

Video Transcript: Chiropractic Economics Talks to Dr. Jay Greenstein

Gloria Hall: Hello, I'm Gloria Hall, editor-in-chief of Chiropractic Economics. Thanks for tuning in to my interview with issue 13 author Dr. Jay Greenstein, founder and CEO of EMBODI, a remote therapeutic monitoring platform for DCs. Dr. Jay is here today to give us some additional insights into his article, "Should I Have My Own Practice App?"

GH: Dr. Jay, what can you share? Can you share your experience with the evolution of practice apps and why this technology is so important for the future of chiropractic?

Jay Greenstein: Yeah, it's my pleasure. Thank you for having me, Gloria. What we know about the industry, especially what patients are demanding these days, is a digital health experience. In fact, HIMSS, which is the largest health tech organization in the world, did a research study and demonstrated that 93% of patients, Gloria, 93% of patients are expecting a digital healthcare experience. Patients are on their phone, so we need to meet them where they are.

So, the question becomes like, well, do I need to have a practice app? And the answer is, in my opinion, absolutely. And the question you have to ask yourself is, one, what is the value I'm trying to deliver to my patients? And two, am I technology enabled enough and is my team technology enabled enough to carry out the execution, because anytime you bring technology into a practice it doesn't just like work on its own like there has to be a level of adoption and implementation just like bring in a new EHR bring in a new piece of equipment there's always some level of implementation.

So let's start with the first question, what value do you want to deliver to your practice? Well, for me and with EMBODI, it's how can we improve outcomes for our patients? How can we track our patients when they're not in the clinic to make sure that they're actually progressing in their healthcare journey? How can we automate home exercise progressions like literally changing their home exercises using artificial intelligence to take the burden away from doctors and their staff? How can we actually get paid for the value that we're delivering when we're monitoring our patients remotely? Most chiropractors don't even know there are actually CPT codes that you can bill when you monitor your patients remotely when specific criteria is met. So for us asking these questions about how we create and deliver value through a mobile app for our patients is a question that we answered and we answered wholeheartedly yes.

We also understand this concept of behavioral economics, like, people love rewards. Our first app canvas had a rewards program. We tested rewards. Does a frequent flyer mileage

program work for chiropractic? And the answer is yes. And we published two peer-reviewed studies on it. So we also have included gamification as a way to keep patients engaged in their care plan, become more adherent, stay focused on finishing their care plan so they get the best outcome. And that's what gamification allows us to do. So all those elements that we've incorporated with EMBODI allow us to drive better outcomes for patients and also drive more income for providers. So it's a win across the board.

The second part is really again around implementation. We want to make sure that when you're adopting technology in your practices, you have a plan. And so for us, for our customers, we've got a whole strategy, a weekly strategy of how to easily and quickly implement technology and specifically EMBODI. But I would want you to make sure that you're always engaging your staff, making sure you've got buy-in from the rest of your team so everybody knows your why. Why are you doing this? You're doing it to build better outcomes. You're doing it to drive more income, create a stronger relationship between the patient and the provider. Whatever that why is for you, make sure your team knows that why so the implementation goes a lot smoother. So yeah, that's my answer.

GH: All right, Dr. J. Thank you. Viewers, stay tuned for next time. Bye now.