefit healthcare providers by reducing burnout and improving job satisfaction. It allows providers to focus on patient-centered care and encourages a collaborative approach to treatment planning.










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The Power of Tiny Habits: A 10-Slide Journey Through BJ Fogg's Model of Behavior Change



AI Stacking

+ New chat

Latest Scientific Evidenc  

Drive Revenue Through Divers

Chiropractor Revenue Boost

Tigers: Solitary Hunters.


Ecovia: Sustainability Initiatives


AI Tool for Zoom: Speed Up


Transcribing video service.


Phone Warranty Claim.

ChatGPT for User Queries

 Clear conversations

 Upgrade to Plus NEW

 Dark mode

 Get help

 Log out



Create a blog post on the latest scientific evidence around sexual addiction




Sexual addiction, also known as hypersexuality or compulsive sexual behavior, is a controversial topic in the field of mental health. While it is not yet officially recognized as a diagnosis by the DSM-5, many experts believe that it is a real condition that can have serious consequences for those who suffer from it. In this blog post, we will explore the latest scientific evidence around sexual addiction.



What is Sexual Addiction?

Sexual addiction is a term used to describe a condition in which individuals engage in excessive and compulsive sexual behavior that is difficult to control. People who suffer from sexual addiction often feel ashamed and guilty about their behavior, which can lead to social and emotional problems. Symptoms of sexual addiction can include:

- Excessive masturbation
- Compulsive pornography use
- Multiple affairs or infidelities
- Prostitution or sex work
- Risky sexual behavior, such as unprotected sex or anonymous sex
- Obsessive sexual fantasies or thoughts
- Compulsive sexual behavior that

 Regenerate response

Send a message...





D-ID



AI Categorizations:

There are several ways to categorize AI systems, but a common classification is based on their capabilities and the techniques used to build them. Here are some types of AI:

- **Narrow AI (also known as Weak AI):** These AI systems are designed to perform specific tasks, such as facial recognition, language translation, or playing a particular game. They typically excel in their designated tasks but lack the ability to generalize beyond them. Examples include Apple's Siri, Amazon's Alexa, and Google's search algorithms.
- **General AI (also known as Strong AI or AGI):** As mentioned in the previous answer, Artificial General Intelligence refers to AI systems capable of understanding, learning, and applying knowledge across a wide range of tasks at a level comparable to human intelligence. As of September 2021, AGI has not been achieved.

AI systems can also be classified based on the techniques and approaches used in their development:

- **Symbolic AI (also known as Good Old-Fashioned AI or GOF AI):** This approach is based on manipulating symbols and using rules to represent knowledge and perform logical reasoning. Early AI systems, like expert systems and rule-based systems, largely relied on this approach.
- **Connectionist AI (also known as Neural Networks):** Inspired by the structure and functioning of biological neural networks, these AI systems use artificial neurons and layers of interconnected nodes to learn patterns in data. They excel at tasks such as image and speech recognition. Deep learning, a subset of neural networks, has been particularly successful in recent years.
- **Evolutionary AI (also known as Genetic Algorithms):** These AI systems use evolutionary algorithms inspired by the process of natural selection to optimize solutions to problems. They generate candidate solutions, evaluate their fitness, and evolve them through mutation, crossover, and selection.
- **Hybrid AI:** These AI systems combine multiple approaches to overcome the limitations of individual techniques. For example, a hybrid AI system might integrate symbolic AI with connectionist AI to enable better reasoning and learning.
- **Swarm Intelligence:** This approach models the collective behavior of decentralized, self-organized systems, such as ant colonies or bird flocks. Swarm intelligence can be used to optimize solutions in distributed systems or to coordinate the behavior of multiple agents.
- **Reinforcement Learning:** A type of machine learning where an agent learns to make decisions by interacting with an environment. The agent receives feedback in the form of rewards or penalties and uses this information to adjust its actions to maximize cumulative rewards over time.







These categories are not mutually exclusive, and many AI systems combine elements from different approaches to achieve their goals.

File **Message** Help ESET Acrobat

Ignore Delete Archive Reply Reply Forward Share to Teams Deleted Items To Manager CCGPP Board Done Reply & Delete Create New Move Assign Mark Categorize Follow Up Policy Unread Tags Editing Read Aloud Immersive Reader Translate Language Zoom Reply with Scheduling Poll Find Time Sales Tools Viva Insights

Futurepedia Weekly - Top AI Tools of the Week (Issue #28)

 Vivek from Futurepedia <vivek@newsletter.futurepedia.io>
To  Dr. Jay Greenstein

  Reply  Reply All  Forward  

Fri 6/16/2023 12:55 PM

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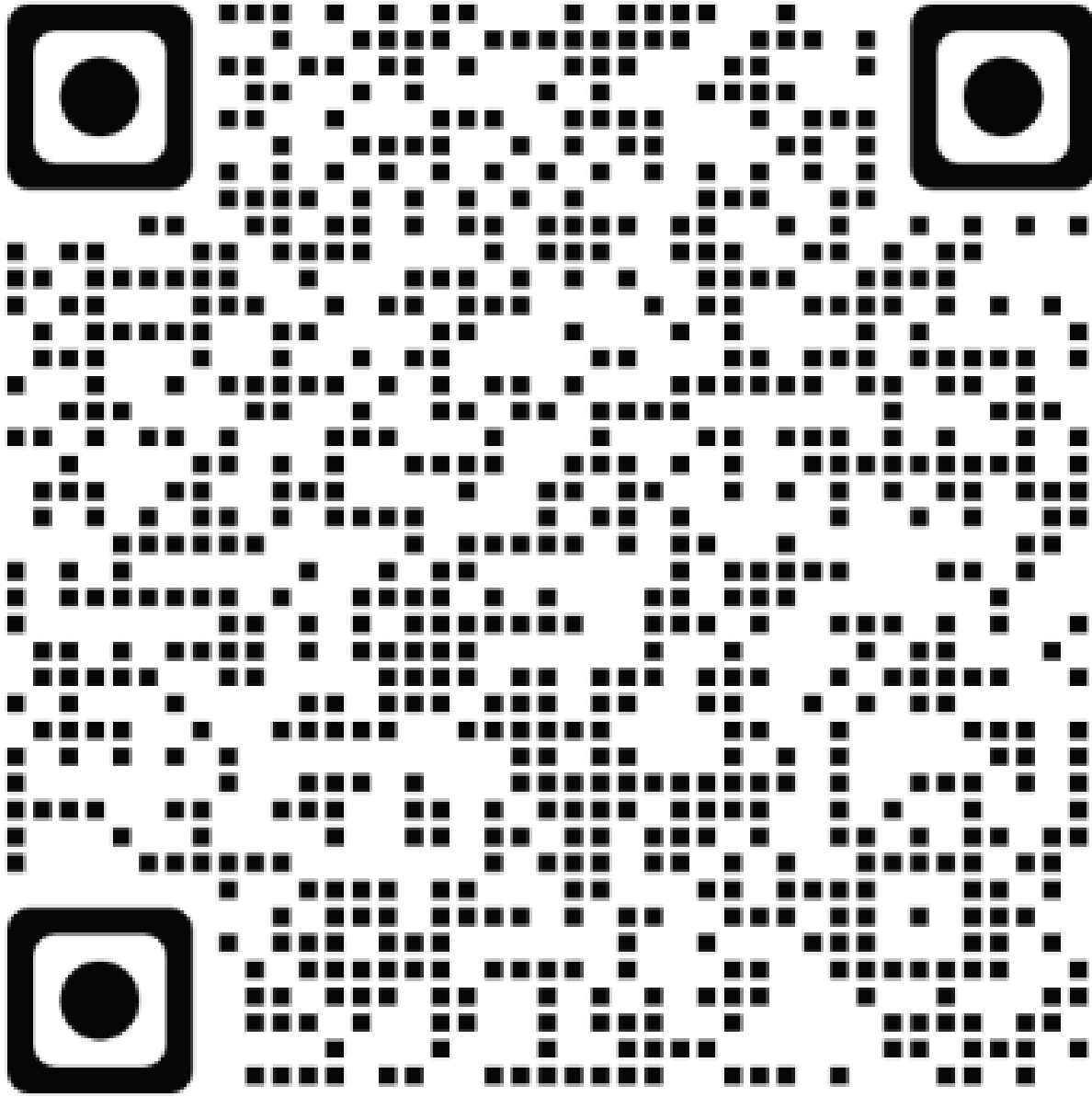
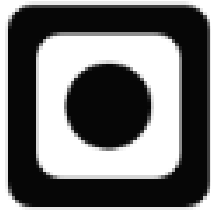
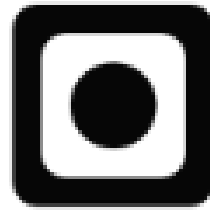
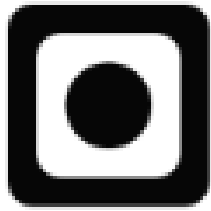
Hey everyone, hope you had a great week and have an ever better weekend!

We have added 210 tools to Futurepedia since last Friday and here are some of the most favoured and interesting ones:

AI Tools of the Week

[Yoursearch.ai](#) - Personalized search engine for efficient research.

[CloneDub](#) - Convert audio into other languages using the same voices



Secret #3

**Virtual/Digital Care Is The
Future of Healthcare**

The **Big** Opportunity...

1. Anticipate Customer Needs
2. Create Remarkable Experiences
3. Raise the Bar For Digital Excellence







Deborah Di Sanzo (She/Her) · 2nd

President, Best Buy Health -- Artificial Intelligence, Healthcare Technology, Active Aging, Retail Health Technology

Andover, Massachusetts, United States · [Contact info](#)

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Kate Wolin, Richard Scarfo, and 18 other mutual connections

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Best Buy Health



Harvard University





A year in review: Best Buy Health

By [Best Buy](#) | March 3, 2023



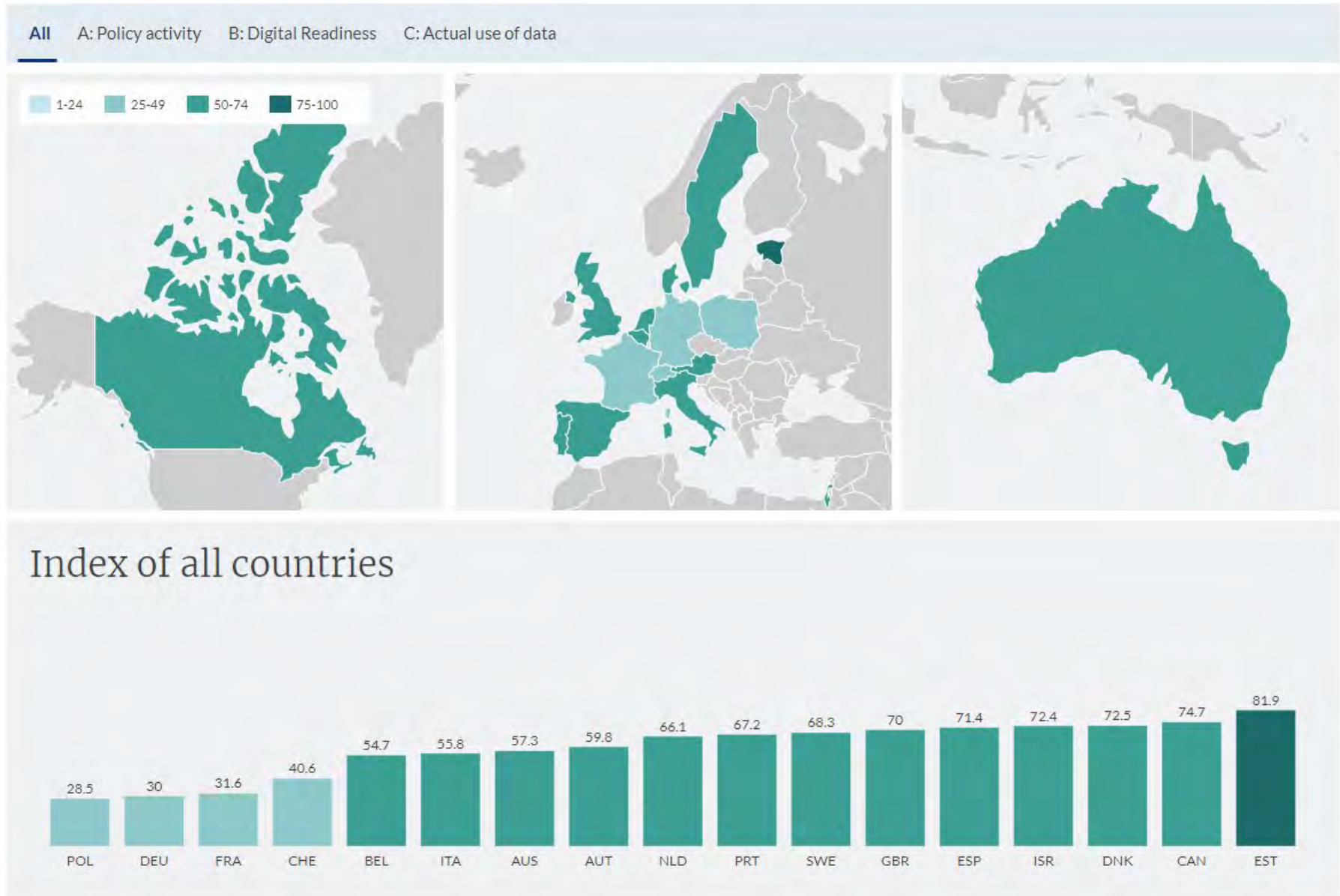
Technology is at the center of everything we do in our daily lives, and as that continues to be true, the role of technology within healthcare is becoming more important than ever before.

Today, consumers want to receive care in their own homes, and providers are rapidly looking for ways to incorporate digital tools into healthcare delivery to improve outcomes and experiences. That is where Best Buy Health comes in.

[Best Buy Health](#) enables care at home for everyone and to do that, we are focused on three key areas:

Wellness at home: offering the latest tech products to keep you and your family healthy.

Picture this, you're a parent with a sick child who shops on [BestBuy.com](#) and purchases a TytoCare medical exam kit. It arrives on your doorstep later that day. You use the kit to do a virtual visit with a physician who guides you through which tests to perform using the included attachments. This data is then sent directly to the physician who can use it to make a diagnosis and send a prescription to your local pharmacy.



Three Virtual/Digital Solutions

Telehealth



Telehealth Demand Continues to Decline, Posing Challenges for Telehealth Providers and Policymakers

August 14, 2022

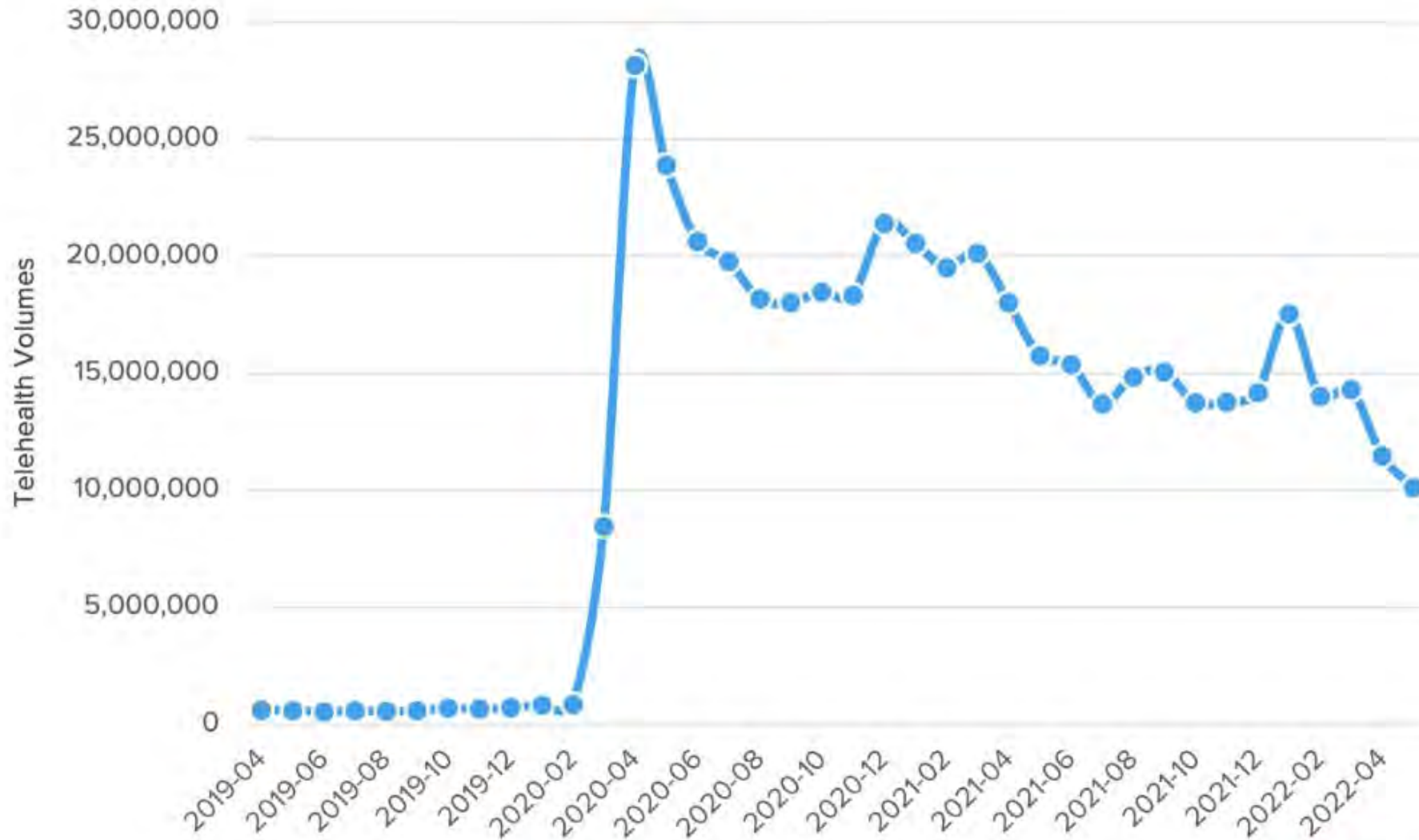
Sanjula Jain, Ph.D.

📌 Demand 📌 Virtual Care

Key Takeaways

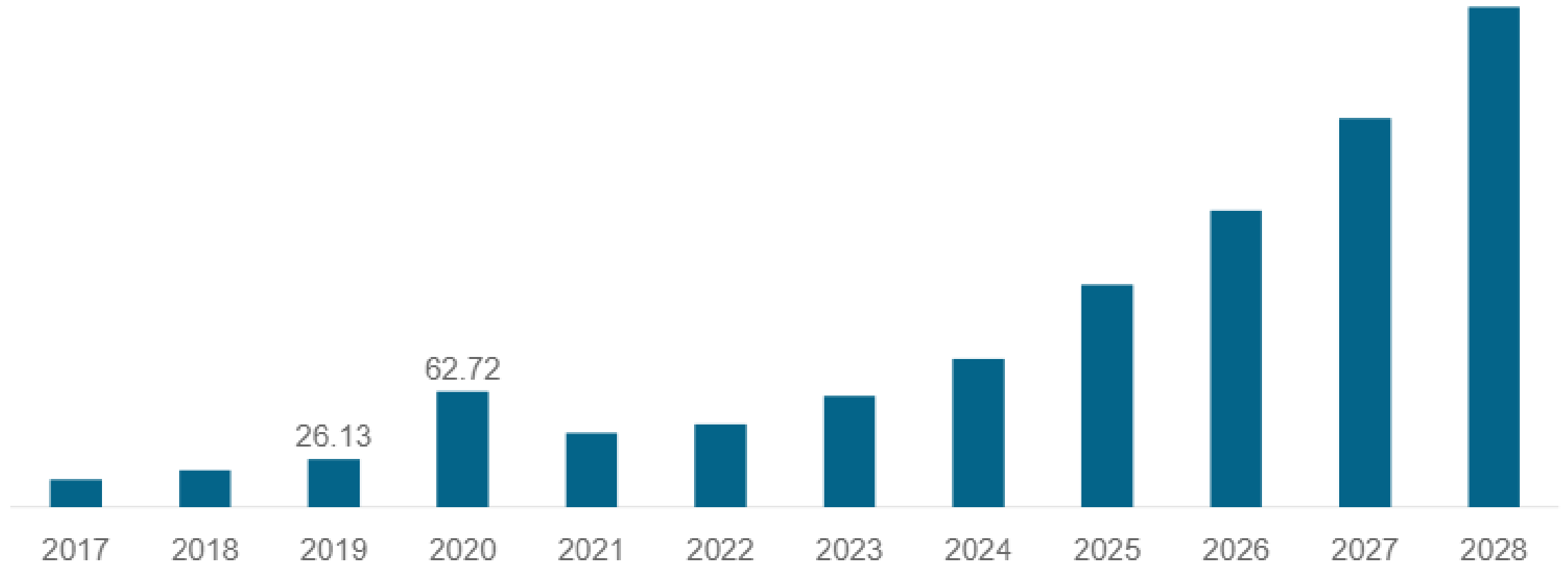
- **59.2% drop in telehealth visit volumes from April 2020 to April 2022; suggesting that expanded availability of virtual care options has not shifted widespread consumer preferences.**
- Consistent with other countries' consumer preferences, almost 80% of Americans solely pursued in-person care in 2021.
- Wall Street also lacks enthusiasm about telehealth growth prospects, as evidenced by Teladoc's and Amwell's stock prices.

FIGURE 1. U.S. TELEHEALTH VISIT VOLUMES, APRIL 2019- MAY 2022



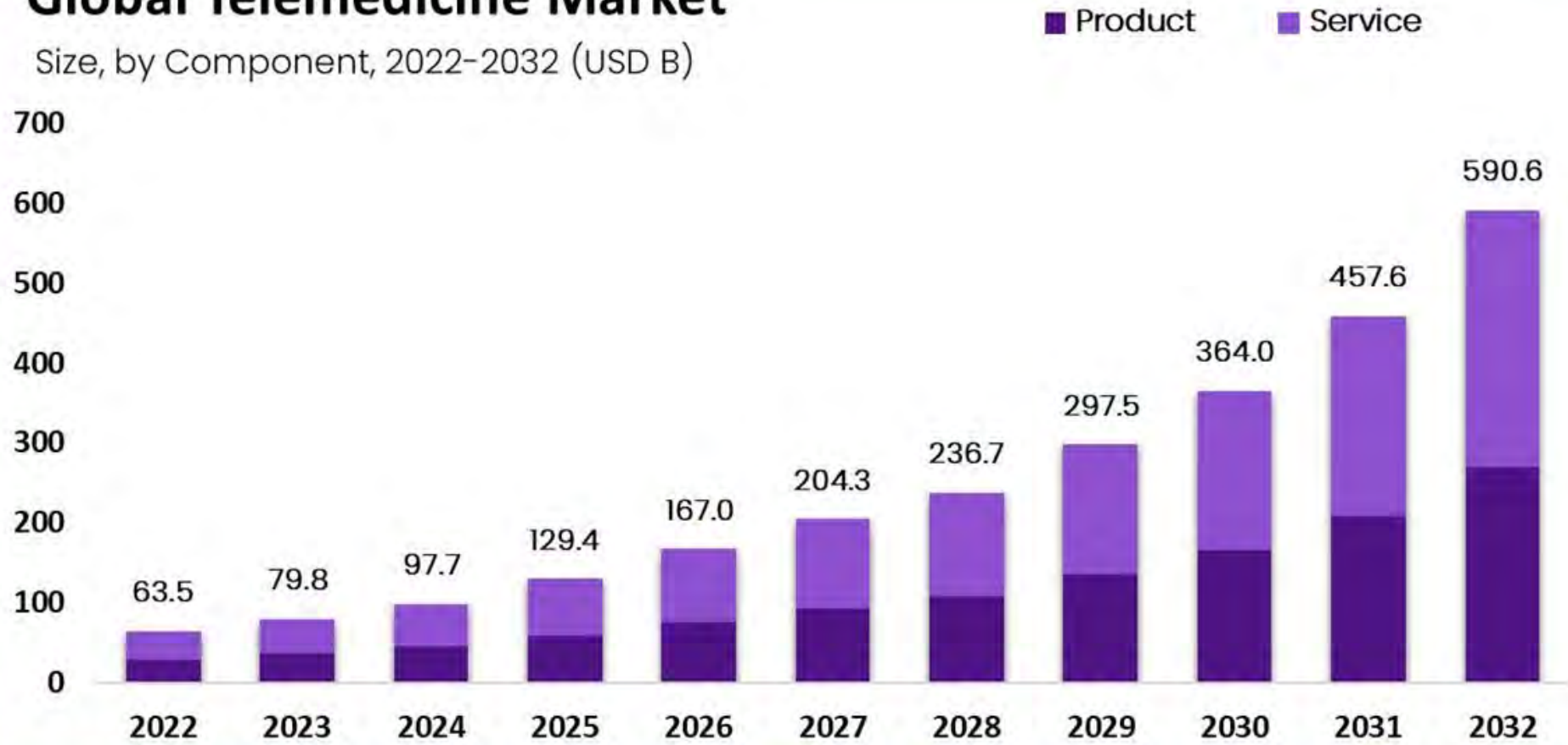
Source: Trilliant Health national all-payer claims database. • [PNG](#)

North America Telehealth Market Size, 2017-2028 (USD billion)

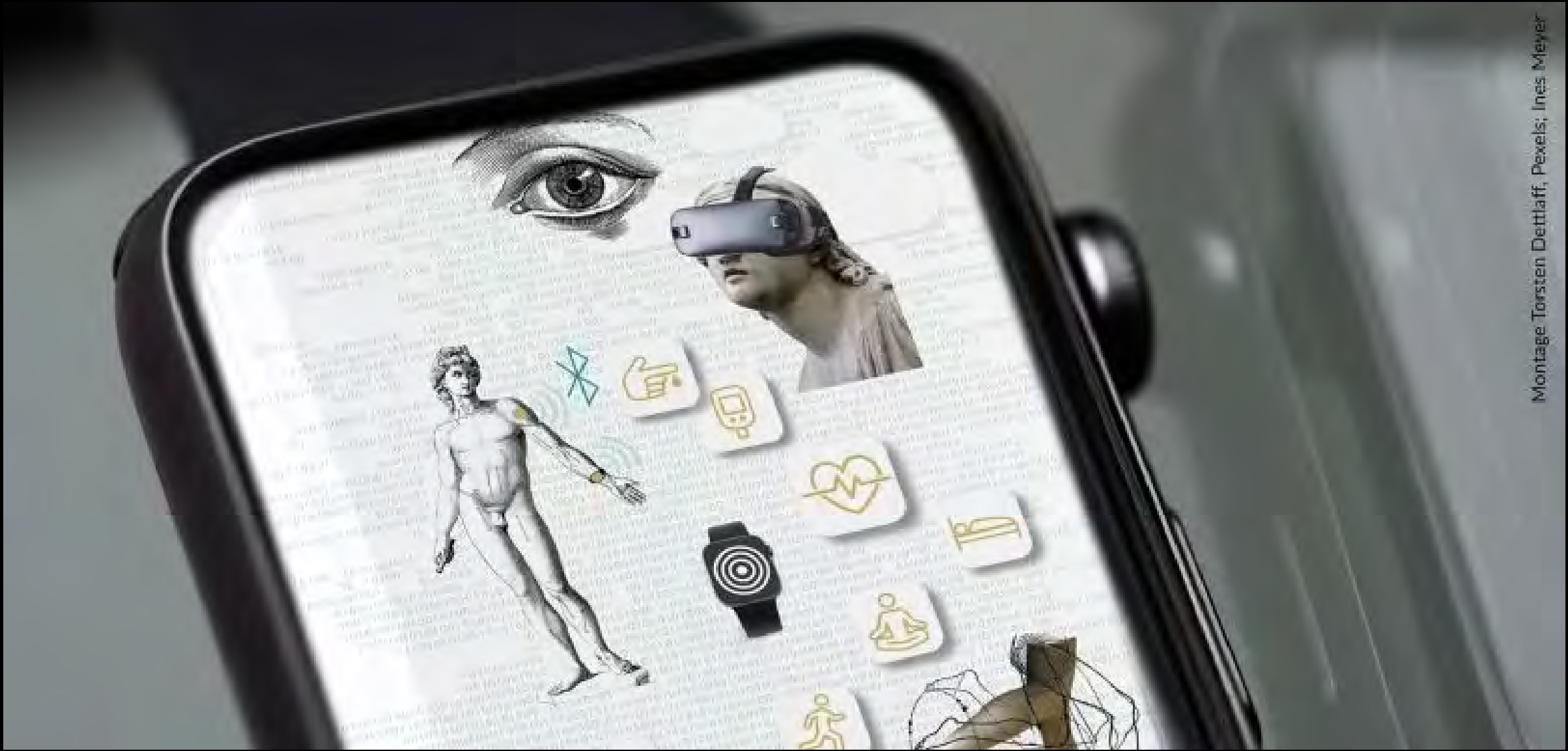


Global Telemedicine Market

Size, by Component, 2022-2032 (USD B)



The Market will Grow At the CAGR of: **25.7%** The forecasted market size for 2032 in USD: **\$590.6B**  **market.us**
ONE STOP SHOP FOR THE REPORTS



Montage Torsten Dettlauff, Pexels; Ines Meyer









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WHAT TO EXPECT

- ✔ **Head-to-Toe Screen:** very New Patient appointment includes a FULL neuromuscular and skeletal functional movement screen with your Doctor.
- ✔ **Range of Motion Assessment:** To pinpoint the source of your pain, we walk you through simple and effective tests to gauge your Range of Motion.
- ✔ **Medical History Overview:** We will assess how your past medical history and pre-existing medical conditions.
- ✔ **Therapeutic Exercise Prescription:** Using the findings from our Screen, we will create a personalized therapeutic rehab program for you.
- ✔ **Access to the Kaizo App:** Join the Kaizo Tribe, earn rewards and access your rehab plan from the comfort of your home our Mobile App.

“We had 1 internal referral and 2 NP's as a result of the virtual consults offered which was cool.”



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Telehealth Coding and Documentation Guide



Remote Patient Monitoring



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Review Article | [Open Access](#) | [Published: 15 January 2018](#)

Impact of remote patient monitoring on clinical outcomes: an updated meta-analysis of randomized controlled trials

[Benjamin Noah](#), [Michelle S. Keller](#), [Sasan Mosadeghi](#), [Libby Stein](#), [Sunny Juhl](#), [Sean Delshad](#), [Vartan C. Tashjian](#), [Daniel Lew](#), [James T. Kwan](#), [Alma Jusufagic](#) & [Brennan M. R. Spiegel](#) 

[npj Digital Medicine](#) **1**, Article number: 20172 (2018) | [Cite this article](#)

48k Accesses | **107** Citations | **674** Altmetric | [Metrics](#)

“Based on our systematic review and examination of high-quality studies on RPM, we found that remote patient monitoring showed early promise in improving outcomes for patients with select conditions, including obstructive pulmonary disease, Parkinson’s disease, hypertension, and low back pain.”

Global Remote Patient Monitoring Market 2023-2027

Market Size Outlook (USD Million)



2017 : 566.24



Year-over-Year growth rate of 2023



CAGR 2022-2027

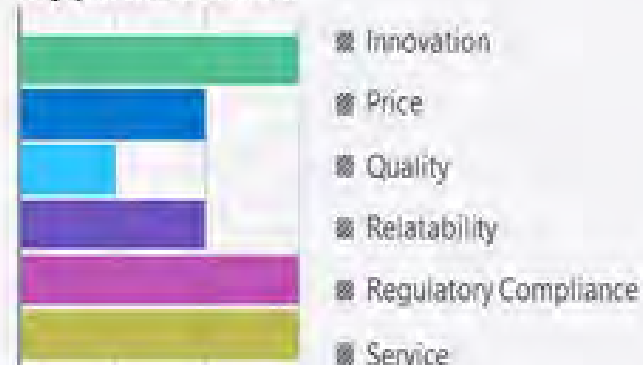
ACCELERATING
Growth Momentum



CUSTOMER LANDSCAPE

- Drivers of price sensitivity
- Adoption lifecycle
- Importance in the customer purchase basket
- Adoption rates
- Key purchase criteria

Key purchase criteria



Drivers of price sensitivity

Driver	Impact
Purchases are undifferentiated	Low
Purchase is a key cost to the buyer	Low
Quality is not important	Low
Price Sensitivity	High

Adoption lifecycle

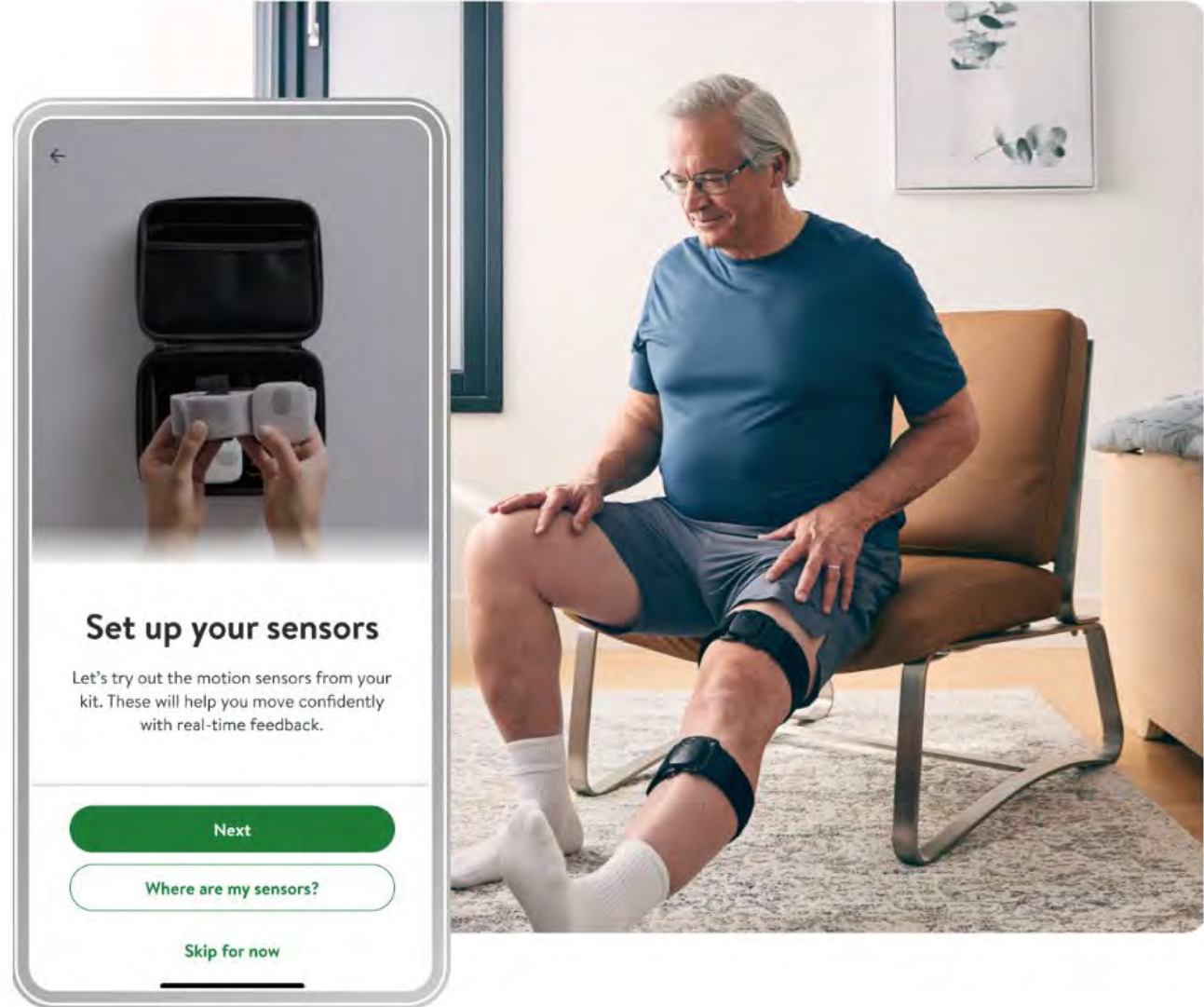


Getting started is easy

① **Tell us about yourself**
Complete a 10-minute questionnaire to open your account and tell us about your experience with pain. Once your account is approved, you can log into the app.

② **Help us build your care plan**
Download the Hinge Health app and log in to your account. Then, do a few exercises so we can learn about your pain. This allows us to design the right care plan to help you do more every day, with less pain.

③ **Start your program**
And start feeling better. As your pain improves, so does your care plan—with new exercises and tools to help you move





ORGANIZATION

Hinge Health

⚡ CONNECT TO CRM

+ SAVE



Summary

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Similar Companies

About

Hinge Health is a patient-centered digital clinic for treating chronic musculoskeletal conditions.

📍 San Francisco, California, United States

👤 1001-5000

💰 Series E

🚫 Private

🌐 hingehealth.com

📊 556

Highlights

Acquisitions

2

Total Funding
Amount

\$1B

Contacts

599

Employee
Profiles

22

Investors

15

Similar
Companies

10

Recent News & Activity

📰 News • Jan 11, 2023

Mobi Health News – Digital musculoskeletal care company Hinge Health launches in-person home care

📰 News • Jan 10, 2023

MedCity News – Hinge Health Introduces Physical Therapy House Call Service

📰 News • Nov 28, 2022

The Health Care Blog – Adventures in health care – Hinge Health

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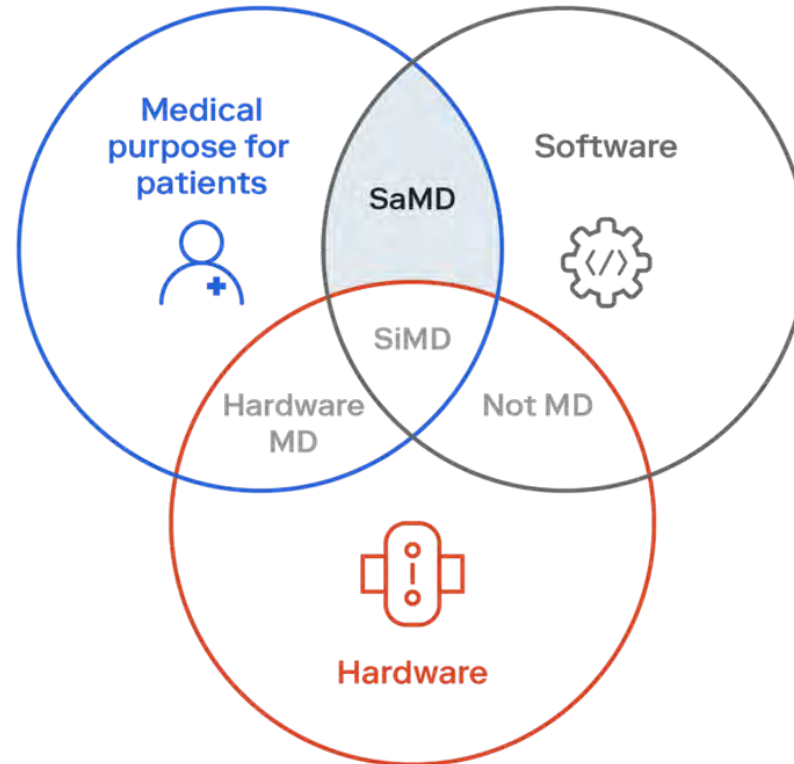
Remote Therapeutic Monitoring

A software application is a SaMD if it:

Performs its medical purpose(s) **without being a part of a hardware medical device**

+

Targets individual patients (i.e., a specific disease or condition).



MD = Medical Device

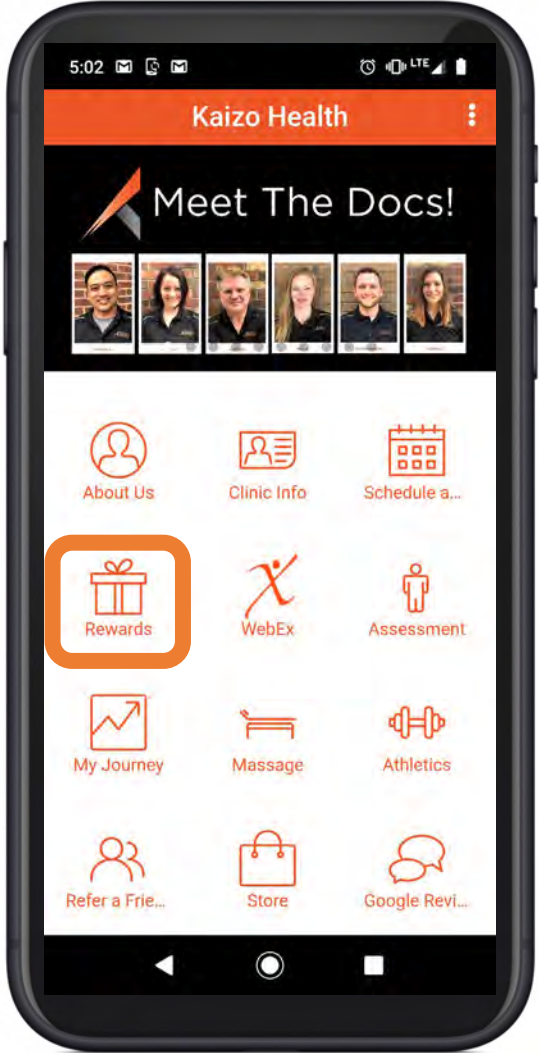
SaMD = Software as a Medical Device

SiMD = Software in a Medical Device



4 Things You're Missing Out on by Not Leveraging Remote Therapeutic Monitoring

Clinicians using remote therapeutic monitoring with patients are getting ahead of the technological curve—and providing better care.



5:02

Kaizo Health

Meet The Docs!



About Us



Clinic Info



Schedule a...



Rewards



WebEx



Assessment



My Journey



Massage



Athletics



Refer a Frie...



Store



Google Revi...

Search results

Save

Email

Send to

Display options

> JMIR Rehabil Assist Technol. 2021 Oct 12. doi: 10.2196/31213. Online ahead of print.

The effect of a mobile health app on adherence to physical health treatment

Jay Greenstein¹, Robert Topp², Jena Etnoyer-Slaski³, Michael Staelgraeve², John McNulty³

Affiliations + expand

PMID: 34655468 DOI: 10.2196/31213

Abstract

Background: Adhering to prescribed medical interventions predicts the efficacy of the treatment. In the physical health clinics, not adhering to prescribed therapy can take the form of not attending a scheduled clinic visit (no-show appointment) or prematurely terminating treatment against the advice of the provider (self-discharge). A variety of interventions, including mobile phone apps have been introduced with patients to increase their adherence with attending scheduled clinic visits. Limited research has examined the impact of mobile health app interventions on attending clinic visits.

ACTIONS

“ Cite

☆ Favorites

SHARE





Search

Advanced

User Guide

Save

Email

Send to

Display options

> JMIR Rehabil Assist Technol. 2023 Mar 5. doi: 10.2196/43507. Online ahead of print.

The effect of a mobile health App on treatment adherence and revenue at physical health clinics: a retrospective record review

Robert Topp, Jay Greenstein, Jena Etnoyer-Slaski²

Affiliations + expand

PMID: 36889337 DOI: 10.2196/43507

Free article

Abstract

Background: A significant proportion of patients do not adhere to their prescribed course of physical

FULL TEXT LINKS



ACTIONS

“ Cite

📖 Collections

SHARE






CPT code 98975:

- **Clinical Vignette:** A patient Cameron comes into your clinic for an initial evaluation following a jet ski accident.
- During that evaluation, the doctor determines that the patient has suffered a shoulder injury and creates a plan of care with the patient, including a home exercise program (HEP).
- The doctor then has the patient download and **onboard onto their RTM platform app** that will track their progress at home and allow them to answer surveys on outcomes and pain levels.



9:41




Set your recovery goal

Set a goal to work toward throughout
your course of care and design a plan for
reaching that milestone!

CONTINUE

9:41





 July 2021





Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

SCHEDULE APPOINTMENT

Upcoming

 **Clinic Appointment** 
Today

 Upcoming  10:30 AM  1 hr

 **Clinic Appointment** 

   
Dashboard Schedule Exercises Messages

CPT code 98977:

- Clinical Vignette: Patient has access to the app and is transmitting **patient reported outcomes** and feedback at least **16 days** in a 30-day period.





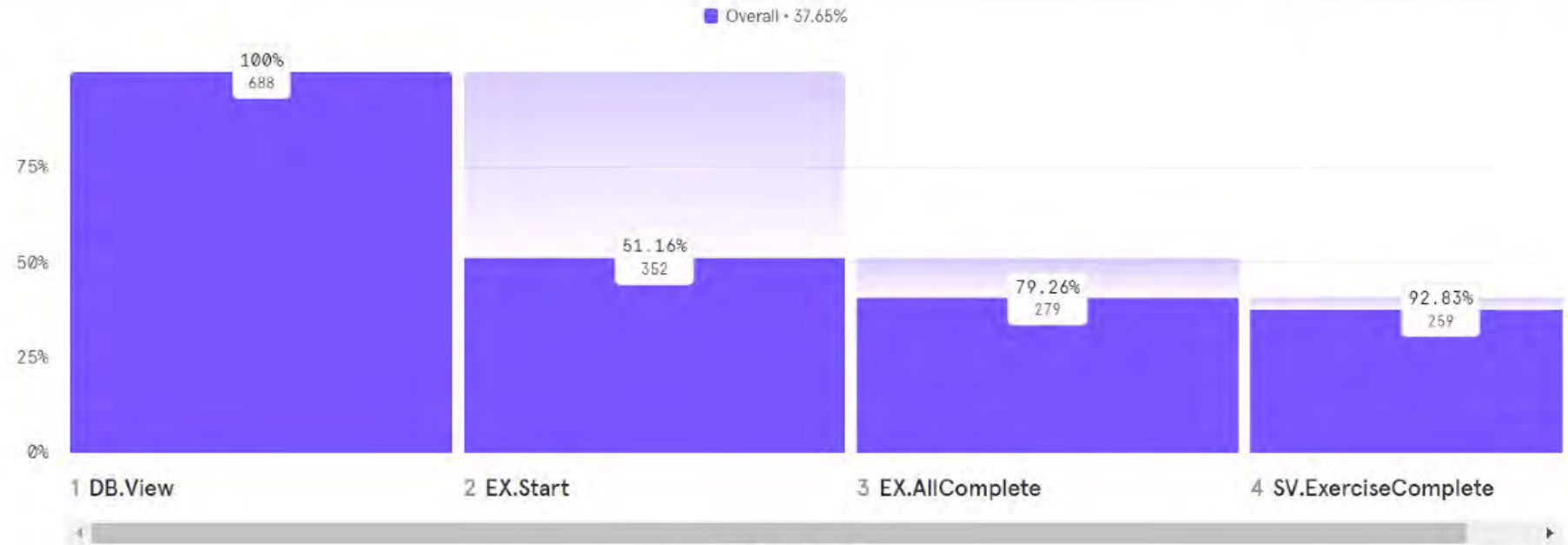
Steps +

- 1 DB.View
- 2 EX.Start
- 3 EX.AllComplete
- 4 SV.ExerciseComplete

Conversion Criteria Advanced

- Within 30 days
- Uniques

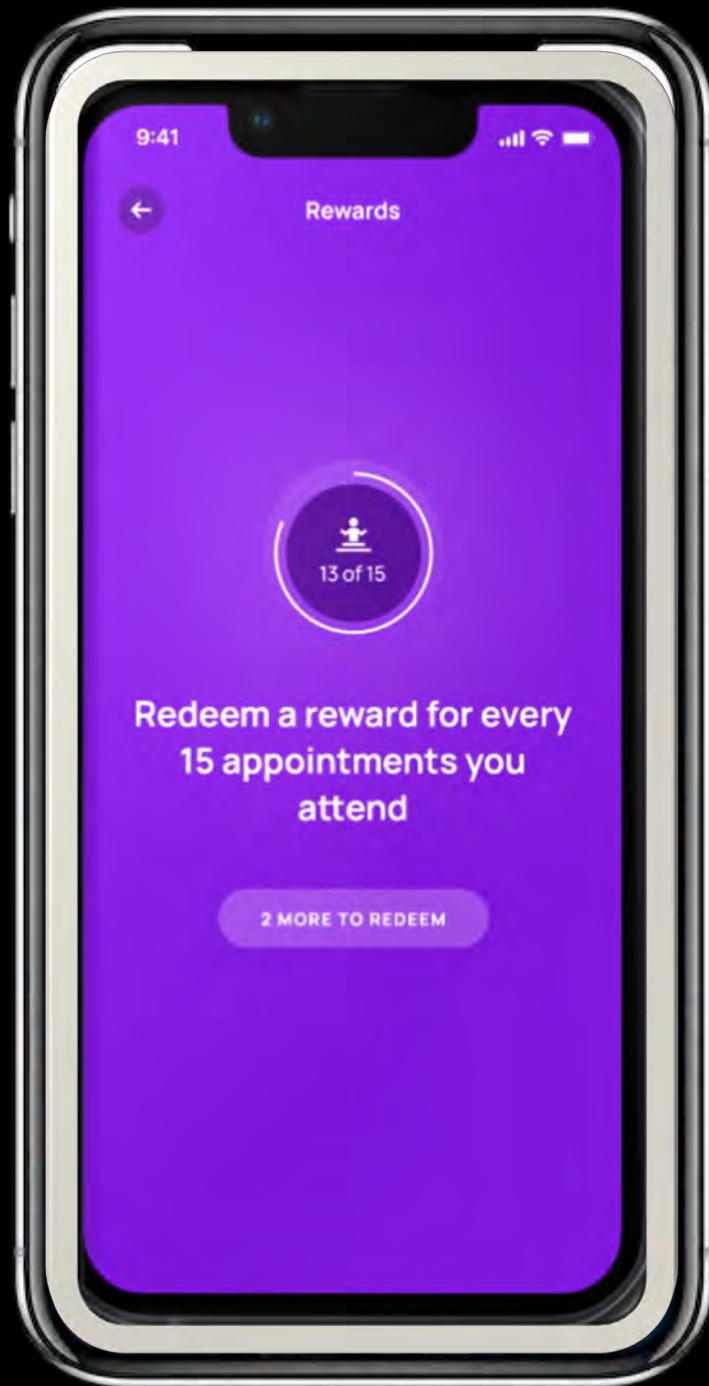
Filter +



Property 1	Total Conv.	1 DB.View	2 EX.Start	3 EX.AllComplete
Overall	37.65%	# 688	2.7d 51.16% 352	23h 79.26% 279

Find Interesting Segments Receive an email of statistically significant segments impacting this funnel.





9:41



Rewards



Redeem a reward for every
15 appointments you
attend

2 MORE TO REDEEM



Steps +

1 SV.VisitShown

2 SV.VisitComplete

Conversion Criteria Advanced ▾

🕒 Within 20 minutes

☰ Uniques

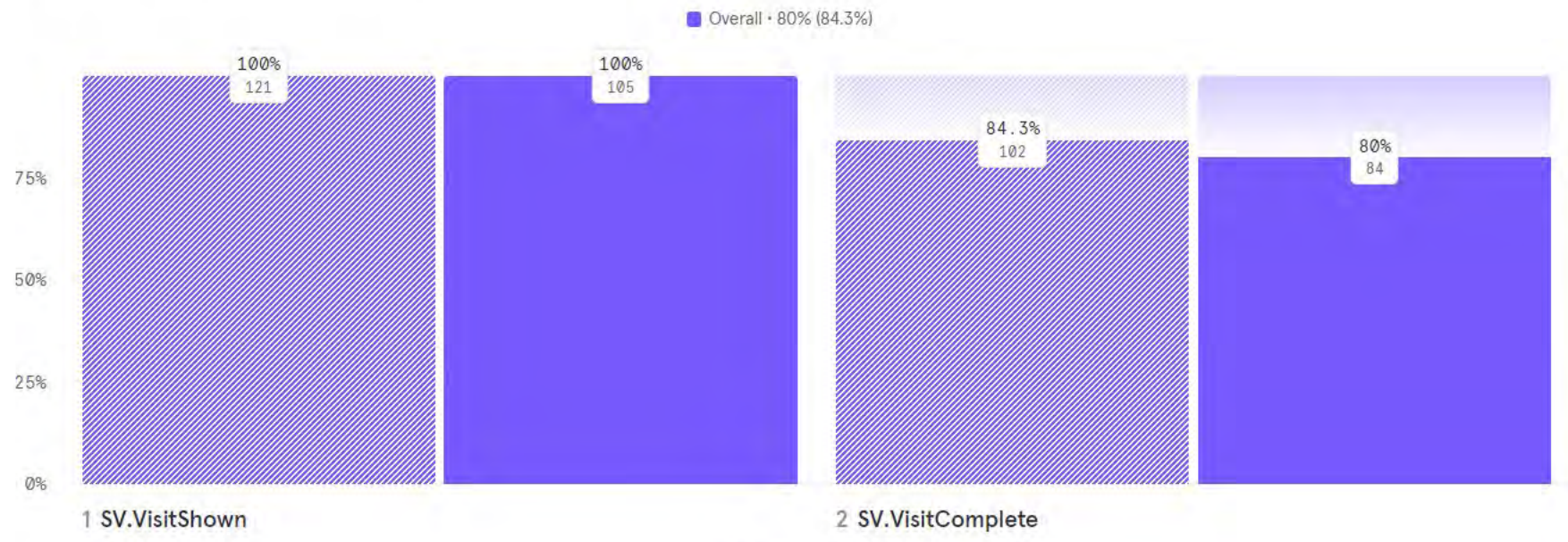
Filter +

Breakdown +

📅 Custom Today Yesterday 7D 30D 3M 6M 12M

Compare to previous week ⊗ # ↕

☰ # 📊 Funnel Steps ▾



CPT code 98980:

- Clinical Vignette: Provider is **reviewing all of the data** and making adjustments to the care plan, providing clinical feedback to the patient and monitoring their overall progress remotely.

The provider **calls the patient** for a check in on the 15th day after the patient has onboarded fully into the app to address any challenges and questions the patient has.



9:41



Isaac Vielle



Home Exercises

Appointments

Notifications

1:48 pm

12 MARCH, MONDAY

Report from Cat/Cow exercise

Increased Symptoms



Today the symptoms were worse. I think I do exercise properly, so maybe the exercise doesn't really work well for me.

2:12 pm

Kaizenovate

Thank you for feedback! We'll inform provider about Increased Symptoms you have.



Your message



Dashboard



Schedule



Exercises



Messages

9:41



Isaac Vielle



Home Exercises

Appointments

Notifications

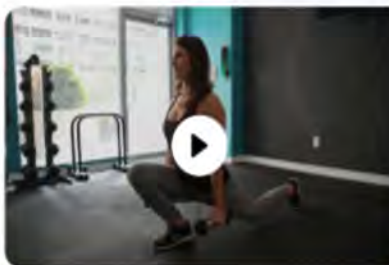
Hey Natalie, please record the video how you do the exercise and sent it to me. I will review and get back to you.



1:48 pm

Reply to Isaac Vielle

Hey Natalie, please record the video how you do the exercise and...



Here's the video. I tried to show exact moment when I feel pain.

2:12 pm



Your message



Dashboard



Schedule



Exercises



Messages

CPT code 98981:

- **Clinical Vignette:** Provider is reviewing all of the data and making adjustments to the care plan, providing clinical feedback to the patient and monitoring their overall progress remotely.

The total time accrued by the provider is 40 minutes in a calendar month. In addition to the call to check in with the patient on the 17th day of the month to address any challenges and questions the patient has, they also call on the 29th day to check in again.



Next...

- Analyze Outcomes Data Post Visit and Post HEP
- Continued UX Research
- Prioritize Product Pipeline Development

cpt code	description	medicare	aetna
98975	initial set-up and patient education on use of equipment	\$ 18.00	\$ 19.91
98977	device(s) supply with scheduled (e.g., daily) recording(s) and/or programmed alert(s) transmission to monitor musculoskeletal system, each 30 days	\$ 54.00	\$ 57.17
98980	time in a calendar month requiring at least one interactive communication with the patient/caregiver during the calendar month; first 20 minutes	\$ 48.00	\$ 48.30
98981	time in a calendar month requiring at least one interactive communication with the patient/caregiver during the calendar month; each additional 20 minutes)	\$ 39.00	\$ 38.79

$$\text{\$125.38} \times 20 \text{ Patients} = \text{\$4,388.30} \times 12 = \text{\$52,659.60}$$

The Future of Improving
Patient Outcomes and
Provider Income is the
In-Person
and
Digital Experience



**TIME FOR
REVIEW**

Secret #1

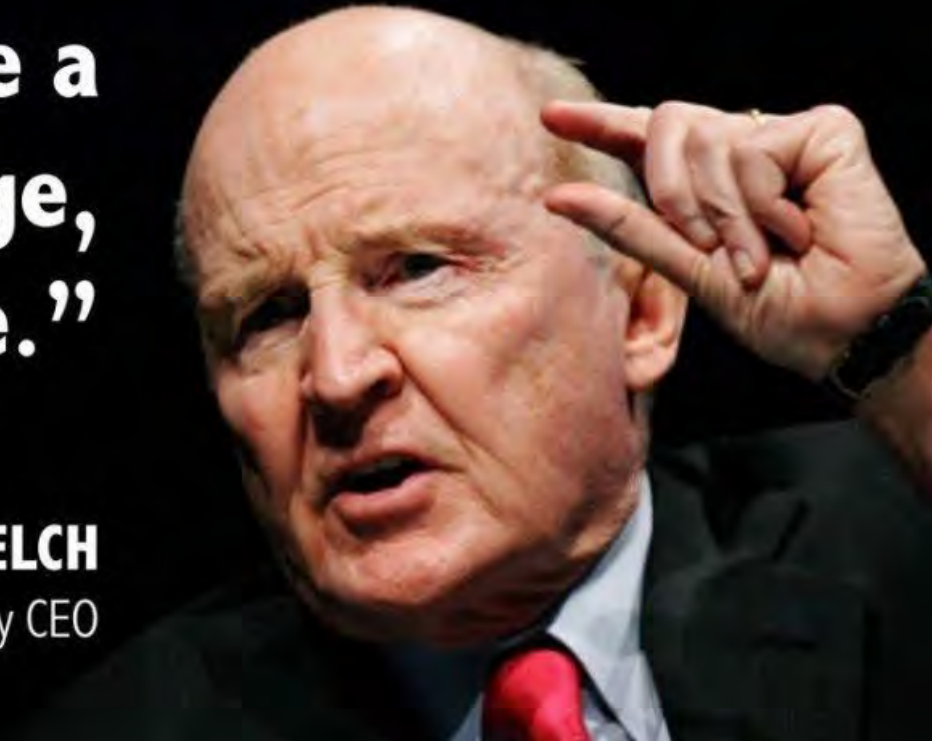
...Don't Be Like Larry

Critical Consequences of Not Keeping Up with Technological Advancements

Loss of Competitive Advantage

“If you don’t have a competitive advantage, don’t compete.”

JACK WELCH
legendary CEO



Decreased Productivity and Efficiency



Reduced Customer Loyalty



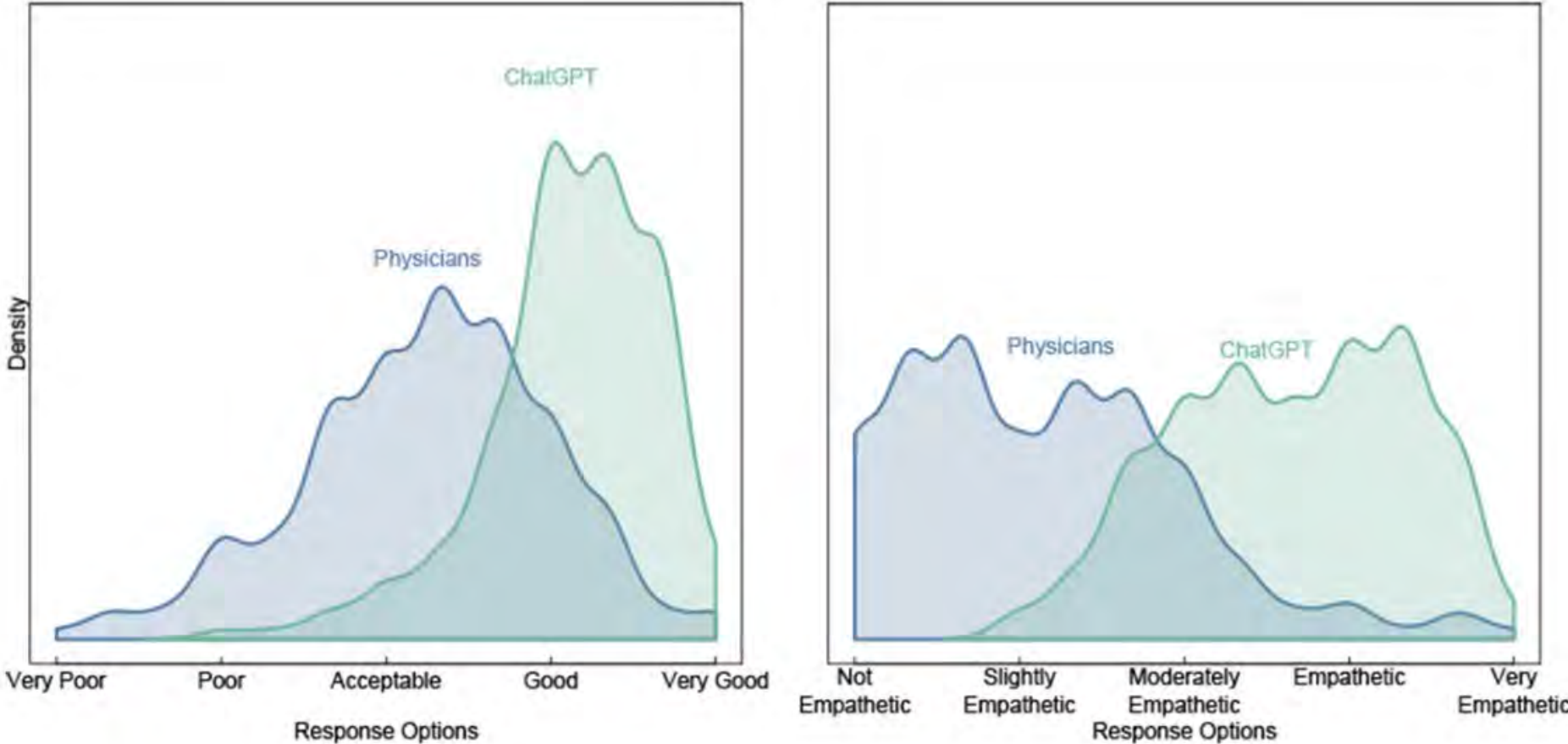
Secret #2

**Those That
Learn, Play, and Implement AI...**

Win

Study Finds ChatGPT Outperforms Physicians in High-Quality, Empathetic Answers to Patient Questions

While AI won't replace your doctor, the JAMA Internal Medicine paper suggests physicians working together with technologies like ChatGPT may revolutionize medicine



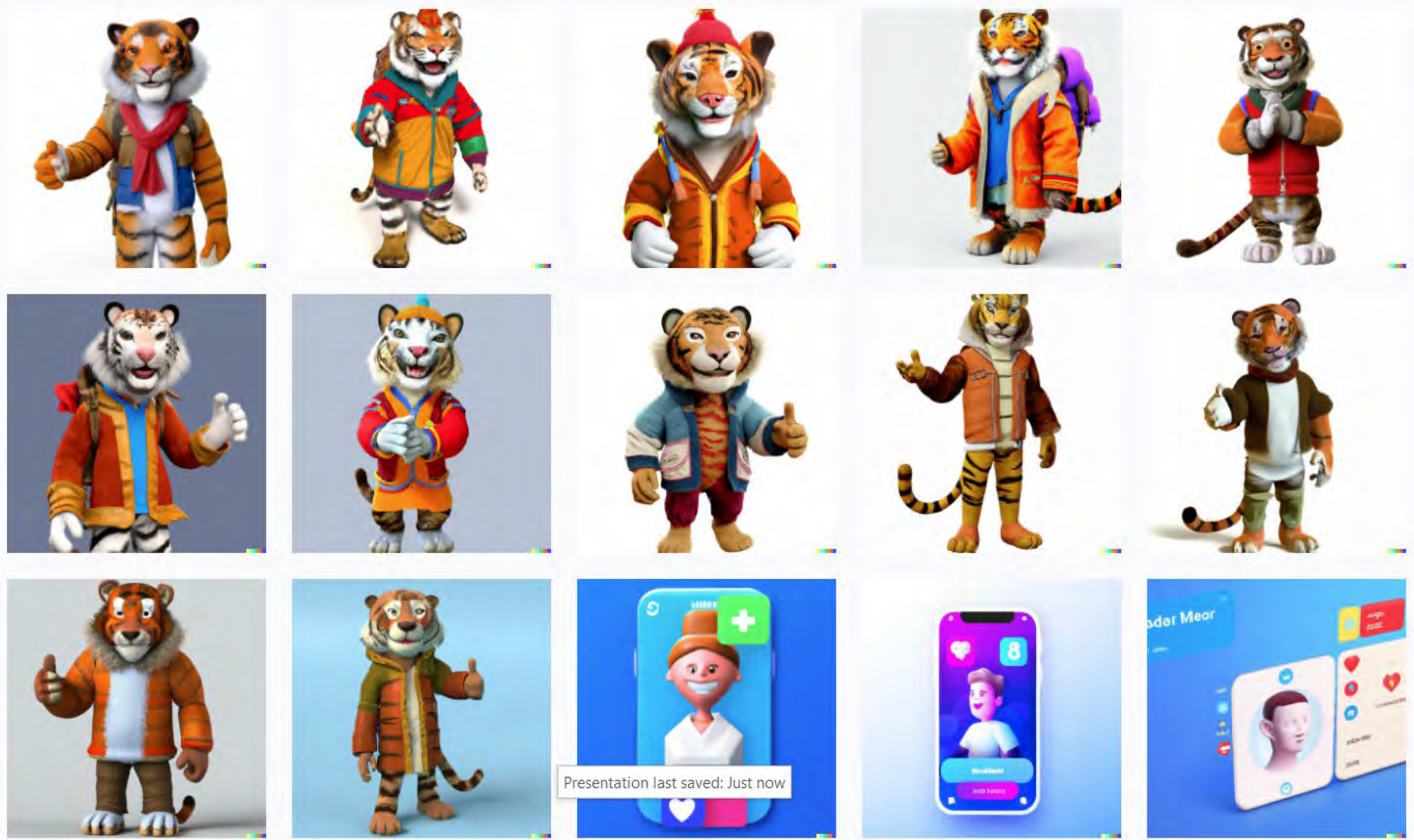


ARTIFICIAL
INTELLIGENCE



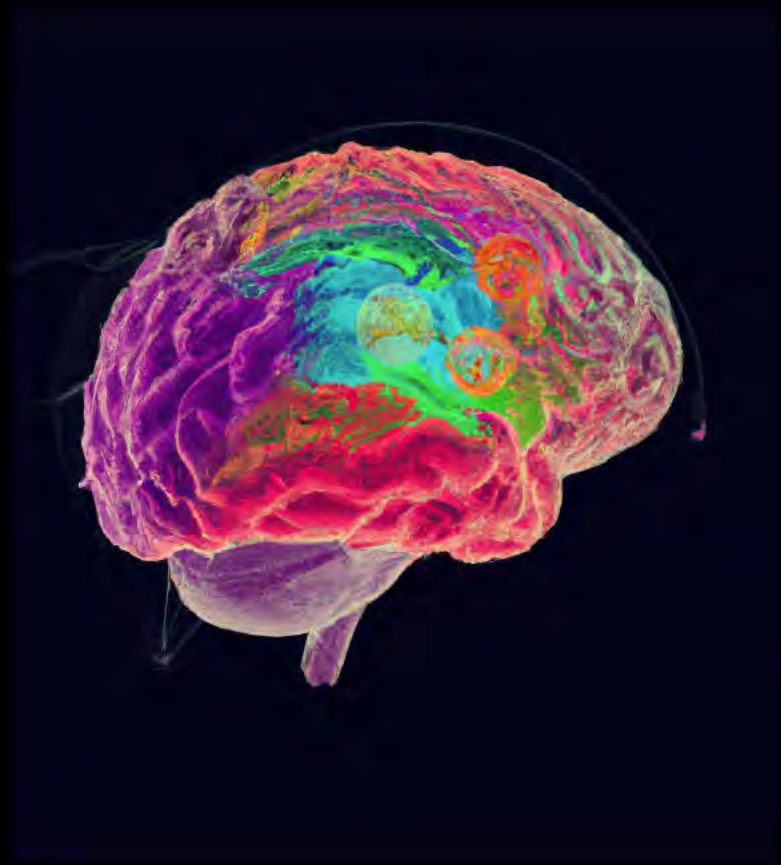
ChatGPT











- 1  JG
- 2 
- 3 
- 4 
- 5 
- 6 
- 7 
- 8 
- 9 
- 
- 

The Power of Tiny Habits: A 10-Slide Journey Through BJ Fogg's Model of Behavior Change





D-ID

Secret #3

Virtual/Digital Care Is The
~~Future~~ Present of Healthcare

Telehealth



Remote Patient Monitoring





Remote Therapeutic Monitoring

The **Big** Opportunity...

1. Anticipate Customer Needs
2. Create Remarkable Experiences
3. Raise the Bar For Digital Excellence



Gift Time!

1. Pull Out Your Phone
2. Text "Jay" to 66866
3. Respond with your email address
4. You will get an email with a link to a survey
5. Fill in survey, give me your feedback, and tell me what prize you want to win
6. The more people who fill in the survey they more books I'll give away!
7. In the email you received, you will also see a link to a landing page where you can schedule a demo or purchase the app at today's discount.



*You have to fill in the survey to win the prize!!
Don't forget.*

Connect with
Dr. Jay

drjay@kaizenovate.com

www.Kaizenovate.com



KAIZENOVATE

YOU CAN FIND US AT

 www.kaizenovate.com

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Thank YOU!

