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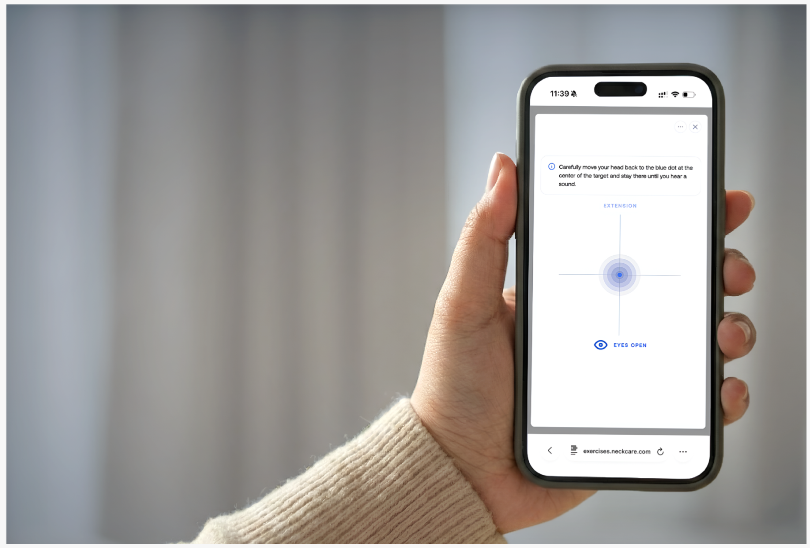
NeckCare Home unlocks a new marketing advantage that their local competitors can’t match

With personalized at-home programs that qualify for RTM reimbursement, NeckCare Home turns between-visit care into a billable revenue line.



MINNEAPOLIS, MN, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- NeckCare helps clinics create a new recurring revenue stream and gives them a marketing edge over local competitors with their new update. NeckCare Home offers personalized at-home programs that qualify for Remote Therapeutic Monitoring reimbursement. This turns care between visits into billable revenue, helps keep patients coming back, and makes your clinic stand out in a busy market.

NeckCare Home is a camera-powered remote neck rehab platform that works on personal devices with a standard camera. No extra hardware needed. Now, every clinic can offer a customizable neck rehabilitation program at home for each patient. This gives patients the premium, personalized experience they expect and most local competitors do not provide.

> “The clinics that win the next five years will be the ones with a revenue line their competitors don’t have, a story patients share, and a way to keep them connected between visits.”
>
> *Lucy Bichakhchyan, Marketing Manager @ NeckCare*

For clinic owners, it creates a recurring revenue stream for the work clinics already do, helps the practice stand out from other 'we treat neck pain' clinics, and gives patients a reason to return rather than drop off after a few visits.

This release lands at a moment when growing a clinic is genuinely harder than it was a year ago. The cost of running healthcare ads on Meta has climbed roughly 70% over the past twelve months, from about $22.76 CPM in January 2025 to $38.70 in January 2026. Patient acquisition costs in chiropractic now range from $150 to $400 per new patient, depending on the channel.

Most clinics are not yet billing for this recurring revenue stream. The single biggest thing NeckCare Home does for a clinic's P&L is open the door to Remote Therapeutic Monitoring (RTM) reimbursement.

RTM is a set of Medicare-recognized billing codes: 98975, 98976, 98977, 98980, and 98981, plus two new codes added in 2026 (98985 and 98979) specifically for pain and movement care. This helps pay clinics for managing patients with a connected at-home program. Physical therapists, occupational therapists, and other qualified professionals have been able to bill RTM since 2022. Most clinics aren't doing it because most clinics don't have a connected program to bill against.

Published industry estimates put RTM at roughly $100 to $185 in additional reimbursement per patient per month, and one case study from Wibbi Global documented $8,000 to $12,000 in RTM revenue per month from just 40 active patients. WebPT has estimated that adding RTM lifts per-patient profit by 49–135% across an episode of care. That is a meaningful second revenue line that doesn't require selling new patients, raising prices, or adding visits.

A clinic that brings 10 patients per month into a connected program through NeckCare Home is, under conservative assumptions, looking at a five-figure annualized revenue stream on top of everything they're already doing. That's not a feature pitch. That's a P&L line.

This is a real way to stand out from your competitors. If you visit ten chiropractic or physical therapy clinics in any city and read their websites, you will see the same phrases: "personalized care," "experienced team," and "patient-centered approach." Most patients cannot tell the difference between clinics, so they usually choose the one with the most five-star Google reviews. About 73% of patients check online reviews before picking a healthcare provider. 84% trust these reviews as much as personal recommendations. 72% will only consider providers with four stars or higher, and a one-star increase in a clinic's rating can boost revenue by 5 to 9%. Reviews are a key part of marketing.

However, getting great reviews depends on meeting patient expectations. Today, patients want their healthcare to be as convenient as the rest of their digital experiences. In fact, 85% of consumers expect healthcare to be as easy as online shopping. A printed exercise sheet is not enough, but a connected, personalized program that patients can access on their phones between visits meets this expectation.

This is where the marketing advantage lies. If a clinic can tell patients, "Your care doesn't stop when you leave the room, we'll send a personalized program to your phone, and your clinician will see how you're doing before your next visit," it stands out from the rest. This approach also leads to detailed reviews that Google's algorithm favors.

But how do you increase patient retention and repeat visits? Most clinics lose patients in the silence between appointments. The patient leaves with good intentions, drifts off, and stops care. The clinic finds out when the calendar tells them. By the time anyone notices, the relationship and the lifetime value are gone. Lifetime value in this business is a simple equation: revenue per visit times visits per episode of care times episodes of care per patient lifetime. The leverage is in that last number. A patient who finishes their plan and gets a result is the patient who comes back for the next issue, sends their spouse, and posts the review.

NeckCare Home gives the clinic a reason to be in the patient's life between visits. Every interaction with the personalized program is a small reminder of its origins. Every check-in is a touchpoint the clinic didn't have to manufacture or pay for. The patient is harder to lose because the clinic hasn't disappeared from their day. For the clinic, this is the difference between a 4-visit average and a 10-visit average. Across a book of business that compounds.

NeckCare Home offers a premium, packaged offering that doesn't depend on insurance.

Insurance reimbursement keeps tightening; cash-pay and subscription-style wellness packages keep growing. The chiropractic care market is projected to expand from $13.13 billion in 2022 to $18.40 billion by 2030, and a meaningful share of that growth is in packaged, premium-priced offerings: sessions and programs priced anywhere from $99 to $1,500+ as bundles. NeckCare and NeckCare Home fit that model out of the box. A clinic can wrap an in-clinic intake, a structured course of visits, and a personalized at-home program into a single, named "neck health program" with a single price tag and sell it as a premium offer separate from generic adjustment or session pricing. Patients understand what they're buying because they can see what they're getting. The clinic gets a service line that doesn't shrink every time an insurance carrier renegotiates a visit cap.

"The clinics that win the next five years won't be the ones with the biggest ad budgets," said Lucy Bichakhchyan, Marketing Manager at NeckCare. "They'll be the ones with a second revenue line their competitors don't have, a story patients actually share, and a way to keep patients connected between visits. NeckCare Home is built so that all three of those happen at once, without taking the doctor away from their patients."

This is what it looks like in practice. The clinics that see the most growth from NeckCare tend to do three things consistently. They put the connected program in their marketing — on the website, on the booking page, in the new-patient walkthrough. It's the single most-mentioned thing in their five-star reviews because it's the part of the experience patients didn't expect. They set up RTM billing once and let it run, so the recurring revenue line shows up every month without anyone having to chase it. And they package the whole thing (intake, in-clinic visits, at-home program) into a named premium offer with a single price, so the value is obvious to the patient and the offer is easy for the front desk to sell. This is a common practice in the modern health-tech category. It has used to make the at-home experience feel like the product itself. The difference is that clinics can pair that digital experience with the in-person relationship that pure-digital players can’t offer.

The personalized-program upgrade is rolling out to all NeckCare Home customers at no additional cost. Existing clinics will see the new flow inside their dashboard. New clinics can begin requesting a demo to NeckCare Home's customizable programs by filling out the form at neckcare.com/contact

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