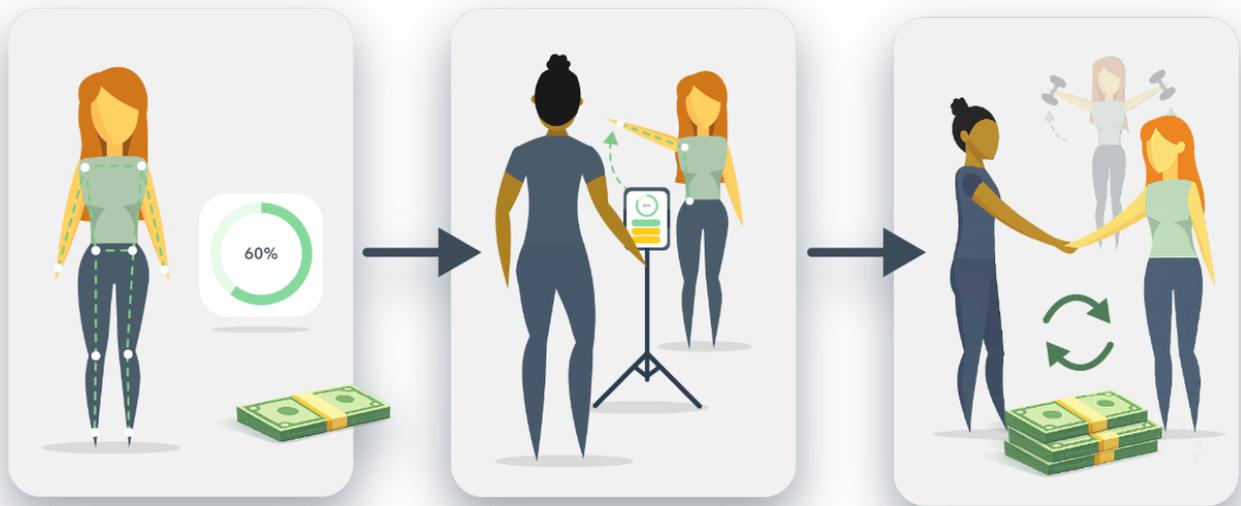


Digital Movement Screening

Monetization Guide



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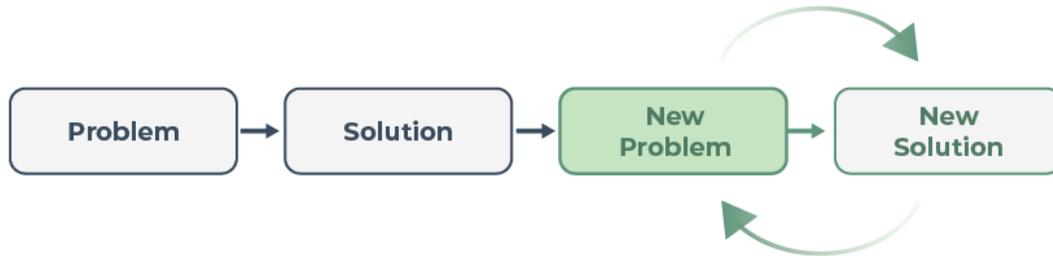
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1. Introduction

Why Digital Movement Screening Is Changing Modern Rehab

Rehab follows the same problem–solution cycle as every successful business.

Every successful business operates on the same principle:



This cycle is how value is created.

Patients don't come in because they want better movement.
They come in because they're in pain.

Pain is a powerful motivator. It creates urgency, focus, and buy-in.

And when pain starts to improve, something predictable happens.

Motivation fades.

Not because the patient is lazy.
Not because they don't care.

But because they believe the problem has been solved.

From their perspective, it has.
Clinically, you know that's rarely true.

Pain reduction is often only the first milestone, not the finish line.

Mobility restrictions, asymmetries, poor control, and faulty movement patterns usually remain long after symptoms decrease.

If patients can't perceive the next problem, they can't value the next solution.

This is where most rehab plans quickly fall apart.
Not because care is poor.
Not because outcomes don't matter.
But because the next phase of care is invisible.

2. The Core Problem

The Visibility Gap That Limits Outcomes and Growth

Patients measure progress by pain. Clinicians measure progress by movement.

Those two metrics rarely improve at the same pace.

Pain can decrease quickly.
Movement quality usually does not.

This creates a visibility gap.

Clinicians can see that a patient still has:

- limited joint motion
- poor load tolerance
- asymmetries
- compensations
- elevated reinjury risk

But the patient can't.

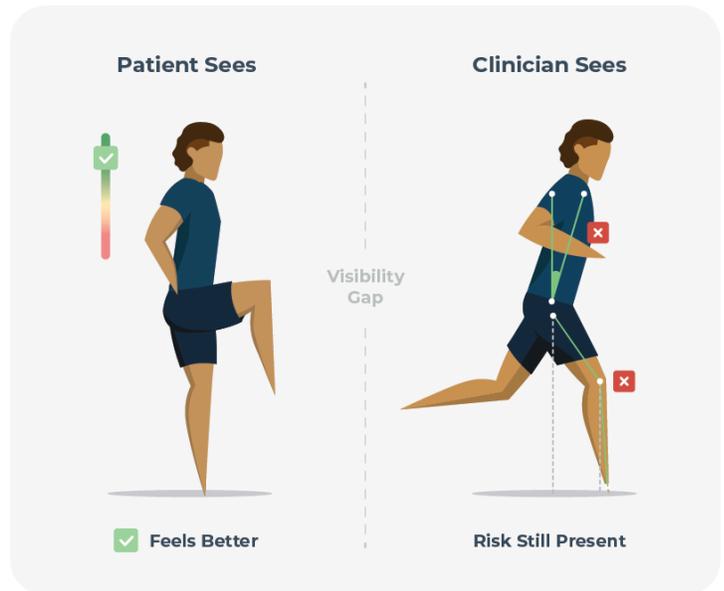
And when patients can't see a problem, they naturally stop investing in the solution.

The result is predictable:

- early discharge
- incomplete plans of care
- recurring flare-ups
- frustrated clinicians
- lower lifetime patient value

This is not a care-quality problem. It is a communication and visibility problem.

The work that matters most often happens after pain starts to fade.
But without a way to make that work visible, patients leave mid-story.



3. The Turning Point

Making Movement Visible Changes Everything

The moment movement becomes visible, the conversation changes.

Digital movement screening acts like a movement x-ray.

It reveals restrictions, asymmetries, and deficits that patients cannot feel yet.

When patients can see:

- what's limited
- what's uneven
- what hasn't recovered
- what still needs work

They stop asking, "Do I still need care?"

And start asking, "What do we do next?"

Visibility aligns expectations.

Instead of relying on reassurance or explanation alone, clinicians guide patients with objective information they can understand.

Pain relief is the starting line.

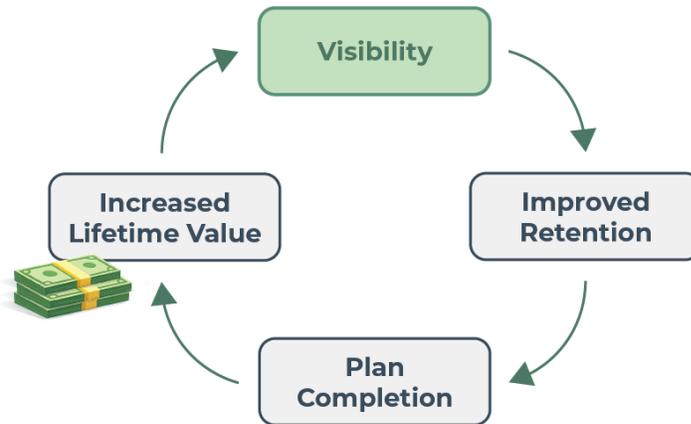
Improved movement quality is the finish line.

When the path forward is visible, continuation of care becomes logical.

4. The Business Impact

Why Visibility Increases Retention and Lifetime Value

Visible problems change patient behavior without changing pricing or services.



When patients understand what still needs work, they:

- complete more of their plan
- stay engaged longer
- understand why care continues
- trust the process more deeply

This has a direct business impact.

Retention improves.

Drop-off decreases.

Lifetime patient value increases.

Not because prices went up.

Not because more services were added.

But because care actually reaches completion.

Retention is the primary revenue lever most clinics underutilize.

For many clinics, this represents a 15–25% increase in lifetime patient value driven purely by follow-through.

You don't need more patients.

You need fewer patients leaving halfway through recovery.

5. What You Can Do Today

Improving Patient Care and Business Growth at the Same Time

You don't need new services to improve outcomes or revenue.

You can improve patient care and business stability by making one small, intentional change:

Make movement progress visible.

The Minimum Effective Dose Plan

This system improves retention without adding complexity.

1. Establish a baseline movement screen
→ Document how the patient moves at the start of care, not just how they feel.
2. Deliver your existing pain-focused phase of care
→ Address symptoms the way you already do.
3. Re-screen movement after symptoms improve
→ This is where most clinics stop, and where the real opportunity begins.
4. Review what has improved and what remains
→ Show which movement limitations or asymmetries still exist and why they matter.
5. Guide the next phase of care
→ Explain what needs to change for long-term resilience, not just short-term relief.

This approach doesn't require new offerings or aggressive sales conversations.

It aligns clinical reality with patient understanding.

Clinics that implement this system often see:

- better plan-of-care completion
- fewer early drop-offs
- clearer expectations
- stronger patient trust
- a 15–25% increase in lifetime patient value

Not by selling more, but by finishing more complete care plans.

6. Where This Becomes Practical

How Yogger Supports Movement-Focused Care

This is the exact model Yogger was designed to support.

Yogger helps clinics:

- make movement visible
- track change over time
- communicate progress clearly
- guide patients through the full recovery continuum

The screen is the tool.

The system is the structure.

Yogger is not about adding more services or complexity. It supports the care you already deliver by making progress visible, measurable, and easy for patients to understand.

By integrating digital movement screening into existing workflows, clinics can:

- improve plan-of-care completion
- reduce early drop-off
- increase lifetime patient value
- create a clear path from symptom relief to long-term durability

This isn't a new philosophy or a new service line.

It's a way to make the work you already do visible, understandable, and complete.

Get Started Making Movement Visible (and More Valuable)

If you're ready to improve patient outcomes, increase retention, and unlock new revenue by making movement visible, the next step is simple.

Yogger's digital movement screening platform fits directly into the care you already deliver. It helps clinics guide patients through the full recovery process and increase lifetime patient value without adding complexity.

👉 Get started with Yogger

<https://yogger.io/contact-for-business/>

If you'd like to see how this works in practice, you can also walk through the platform and clinical workflows directly.

👉 Book a demo

<https://calendly.com/yogger/>