

Case Study



How an orthopedic practice achieved
1.6x ROI by enhancing patient engagement
with ENROUTE & PatientIQ

Partnership Snapshot: PatientIQ, Ortho Specialists, & ENROUTE

PatientIQ's client, a prominent orthopedic practice with 5 locations, has successfully integrated PatientIQ, an industry-leading Patient-Reported Outcomes (PRO) platform, with ENROUTE pre-surgical nutrition program. This innovative partnership leverages PatientIQ's automated communication pathways to improve patient outcomes while creating a sustainable revenue stream for the practice.

The Challenge

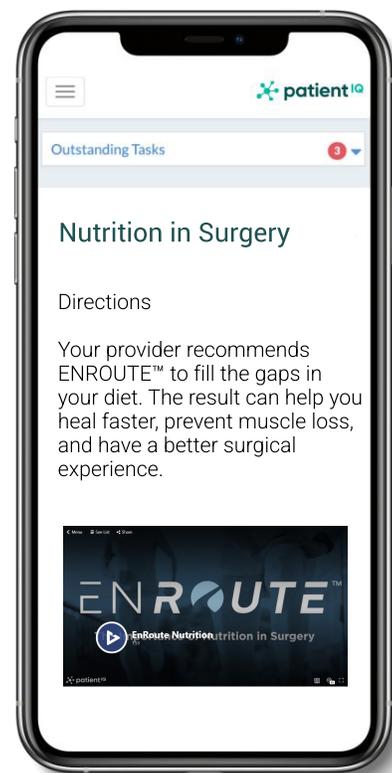
Orthopedic surgeries demand careful preparation to optimize patient recovery and outcomes. PatientIQ's client sought a solution to streamline pre-surgical care while enhancing patient engagement and generating additional value for their practice. Traditionally, recommending pre-surgical nutrition required manual outreach, which was time-consuming and inconsistent. This orthopedic practice needed an efficient way to integrate their recommendation for pre-surgical nutrition into their workflows without adding administrative burden.

The Solution

Through their existing PatientIQ subscription, this orthopedic practice tapped into a new initiative that allows physicians to recommend ENROUTE—a pre-surgical nutrition program—directly to patients scheduled for surgery. PatientIQ's platform automates the distribution of these recommendations via its pre-built communication pathways, seamlessly connecting patients with ENROUTE products. This integration not only improves patient preparation for surgery but also unlocks a profit-sharing model with ENROUTE, driving revenue back to the practice.

This streamlined approach:

- Ensured that **patients receive timely and evidence-based nutritional guidance**
- Created an automated, **low-effort revenue stream** for this orthopedic practice
- Fully utilized PatientIQ's infrastructure to **expand patient engagement and care coordination**



Example of an automated provider message sent via the pIQ platform

The Results

The ENROUTE program has had a transformative impact on this practice, delivering a **1.6x return** on their PatientIQ subscription with revenue generated via the automated product recommendation.

Beyond financial benefits, this practice has strengthened patient trust and surgical outcomes by ensuring consistent access to pre-surgical nutrition for **700+ patients**.

The orthopedic practice achieved a seamless, scalable way to enhance pre-surgical care while unlocking new financial value.

This practice achieved

1.6x ROI

on their PatientIQ subscription through automated recommendations for ENROUTE pre-surgical nutrition

"PatientIQ's partnership with ENROUTE has been incredibly impactful. It enables our physicians to provide high-quality, evidence-based nutritional support to patients while also creating a meaningful revenue stream—all with minimal effort. The automation and ease of use have made it a valuable tool in our practice."

• Ortho practice CEO

The PatientIQ advantage

Better patient care

Ensure your patients gain access to evidence-based products and services that support them throughout their care journey, improving preparation, recovery, and long-term outcomes.

Seamless workflows

Recommendations are delivered automatically within PatientIQ's communication pathways, reducing staff workload while keeping patients engaged with minimal effort from your team.

Trusted partnerships

By leveraging PatientIQ's vetted network of partners, your practice can confidently extend high-quality solutions to patients without adding administrative complexity.

Shared value creation

Your practice, patients, and marketplace partners all benefit from aligned goals—improved outcomes for patients and stronger relationships across the care ecosystem.