

Moreau Physical Therapy Partners with Health Care Transformation to Implement Digital Asynchronous Video Technology

Video technology automates patient FAQ's and improves patient experience.

LOS ANGELES, CA, UNITED STATES, April 14, 2023 /EINPresswire.com/ -- [Moreau Physical Therapy](#) announced today they are successfully implementing [digital asynchronous video technology](#) by partnering with the leader in this space, [Health Care Transformation](#). Moreau Physical Therapy is using asynchronous video technology to target both patients and providers. They are targeting providers for referral and recruitment while targeting patients to enroll in physical therapy, prepare for their first visit, and check in post-discharge.

With digital asynchronous video technology, patients and providers stream modern videos from home at their convenience and in their language.

To date, over 25 hours of videos have been watched with engagement rates over 80%. 100% of the patients have found the videos helpful and feel more prepared for their appointment.

“We strive to innovate as an organization. We want to continue to grow in ways that are more effective and scalable” says Sarah Hess, head of marketing at Moreau Physical Therapy. “It’s been incredible to work with HCT to enhance our automation and communication with patients throughout their care journey. The patients love it but it also saves time for our patient care teams. It improves the patient experience and it drives patients back into our care when they



Moreau PT Video Thumbnail



Health Care Transformation logo

need it.”

“Moreau PT is at the forefront of implementing asynchronous video technology” says Meghan Nechrebecki, Founder and CEO at Health Care Transformation. “Not only are they using it throughout the patient care journey but they’re also using the platform to communicate with referring providers and potential PT recruitments, which is a perfect use case given they are seeking the best and brightest to join their growing organization.”

Through the async video analytics, Moreau Physical Therapy is tracking time spent with the brand and time saved, while also improving patient experience and growth.



About Moreau Physical Therapy:

Moreau Physical Therapy was founded in 1977 and is the leading therapy, rehabilitation, and wellness practice serving Louisiana and Texas with 21 locations. Our team of therapy experts specialize in managing outpatient and inpatient therapy models in Physical Therapy, Occupational Therapy, Speech Therapy, Pediatric Therapy, Chiropractic care, and Industrial Medicine services.

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Sarah Hess

About Health Care Transformation:

Health Care Transformation (HCT) is shifting healthcare

delivery to be more efficient and effective for providers and patients. We take the info your clinicians and staff repeat like a broken record and automate it into modern engaging videos that drive patients to take action. With async video tech, there is a large financial ROI from increased revenue, saved time, and improved experience. www.hctdigitalcare.com

Meghan Nechrebecki, MSPH, is the Founder and CEO of Health Care Transformation. She is an expert in population health, value-based care, and operations and has spent 13+ years driving systemic change in healthcare organizations.

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