

MSK management continues to be the number one challenge for large, self-funded employer organizations for one simple reason: the MSK clinical delivery model has been broken for decades. Over 40 years of scientific literature shows there has never been a decrease in incidence, prevalence, chronicity, or diminished costs for the treatment of MSK conditions in the US and worldwide, despite medical and technological advances, including increased patient access and dramatic increases in the utilization of advanced imaging, physical therapy, chiropractic care, injection care, specialty consults, and surgery. This would explain why the MSK category represents as much as 25% of the medical spend in employer sponsored health plans. Perhaps the most startling statistic is that more than 40% of all MSK conditions are incorrectly diagnosed as a matter of “usual care” practices. This is a result of no set standards to properly diagnose MSK conditions and a lack of quality management practices to identify outlier events and create scalable, consistent, and sustainable patient outcomes.



# Re-Designing Healthcare Delivery

## The IMC Value-Based Comprehensive MSK Solution

### A CAUTIONARY TALE - The MSK Digital Age

The digital healthcare market has exploded, while the MSK market solution is being further diluted with vendors claiming to have “innovative” or “high-value care” MSK solutions simply because they have programmed traditional MSK treatment methods along with physical exercises into a digital platform without first addressing the broken clinical model. IMC has been utilizing its telehealth platforms for years, in conjunction with its standardized clinical training and comprehensive care model. IMC knows, based on the research, that for employers to receive true value for their investment, a comprehensive MSK program, including dependable telehealth services, must utilize proven components, and must also include all of the following:

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|  | <p><b>Reliable Assessment/Triage Process</b><br/>Precise diagnosis occurs through properly trained clinicians and health coaches.</p> | <p><b>Proprietary Data Collection and Analysis</b><br/>Utilize patient reported outcomes data to monitor the progress of patients and ID outliers.</p>                                |  |
|  | <p><b>Proper MSK Classification</b><br/>Patients are placed into designated sub-groups and classified based on precise diagnosis.</p> | <p><b>Data/Performance Transparency</b><br/>Patient outcomes data and medical claims data is securely shared with the provider.</p>   |  |
|  | <p><b>Appropriate Treatment</b><br/>Correct diagnosis is matched with the correct treatment.</p>                                      | <p><b>Customize Model</b><br/>Create a continuous improvement model for clinicians, and use clinical quality data and claims data to verify results and optimal patient outcomes.</p> |  |

# THE SOLUTION

Integrated Musculoskeletal Care (“IMC”), is the only MSK solution vendor in the market that has redesigned the broken delivery model or “usual care” system and replaced it with a highly standardized model built on “best practices” that eliminate high variable practice patterns, high rates of misdiagnosis, and the lack of quality control evinced by the scientific data. IMC has spent the last 30 years researching and analyzing the MSK delivery problem and applying its best practices to MSK populations across payer platforms, creating a unique, effective



MSK delivery model. By inserting true evidence-based assessment/diagnostic and treatment methods across provider platforms, and standardizing these clinical programs under a quality assured medical management model, IMC has removed provider variability, improved diagnostic capability, created a continuous

learning environment for clinicians, and optimized the MSK outcomes for patients treated in this best-in-class model. In addition to the scientific data, IMC has measured the impact on total cost of care using medical claims data from self-funded employers in a risk adjusted actuarial model. The careful analysis of the clinical quality metrics and economic metrics,

verify the value IMC’s programs produce for its employer partners and create a gold-standard for measuring return on investment for MSK solutions. Over the past three decades, IMC has collected patient reported outcomes on



more than 1 million clinical encounters in a standardized and quality assured model of care and successfully embedded its JointStrong® programs into self-funded employer organizations from Fortune 500 companies to small and mid-sized groups across the United States. IMC is the only MSK solution to offer a 25% savings guarantee to its clients in the event the IMC model does not garner a 25% reduction in MSK spending. In 30 years, IMC has never failed to deliver its 25% guarantee. IMC is the industry leader in high-value MSK care, because IMC is the only organization that can authentically claim and deliver a true value driven MSK solution.

The broad body of evidence produced over IMC’s last 30 years has resulted in a comprehensive suite of programs and services designed to fit the unique needs of both patient and employer/payer. Under IMC’s JointStrong® brand, the following MSK solutions provide access to the highest value MSK care available:

## 1 JointStrong® Mobile App and Health Coaching

Programmed with insights and intelligence gathered in more than 1 million patient encounters, the JointStrong® mobile/web app provides users personalized access to a self-assessment module that will build a custom treatment plan based upon the data entered during the guided self-assessment. JointStrong® health coaches are also readily available through the call center to triage patients into the correct treatment sub-group and ensure only self-care capable episodes are steered into this level of care, while more complex cases are steered towards a clinical encounter with a JointStrong® credentialed provider. Health coaches are also trained to assist in the administration of the self-care program and to answer technical questions related to the app.

## 2 JointStrong® Virtual Care Platform

A virtual network of highly trained and standardized PT/Chiro providers covering 49 states, creating virtual access to remote or highly distributed work forces and individuals who prefer or need technology to access high-value care.

## 3 JointStrong® Primary Care Triage Training

Proprietary training to optimize the PCP’s ability to triage MSK patients and match them to the appropriate level of care. The triage training teaches PCPs to identify low-complexity MSK cases and manage these cases with IMC, self-care protocols, and to escalate more complex cases in the JointStrong® network of advanced conservative care providers.

## 4 JointStrong® Advanced Conservative Care Network

A national network of highly trained, standardized, and quality assured PT/Chiro providers capable of managing complex MSK cases and removing excessive, unnecessary imaging, injection treatments, and/or surgical care.

## 5 Prevention and Occupational Health Programs

Utilizing proprietary training programs and triage training for occupational health nurses. IMC’s JointStrong® prevention program reduces OSHA 300.