

Digital Tools Case Study

Quick intro to yourself and any contact details you're happy to share ...

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What physio services do you provide? (e.g. specialty, conditions, location, patient demographics)

MSK private practice based in the Barbican Estate, City of London. We have 5 treatment rooms, with a one to one gym and separate one to one reformer Pilates studio. We also have clinics in 3 companies, providing a service to 7000 employees. The Barbican Estate has approximately 6000 residents. Approximately 30% of our patients are residents, 70% commuters.

What tools are you using to deliver your physio services digitally?

Many companies have their own encrypted video conferencing system which we are often asked to use, and others have a generic service set up for them by their employer. We will use whatever medium is their preference.

How have these services replaced face to face contact?

At this point, 95% of our appointments are face to face contact. The only remaining video calls we have are those who are working from home instead of commuting into the city.

What is the clinician's experience of using the digital tools?

My experience was that the sessions worked well for follow up appointments, to check and progress patients. They were also useful for those WFH with poor setups, or new conditions brought about by the change in lifestyle: conditions which had just begun and could be nipped in the bud by timely advice and education.

It didn't work well for severe, established, tricky or multifactorial conditions, either diagnostically or treatment wise.

Do you have any patient feedback on digital physio service offer?

They liked the video compilations of their exercise regime, which I sent via DropBox together with an encrypted email with a written description. They liked being able to contact me directly by email if they had any questions.

But they were frustrated that they couldn't have face to face treatment and get on top of their conditions sooner.

Any top tips to others exploring using digital tools in physio services?

If they don't have high speed internet, you will be more effective over the phone. Make sure you can revert to it if needs be. Asking them to provide any relevant information or correspondence in advance of the call is helpful. Ask them to make sure they can see themselves on their device, and have space to move around so we can look at their movements during the call. Ask them to log in 5 minutes before the call is due to start.

You have to issue more caveats when there are gaps in your assessment, be aware of the limitations of the medium.