

For brokers and producers only

Date: July 21, 2022

Markets: Self-Insured Accounts

Introducing The Virtual Physical Therapy Program

Managing joint and muscle issues just got a little less painful

Self-insured employers spend more on musculoskeletal (MSK) disorders than any other condition or disease. These all-too-familiar disorders—including lower back pain, tendonitis, carpal tunnel syndrome and others—affect half of adults over 18. And their treatment costs almost three times as much as any other single employee health issue.¹

To help employers combat the high cost of MSK disorders and improve the overall well-being of their workforce, CareFirst BlueCross BlueShield is introducing its Virtual Physical Therapy Program as a buy up for the ASO market. This digital-first program, powered by the SimpleTherapy platform, provides users with unique benefits and immediate access to a complete MSK solution— including more than 1,500 video guided exercises—a personal care plan, and a live team of licensed physical therapists.

Available upon renewal beginning January 1, 2023, the CareFirst Virtual Physical Therapy Program offers:

- No implementation fee
- Engagement-based model
- Performance guarantee of up to 25% of claims-based fees²
- 65% of participants reported less pain with 18% reporting no pain³
- MSK treatment cost avoidance
- A comprehensive, multi-channel annual [communications plan](#)

To watch a short video about the program, click [here](#).

For more information

If you have any questions, please contact your broker sales representative.

¹ Top 10 Medical Episodes—CareFirst ASO BOB (excludes FEP PPO): July 2020-June 2021. Excludes the following: Prevent/Admin Health Encounters; Pregnancy w/Vag. Delivery; and Newborns w/out complications.

² Total at-risk dollars from both SLA and performance metrics will not exceed 100% of service fees paid to Vendor.

³ Sources: SimpleTherapy BoB Analysis—Member-reported outcome measures 2019–2021.