



**BREAKING DOWN MISCONCEPTIONS**

**OF TELEHEALTH  
FOR MSK**

 **AIRROSTI®**

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## INTRODUCTION

Employers play a crucial role in determining which competitive benefits will be offered to their team members each year. Not only do they consider the cost of these benefits to the company, but they also track utilization and ROI.

Employers aim to provide competitive healthcare benefits to their members. Today, more employers are looking into virtual benefits and telehealth services as an additional benefit option with added convenience and affordability.

Despite telehealth options becoming widespread, some still have reservations about the efficacy of telehealth solutions especially for musculoskeletal injuries and conditions. Misconceptions about what a telehealth service can do, how much it costs, and who stands to gain the most, may leave employers feeling more than a little skeptical.

### QUESTIONS ABOUT TELEHEALTH:

- How cost-effective is telehealth?
- Will demand for telehealth services continue to grow?
- How can telehealth services be utilized beyond primary or urgent care?
- How does telehealth technology improve healthcare accessibility?

## HOW COST-EFFECTIVE IS TELEHEALTH?

Digital healthcare solutions are generally more cost-effective for many conditions, even when treating musculoskeletal (MSK) injuries.

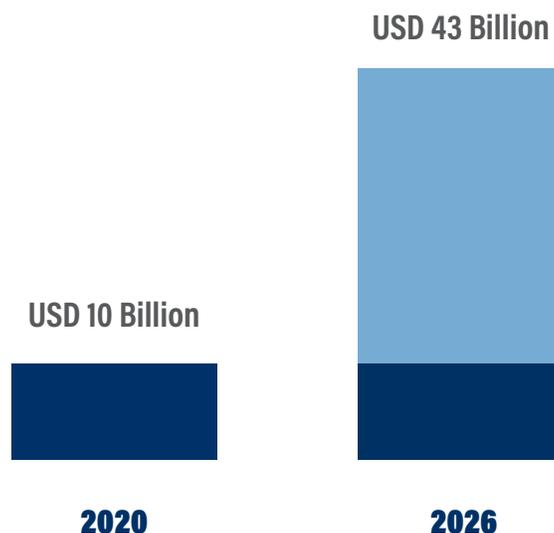
After experiencing a soft tissue muscle or joint injury, patients typically schedule an appointment with a licensed healthcare provider to receive a diagnosis and begin treatment. This process can involve expensive imaging tests, such as an X-ray or MRI. After diagnosing the injury, treatment options like medication, injections, physical therapy, and surgery all come with their own incredibly high price tags.

Many digital MSK telehealth solutions have been proven to reduce the overall cost of healthcare while providing similar effectiveness in improving pain and functional disability. There is less need for emergency room visits, hospital stays, and invasive treatments that may not even fix the underlying cause of MSK pain.

## WILL DEMAND FOR TELEHEALTH SERVICES REMAIN AFTER THE PANDEMIC?

### U.S. TELEHEALTH MARKET

Market forecast to grow at a CAGR of 28.0%



Demand for telehealth options currently stand at an all-time high. They are projected to increase even further in the upcoming years.

Telehealth utilization has skyrocketed in the past year and will continue to grow as more people turn to remote and hybrid work opportunities. The United States Telehealth Market Outlook and Forecast Report for 2021-2026 predicts that in the next five years following the COVID-19 pandemic, the US telehealth services market will experience a compound annual growth rate of over 28%.

Virtual healthcare solutions can reduce hospital visits, patient wait times, and cost of treatment while improving accessibility to healthcare. These qualities have all contributed to the rise in demand for telehealth and telemedical services.

## HOW ARE TELEHEALTH SERVICES UTILIZED BEYOND PRIMARY OR URGENT CARE?



There are several ways a healthcare provider can diagnose and treat musculoskeletal (MSK) conditions in a virtual setting.

Telehealth technology has evolved rapidly in the past year. It has contributed to reducing the economic and societal impact of MSK conditions while also improving the health and quality of life of many patients beyond general wellness or primary care.

Telehealth treatment for MSK conditions often see outcomes comparable to in-clinic treatment. In a virtual setting, healthcare providers can easily share resources and education on how to treat pain conservatively from home. This gives individuals the power to help address many MSK problems on their own, preventing injury reoccurrence and further reducing the need for future doctor's visits.

Beyond physical benefits, there is also evidence to suggest that utilizing telehealth has the potential to contribute positively toward reducing the multifaceted burden of MSK conditions, improving mental health and overall quality of life. By giving patients the flexibility to work treatment and rehab into their own schedule, they are more empowered to take control of their health and gain a positive outlook.



## DOES TELEHEALTH TECHNOLOGY IMPROVE ACCESSIBILITY TO HEALTHCARE?

Telehealth can enhance face-to-face care and overcome barriers to health services.

While portions of the population will prefer an in-person experience, sometimes traveling to a clinic for diagnosis and treatment is not feasible. Distance between patient and provider, access to reliable transportation, and lack of available providers are among the most common challenges faced by individuals seeking care. In addition, employees do not have to leave work to travel for diagnosis and treatment. Telehealth can help overcome these geographical barriers to healthcare, especially for specialized providers.

According to the American Hospital Association (AHA), telehealth is changing care delivery in communities across America. The organization reports that

telehealth options are expanding patient access to routine and specialty care while improving patient outcomes.

While most people can agree telehealth bridges the physical gaps in healthcare, many are still apprehensive about utilizing telehealth technology, especially for older individuals who may prefer more traditional face-to-face care.

Fortunately, telehealth's recent surge in popularity has also contributed to its improved accessibility from a technological standpoint. Telehealth providers are constantly testing and improving their technology to be more user-friendly and accessible to a wider audience.

## FINDING A REPUTABLE TELEHEALTH SERVICE

Below are a few factors employers should consider when reviewing telehealth providers.



### RESEARCH OUTCOMES AND CLAIMS DATA

Review third-party case studies that validate claimed outcomes. How many patients see improvement or injury resolution as a direct result of that telehealth provider's service? Do the company's claims align with the findings of these third-party studies? Evaluating a telehealth company's performance and public perception will reveal its effectiveness.



### EVALUATE THE LEVEL OF CARE

What qualifications do the virtual healthcare providers hold? How much experience do they have in treating patients virtually? Choose a company that will employ and train licensed healthcare providers who have experience working in a virtual setting. The direct involvement of licensed professionals can drastically improve outcomes and the overall patient experience.



### REVIEW THE BUDGET

There are several ways a company can compare the cost-effectiveness of telehealth providers. Businesses can work with their brokers and current carriers to evaluate the current costs of telehealth and review related expenses such as travel, time away from work, and lost productivity. An effective telehealth option can help mitigate many of these costs.

## CONSIDER AIRROSTI REMOTE RECOVERY

Telehealth can integrate seamlessly with a company's current benefit structure. Not only will it provide long-term value for the team, but it can also help businesses avoid unnecessary expenses down the road.

Airrosti's own telehealth solution, Airrosti Remote Recovery, is an effective and affordable telehealth solution that has a proven track record of effectively diagnosing and resolving most musculoskeletal conditions.

Airrosti Remote Recovery connects patients with licensed providers who will help them understand their pain, create an individualized recovery plan, and give them the tools needed to reduce or eliminate their pain and help prevent future injuries.

Airrosti Remote Recovery delivers results that are consistent with their in-clinic outcomes. Further, third party claim studies have shown that Airrosti can reduce total cost of care for MSK episodes by 43%.

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## CLAIM STUDY RESULTS



*Independent third-party claims studies from Milliman MedInsight and Koan Health validates Airrosti's clinical results. This study includes up to a billion claims and over 2 million episodes of care using Blue Health Intelligence data.*



I was dealing with hip pain for over a year. The pain was uncomfortable but bearable. I just figured it was part of aging, until I was invited to an Airrosti webinar where I learned that even though my pain wasn't debilitating it was worth some attention and could be helped. The at-home recovery kit and virtual care is top notch. Thank you!

**-JACQUELINE GONZALEZ**

## ABOUT AIRROSTI

Airrosti is a healthcare group that employs and trains skilled providers to deliver high quality, outcome-based soft tissue and joint (musculoskeletal) care. Airrosti's in-clinic and telehealth solution delivers measurable results for most MSK conditions by providing one-on-one care that achieves a high level of patient satisfaction, improves outcomes, and significantly lowers claims costs. Airrosti has successfully treated over one million patients, and consistently have some of the highest patient satisfaction ratings in all of healthcare. Airrosti now has national coverage through their telehealth solution, Airrosti Remote Recovery.

Airrosti's mission is simple: To deliver the best soft tissue treatment on the planet through health care providers with a genuine passion for healing patients and a support team driven to provide every resource possible to impact the lives of our patients.

### **CONTACT:**

Airrosti Rehab Centers, LLC  
111 Tower Dr.  
Building 1  
San Antonio, TX 78232

**BD@AIRROSTI.COM**  
**WWW.AIRROSTI.COM**