

## Physical Therapy Practice Management

### Embracing Technology Enhancing Therapy

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## Purpose

To guide participants in developing strategies for integrating electronic technologies and social media into business management.

## Objectives

- To present the current state of social media integration into medicine and health care with translations to physical therapist practice management.
- To introduce technology-based strategies for business management designed to improve market position.

## Technology State of Physical Therapy

- Pls stand
- Personal Tech Index
  - Remain standing if you have a personal email account.
  - Remain standing if you have a separate work/business email account.



## Social Media Index

- Remain standing if you have at least one (1) social media account
- Remain standing if you have at least two (2) social media accounts
- Remain standing if you have three (3) or more social media accounts



## Clinic/Practice Technology Index

- Remain standing if your practice/department/clinic has a website
- Remain standing if your practice/department/clinic website links to social media



## Clinic/Practice Technology Index

- Remain standing if the website has a patient portal
- Remain standing if your patient portal has secure access to patient-specific data input and retrieval



## Clinic/Practice Technology Index

- Remain standing if your functional outcomes self-report forms are accessible via the patient portal
- Remain standing if the self-report functional outcomes input data populates and compares data for your retrieval during the patient encounter



## Technology Evolution

- Electronic and information technology are not new
  - Electronic and information technology
    - Information technology and any equipment or interconnected system or subsystem of equipment used in the creation, conversion, or duplication of data or information
    - Telecommunications products, World Wide Web sites, multimedia, and office equipment such as copiers and fax machines
      - » Architectural and Transportation Barriers Compliance Board (<http://www.access-board.gov/ats308/transition.htm>). Accessed 6/13/2013

## Integration in Health Care

- In spite of knowledge of better health outcomes and practice efficiencies associated with new technology, health care remains the slowest industry to adapt to, and integrate new technology into patient care and practice management
  - Constraints: Time to implementation; Patient privacy; Regulatory guidance
    - » Boucher JL. Technology and Patient-Provider Interactions: Improving Quality of Care, But Is It Improving Communication and Collaboration? *Diabetes Spectrum*. 2010;23(3):142–144. doi:10.2337/diaspect.23.3.142.
    - » Popovic K, Smith C, Heilebusch S. Attitudes on the use of social media in healthcare communications. *Journal of Communication in Healthcare* [serial online]. March 2013;6(1):22-28. Available from: Communication & Mass Media Complete, Ipswich, MA. Accessed June 28, 2013.

## Web 2.0: Technology Revolution



Image via: <http://novaspivack.typepad.com/RadarNetworksTowardsWebOS.jpg>

## Health Care Evolution

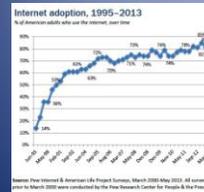
<http://www.youtube.com/watch?v=YEp0e69b4Ag>

## 1.0 vs. 2.0 vs. 3.0 vs. 4.0

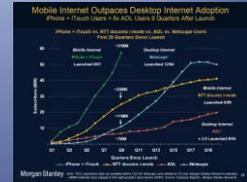
Web 1.0	Web 2.0	Web 3.0
"the mostly read only web"	"the wildly read-write web"	"the portable personal web"
45 million global users (1995)	1 billion+ global users (2005)	focused on the individual
focused on companies	focused on communities	lifestream
home pages	blogs	consolidating dynamic content
owning content	sharing content	the semantic web
Britannica Online	Wikipedia	widgets, drag & drop mashups
HTML, portals	XML, RSS	user behavior ("me-onomy")
web forms	web applications	iGoogle, NetVibes
directories (taxonomy)	tagging ("folksonomy")	user engagement
Netscape	Google	adverainment
pages views	cost per click	
advertising	word of mouth	

Image via <http://www.dreamstime.com/stock-illustration-Internet-Web-2.0-image-imagebank.com>

## Internet and Mobile Technologies Adoption Rates



<http://www.pewinternet.org/Trend-Data/Internet-Adoption.aspx>



<http://www.innovativebusinesspress.com/index.php?view/mobile-internet/>

## Where is Technology taking Health Care?

<http://www.youtube.com/watch?v=1qqyYkbUG4Y>

Technology and Social Media

## PHYSICAL THERAPY PRACTICE MANAGEMENT

## Social Media is a Strategic Initiative

What do most companies do wrong when they enter the social world? No, it's not that they're being fake, or don't "get it." It's that they don't really know their objectives."

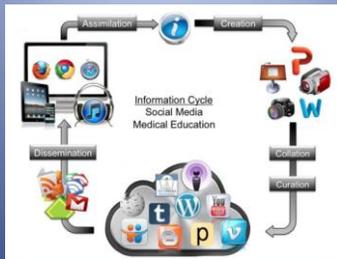
Bernoff J. Empowered. Available at: <http://forrester.typepad.com/groundswell/2007/12/the-post-method.html>. Accessed June 24, 2013.

## Social Darwinism and Survival of the Fittest

- Social media is becoming a part of the environment and will continue to do so
- Increasing popularity of social media in the environment suggests that it is an important need for survival
  - Desired outcome is increases in two-way communication with "customers"
  - Desired fit:
    - Credibility
    - Authenticity (or transparency)
    - Trust

Tanner. "Survival of the Fittest" Social Media, Social Darwinism, and Business. Available at: <http://ifedestiny.net/survival-of-the-fittest-social-media-social-darwinism-and-business>. Accessed June 28, 2013.





### Health 2.0/Medicine 2.0

Changing practice culture  
Information sharing via Web 2.0 strategies  
Patient empowerment

Van De Belt TH, Engelen LJ, Berben SA, Schoonhoven L. Definition of Health 2.0 and Medicine 2.0: A Systematic Review. *Journal of Medical Internet Research*. 2010;12(2):e18. doi:10.2196/jmir.1350.

## Improve Patient/Client Communication

- Patients prefer a patient/provider messaging system over phone calls (Liederman 2003)
- Patients want secure electronic communications with providers (Wallwiener 2009)
  - Convenient; time-saving; useful
- Positive effectiveness associated with social media interactions (Hamm 2013)

## Improve Quality of Patient Care via Social Media Strategies

- Improves communication and collaboration with patients
- Assists patients to better understand their conditions
- Assist care coordination
- Increases patient participation in care
- Provides patients with additional social support

Boucher JL. Technology and Patient-Provider Interactions: Improving Quality of Care, But Is It Improving Communication and Collaboration? *Diabetes Spectrum*. 2010;23(3):142–144. doi:10.2337/diabet.23.3.142.

## Better Outcomes and Reduced Costs

- Increased patient involvement in care (Empowerment)
- Patient engagement: improved health outcomes and reduced costs
- Required strategies:
  - Individualized
  - Build skills and confidence to support level of activation of the patient
  - Consider policy for increasing patient participation in care

3. Hibbard JH, Greene J. What The Evidence Shows About Patient Activation: Better Health Outcomes And Care Experiences, Fewer Data On Costs. *Health Affairs*. 2013;32(2):207–214. doi:10.1377/hlthaff.2012.1061.

## Health Outcomes and Social Media in Chronic Disease Management

- Engagement/participation
- Social interactions
- Effect on disease-specific knowledge
- Psychosocial impacts
- Physical condition impacts
- Affordances
  - Identity
  - Flexibility
  - Structure
  - Narration
  - Adaptation

Merollini M, Gray K, Martin-Sanchez F. Health outcomes and related effects of using social media in chronic disease management: Literature review and analysis of affordances. *Journal of Biomedical Informatics*. 2013. doi:10.1016/j.jbi.2013.04.010.

## Social Media supporting EBP Practice



- Links expert to decision making
- Real time information exchange
- Knowledge translation and management
- Formal communication
- Information communication
- Increases context exposure

## Professional Development

- Efficient and effective tool for educating and informing practicing physicians (McGowan 2012)
- Interest in development of virtual communities of practice to reduce isolation and promote professional development (Barnett 2013)