



Case Study



MIDWEST
ORTHOPAEDICS
AT RUSH



How PatientIQ and Breg Transformed Post-Operative Care at Midwest Orthopaedics at Rush

About Midwest Orthopaedics at Rush

Midwest Orthopaedics at Rush (MOR) is a nationally ranked orthopedic group located in Chicago, Illinois, known for pioneering surgical techniques and delivering comprehensive musculoskeletal care. The organization leverages cutting-edge technology and research to optimize outcomes across orthopedic disciplines including sports medicine, joint replacement, and spine care.

The Challenge

Post-operative pain management is a critical component of orthopedic recovery. Cold therapy has been clinically shown to **reduce inflammation, alleviate pain, and potentially decrease reliance on narcotic pain medications**.¹ By slowing nerve conduction and reducing blood flow to the affected area, cold therapy helps minimize swelling and supports the body's natural healing process—especially crucial following hip, knee, and shoulder procedures.

While Midwest Orthopaedics at Rush (MOR) had historically made cold therapy devices available to patients, the process for recommending and guiding usage lacked **personalization, timely delivery, and structured, ongoing education**. Cold therapy was typically recommended in-office with minimal patient follow-up or engagement, resulting in missed opportunities to optimize recovery and drive adoption.

MOR recognized that for cold therapy to have its full impact, recommendations needed to be **delivered proactively** and **reinforced** at critical post-op moments. They sought a more impactful, data-driven approach that would:

- Seamlessly introduce patients to cold therapy solutions at the right time (MOR chose to introduce patients to **Breg Cold Therapy**)
- Reinforce clinical benefits through tailored digital education
- Empower providers and staff with real-time visibility into patient interest
- Improve device usage and satisfaction through follow-up content and surveys

In essence, MOR needed a smarter, automated solution that could transform cold therapy from a passive offering into a strategically embedded part of the patient's recovery journey.

Breg Cold Therapy provides cold and compression solutions to ease post-op pain and swelling. At Midwest Orthopaedics at Rush, the **Polar Care Wave^(R)** and **Polar Care^(R) Cube** devices supported recovery for hip, knee, and shoulder patients, improving comfort and driving better outcomes.



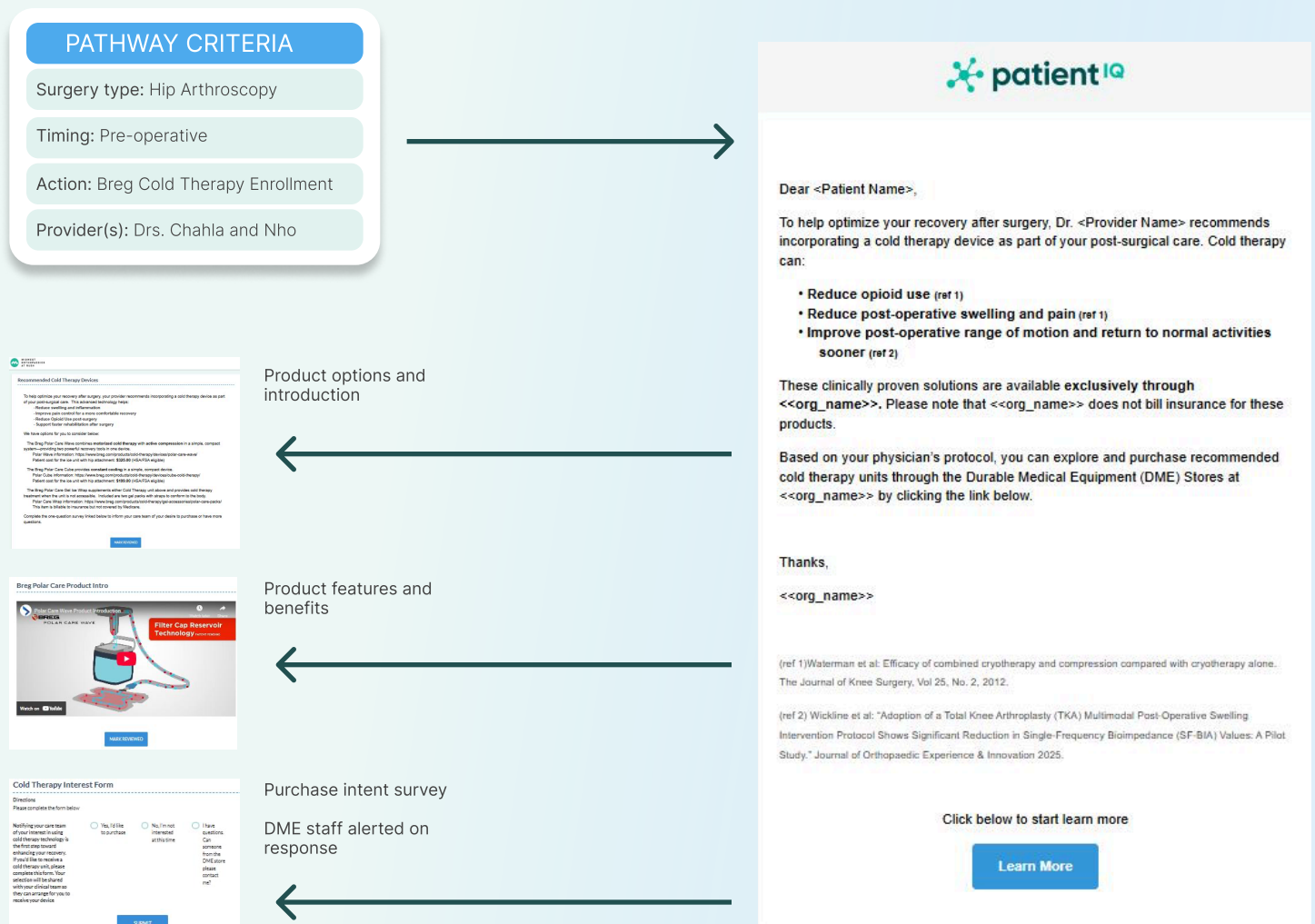
1. Ünver, S., & Aydın, D. (2025). The effect of cold application in postoperative pain management of arthroscopic surgeries: A systematic review. Pain Management Nursing. Advance online publication. <https://doi.org/10.1016/j.pmn.2025.05.001>

The Solution

PatientIQ collaborated with Breg and MOR to implement an **EHR-integrated cold therapy pathway** tailored for Drs. Chahla and Nho's hip arthroscopy patients. The pilot, launched in September 2025, featured:

- **Automated patient enrollment** via EHR integration
- **A structured digital engagement workflow** highlighting Breg's cold therapy options, benefits, and reminders
- **Real-time alerts** to DME staff based on patient interest
- **Post-op content** to reinforce device usage during the critical recovery phase

Patient pathway workflow logic



The Results

Patient Engagement & Utilization

- **98% patient engagement** with cold therapy content shared via PatientIQ

Total Breg Units Sold

- **54% increase in units sold** post PatientIQ deployment

Clinical & Financial Impact

- **54% revenue increase** from Breg units sold over baseline for hip patients, representing a meaningful financial lift within the program

54%

increase in both Breg units sold, and revenue increase for MOR following the PatientIQ deployment

“The integration of PatientIQ with Breg’s cold therapy devices has given us a streamlined, data-driven approach to support patient recovery. We’re seeing measurable improvements in both outcomes and ROI. This partnership represents a meaningful step forward in advancing patient care.”

— Alek Johnson, Director of DME at Midwest Orthopaedics at Rush

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.