

# Licensed PTs

Central to the Clinical  
Effectiveness of Virtual  
Physical Therapy





# Introduction

As digital health accelerates at an exponential rate, employers have access to more solutions than ever before. No doubt you are comparing solutions to determine which ones do the best job at improving access, experience, outcomes and value—with a goal of creating a value-packed digital health roadmap. Recently, Physera competitors are announcing a turn toward our model of placing licensed physical therapists (PTs) at the heart of virtual physical therapy. The market has spoken, and our competitors' announcements further validate our approach. Today, we're here to explore why it matters so much that we got virtual physical therapy right from the start.



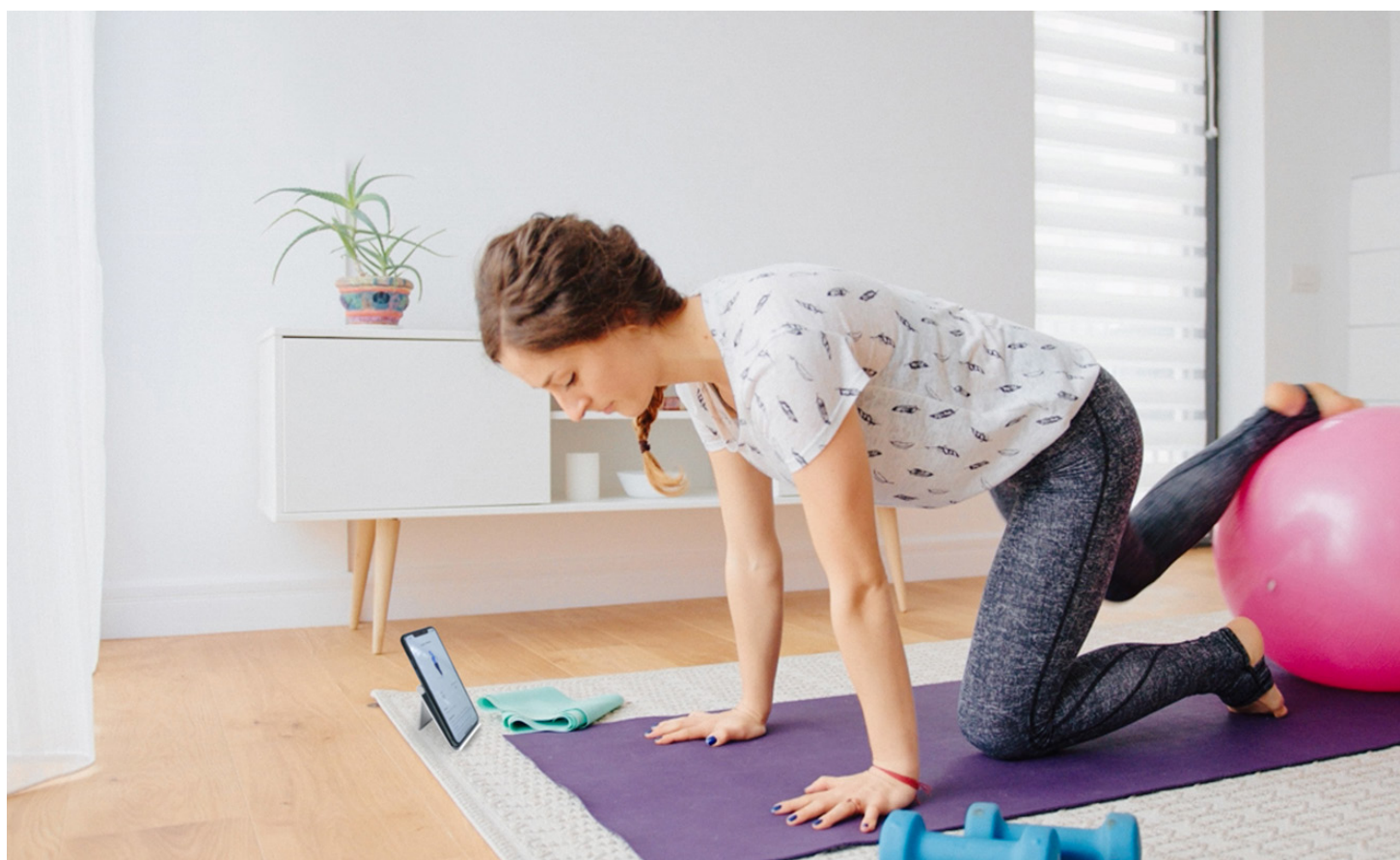
# Licensed Physical Therapists Creating Personalized Patient Experiences

Since our founding, Physera knew the most effective virtual musculoskeletal (MSK) care can only be delivered by licensed physical therapists. While our competitors used health coaches and care coordinators to launch virtual physical therapy programs, we committed ourselves to rigorously recruiting, hiring and training the best licensed PTs across the nation. The process was not easy. But it resulted in significant clinical outcomes and return on investment for our customers.





Physera's on-demand, virtual physical therapy helps patients recover faster and more successfully, resulting in a 30% savings for employers.<sup>1</sup> These outcomes have been validated in claims-based studies that compare Physera's patient populations against populations who sought treatment through more traditional pathways. Our competitors, realizing that their approaches were not producing effective clinical results, are now scrambling to hire armies of licensed PTs overnight to deliver a baseline of adequate care. It will be years before they have claims-based data to validate the clinical outcomes and ROI for their new programs. Access, experience, outcomes, and value are all capabilities that take time to perfect. Physera is proud of the expertise we've developed at executing these aspects of our treatment program.



Physera's faster road to recovery is due to our unprecedented commitment to pair each patient with a licensed PT specially trained



to deliver an outstanding virtual patient experience from diagnosis to recovery. Unlike health coaches, licensed PTs can diagnose, create and adjust treatment plans—building relationships and sustaining motivation throughout the process. Physera PTs serve as one consistent point of contact for their patients from start to finish. This dramatically reduces the complications and frustrations of coordinating with three or more care team members in other virtual physical therapy platforms. Physera patients get near same-day access to a consistent provider who creates and adapts a care plan personalized to any and all MSK needs.

Over 80% of Physera users finish their treatment (compared to 33% in traditional physical therapy clinics) and 98% show improvement in their area of concern.<sup>2</sup> Any pain reduction reported by our competitors comes at a 3 month mark; Physera patients see these improvements in 6 weeks or less. Employers benefit from a reduction in lost work days and absenteeism and improved employee productivity.



of **Physera patients** finish their treatment



of patients finish treatment in **traditional physical therapy** clinics

**98%** of Physera patients show improvement in their area of concern



# Rigorous Selection of the Nation's Top Licensed Physical Therapists

Getting it right from the start means a commitment not only to using licensed PTs, but also rigorous standards for recruiting, selecting, and training the best talent. Only one of every 25 applicants pass Physera's rigorous screening process, which includes assessments of the physical therapists' digital bedside manner, familiarity with peer-reviewed evidence for effective delivery of physical therapy diagnoses and treatments, and competency with evidence-based clinical practice guidelines. On average, Physera PTs have over 10 years of real-world clinical experience (compared to one year of experience for some of our competitors) and are eight times more likely to have advanced specialties compared to standard physical therapists.

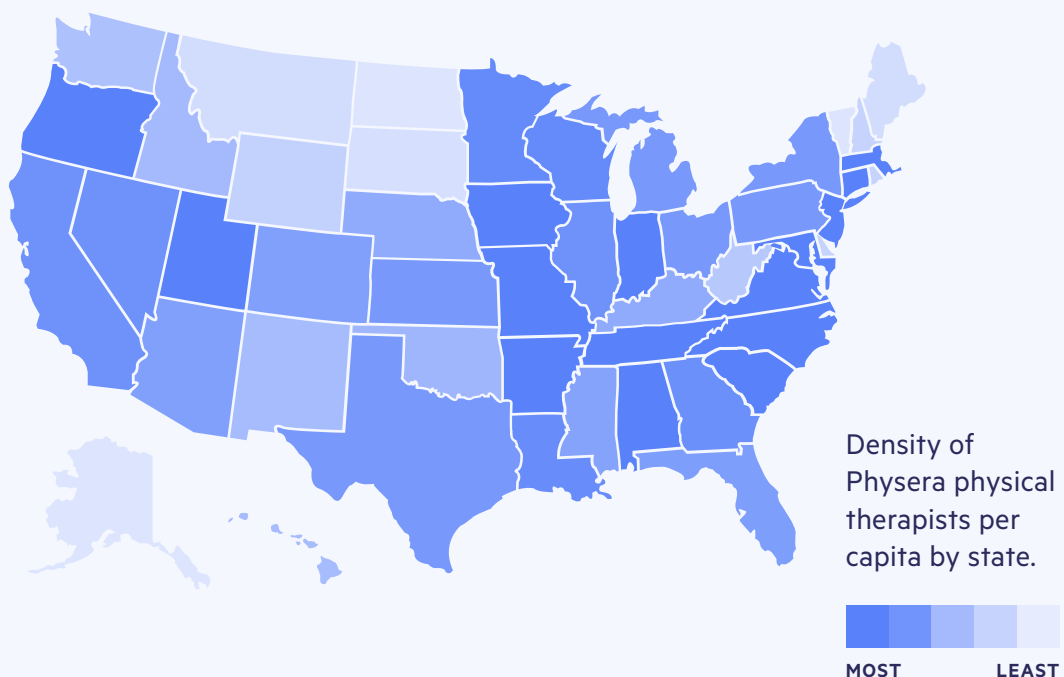
Physera PTs go through state-of-the-art training in remote diagnostic and treatment techniques. We've spent many years adapting and improving our training methods to provide the state-of-the-art in virtual physical therapy. Physera's PTs utilize Cognitive Behavioral Therapy (CBT) techniques to help drive adherence through goal-oriented guidance and motivation. By culling the best available evidence-based practices to drive our treatment approach, we continuously enhance our provider training to deliver unmatched clinical outcomes.



# Robust Nationwide Network of Licensed Physical Therapists at the Ready

Challenges exist across the nation as patients struggle to access in-person as well as virtual physical therapy.<sup>3</sup> Our dream of offering convenient, rapid access to personal PTs anywhere, anytime has been hard-won. Our network of licensed PTs is robust today because we've upheld strong standards from the start. Now we are proud to say that trusted, caring Physera PTs are “everywhere that you are.”

## Physera's Physical Therapist Network Coverage





Growing a network of acclaimed licensed PTs trained to deliver effective virtual care takes time and a commitment to excellence. Getting to this point has not been simple.

Did you know that patients can only receive physical therapy from PTs who are licensed to operate in their state? Physera has licensed PTs in multiple states, sometimes also going through the process of establishing state-level corporations before the licensing process can begin—and that often takes over a year to complete. Some of our competitors are now announcing commitments to hiring tens or hundreds of licensed PTs from across the nation in a span of a few months. But we know that this process takes time—especially during a global pandemic where many administrative offices are closed or have limited operations. As competitors scramble to hire any licensed physical therapists they can find, Physera is proud of our solid and proven network of specially trained PTs.

In the world of physical therapy, we refer to our work as a “practice.” It’s our way of saying that medicine is an artform that gets better with time. Physera is committed to that philosophy. Our hard-earned growth is thanks to early commitments to evidence-based care and selection of the best licensed PTs in the nation. When coupled with same-day access to care and our proprietary assistive technology and advanced training approach, the result is care you are unlikely to experience anywhere else.





## Are you ready to catch the rising tide?

To learn more about how Physera can address your MSK needs and goals with an innovative and flexible virtual physical therapy solution, [secure a demo](#)



# Footnotes

<sup>1</sup> [https://physera.com/assets/physera\\_activision\\_blizzard\\_claims\\_based\\_cohort\\_study.7f4862cf.pdf](https://physera.com/assets/physera_activision_blizzard_claims_based_cohort_study.7f4862cf.pdf)

<sup>2</sup> [https://physera.com/assets/physera\\_rethinking\\_msk\\_care\\_delivery.22467e74.pdf](https://physera.com/assets/physera_rethinking_msk_care_delivery.22467e74.pdf)

<sup>3</sup> <https://blog.physera.com/it-wouldnt-take-much-to-close-the-physical-therapy-access-gap-4da778e33601>



VIRTUAL PHYSICAL THERAPY