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NEW ENGLAND
College of Osteopathic Medicine



Orthobiologic Injection Therapy:

An Internet Analysis of New England Clinics and Available
Patient Information for Decision Making

Authors:

Gerran Salto, OMS-II, University of New England College of Osteopathic Medicine
Gabriel DeOliveira, OMS-II, University of New England College of Osteopathic Medicine
Geoffrey McCullen, MD, University of New England College of Osteopathic Medicine



Disclosures



The authors declare there is no conflict of interest.

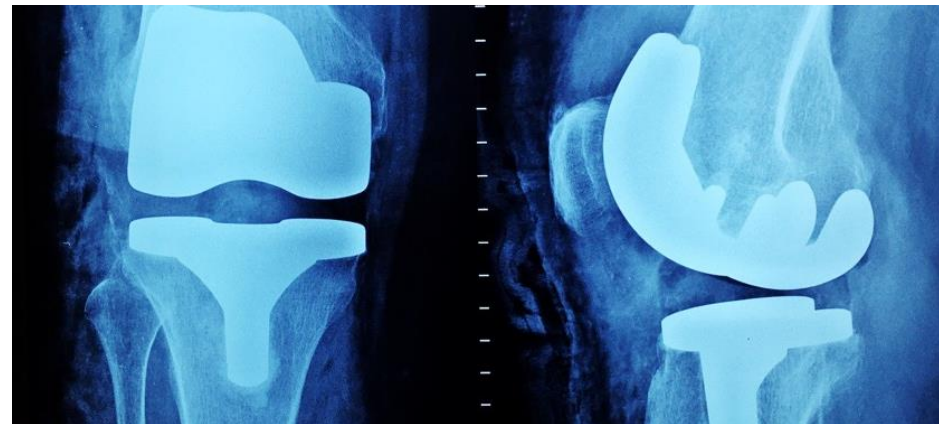


Introduction:

- What are orthobiologic injections?
- Relatively recent increase in clinical utilization of this technology
- Debate/controversy: efficacy, regulation, price transparency, direct-to-consumer marketing

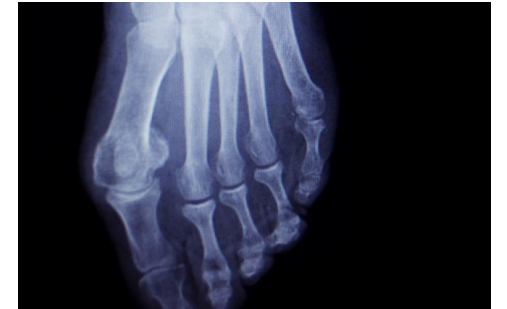
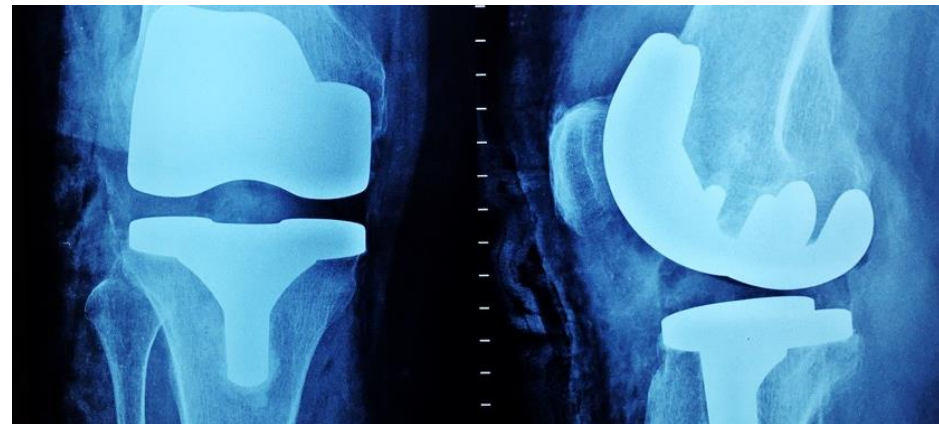
Purpose:

To investigate the digital landscape of clinics in New England offering injectable orthobiologic therapy from the perspective of potential patients.



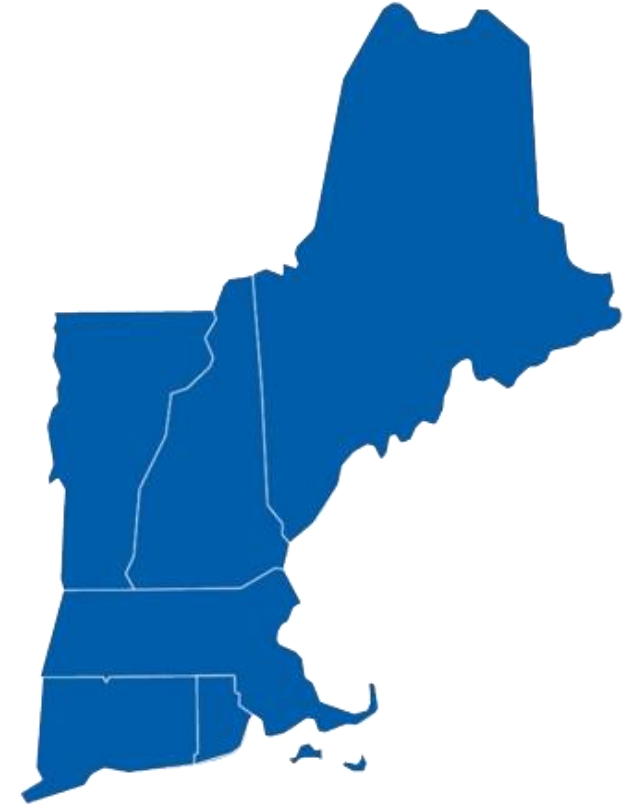
Hypothesis:

That little scientifically-based education material is available to potential patients online



Methods:

- 12 Google searches were performed utilizing the key phrases:
 - “orthobiologic clinics”
 - “platelet rich plasma”
- Clinic websites were analyzed for six main variables
- General demographic information on each state was also collected



Category	Criteria
Education of Provider(s) Employed by Clinic	MD, DO, DPM, DC, NP, PA
States Which Type of Provider Will be Performing Orthobiologic Injections	Yes or No
Cost Transparent	Yes or No
Insurance Coverage for Injections Stated	Yes or No
Potential Risks of Injections Stated	Yes or No
Outcome Data Available for Injections	Yes or No

Categories analyzed (left) and fulfillment criteria (right).

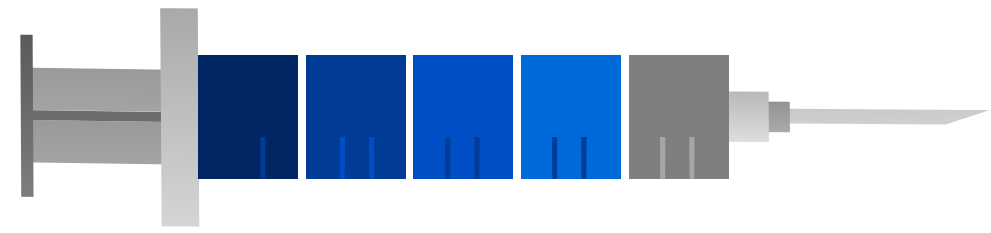
State	Population	Number of Clinics	Median Household Income
MA	7,001,399	37	\$96,505
CT	3,617,176	24	\$90,213
RI	1,095,962	21	\$81,370
NH	1,402,054	18	\$90,845
ME	1,395,722	6	\$68,251
VT	647,464	2	\$74,014

Comparison of general demographic information for each of the six New England States.

Population Information: US Census Bureau population estimates for 2023

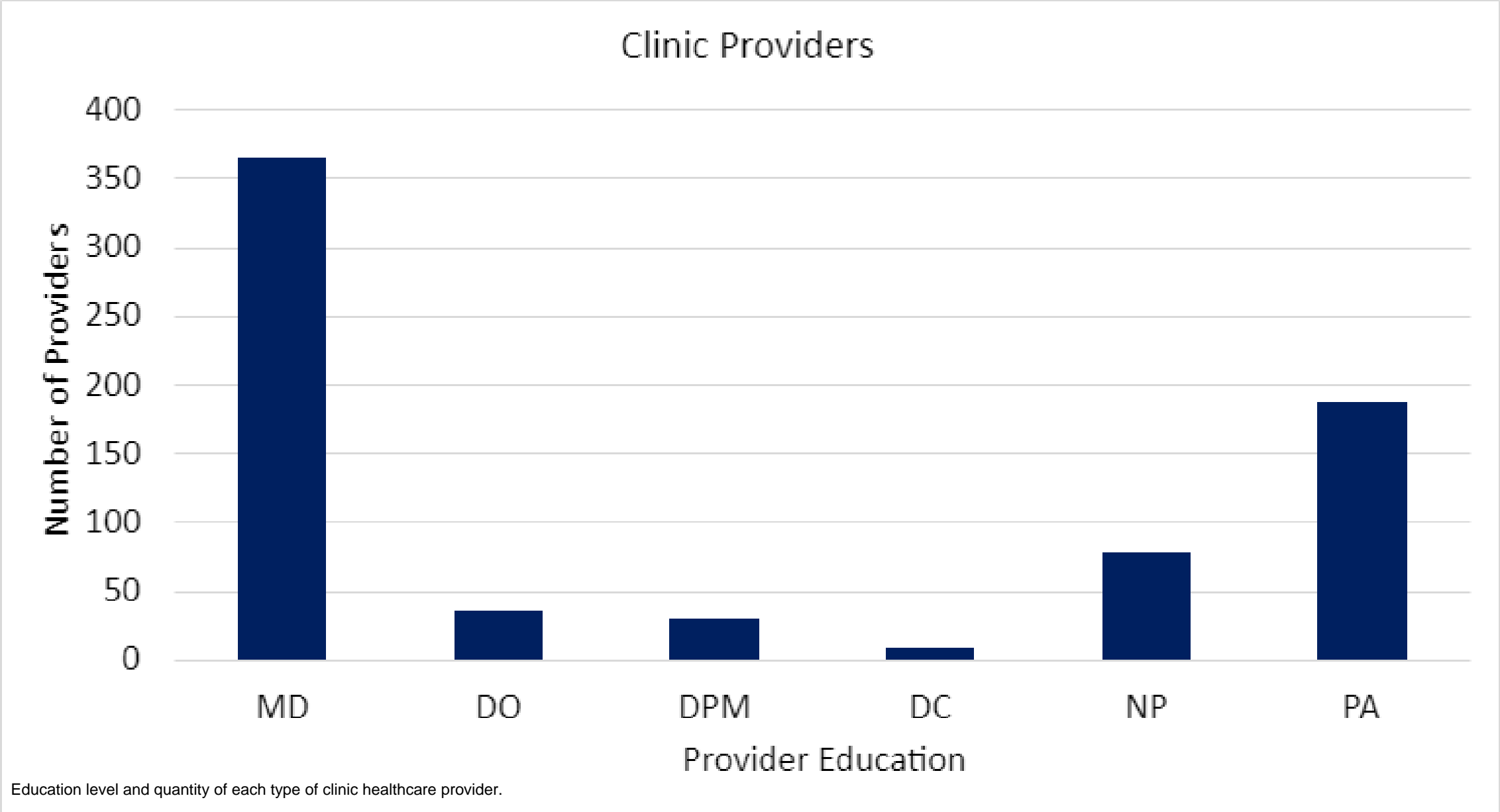
Median Household Income data: US Census Bureau 2018-2022

Results:



- 108 total clinics analyzed
 - 20 informed patients that orthobiologic injections are not covered by insurance (18.5%)
 - 7 noted potential injection risks (6%)
 - 3 provided total price transparency (2.7%)
 - 3 provided injection outcome data (2.7%)
 - 2 disclosed the type of provider performing the injections (1.8%)

Results:



Results:

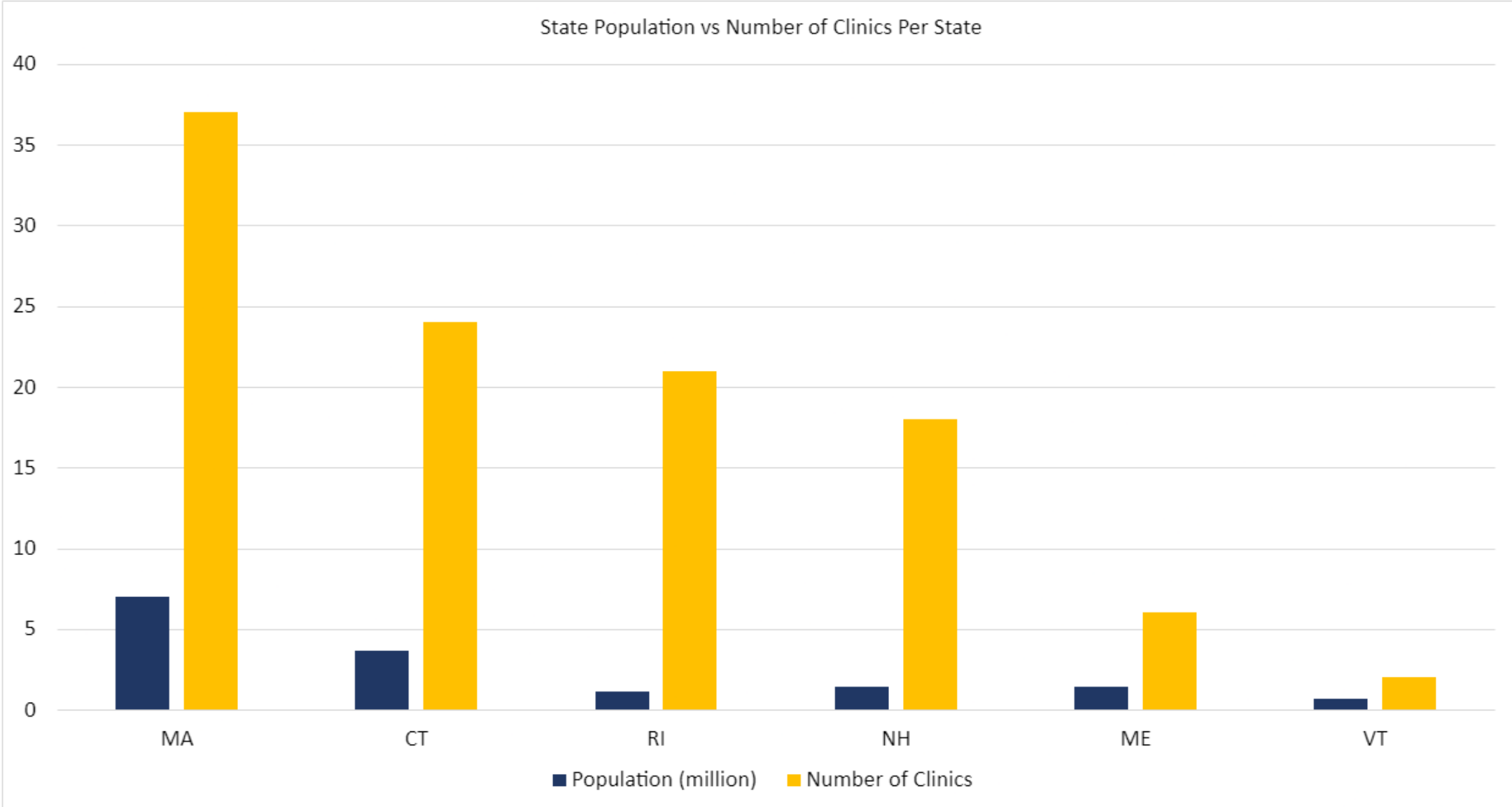


Figure 4: Comparison of state population against the number of clinics per state providing orthobiologic injections. Correlation: $r = 0.85$.

Results:

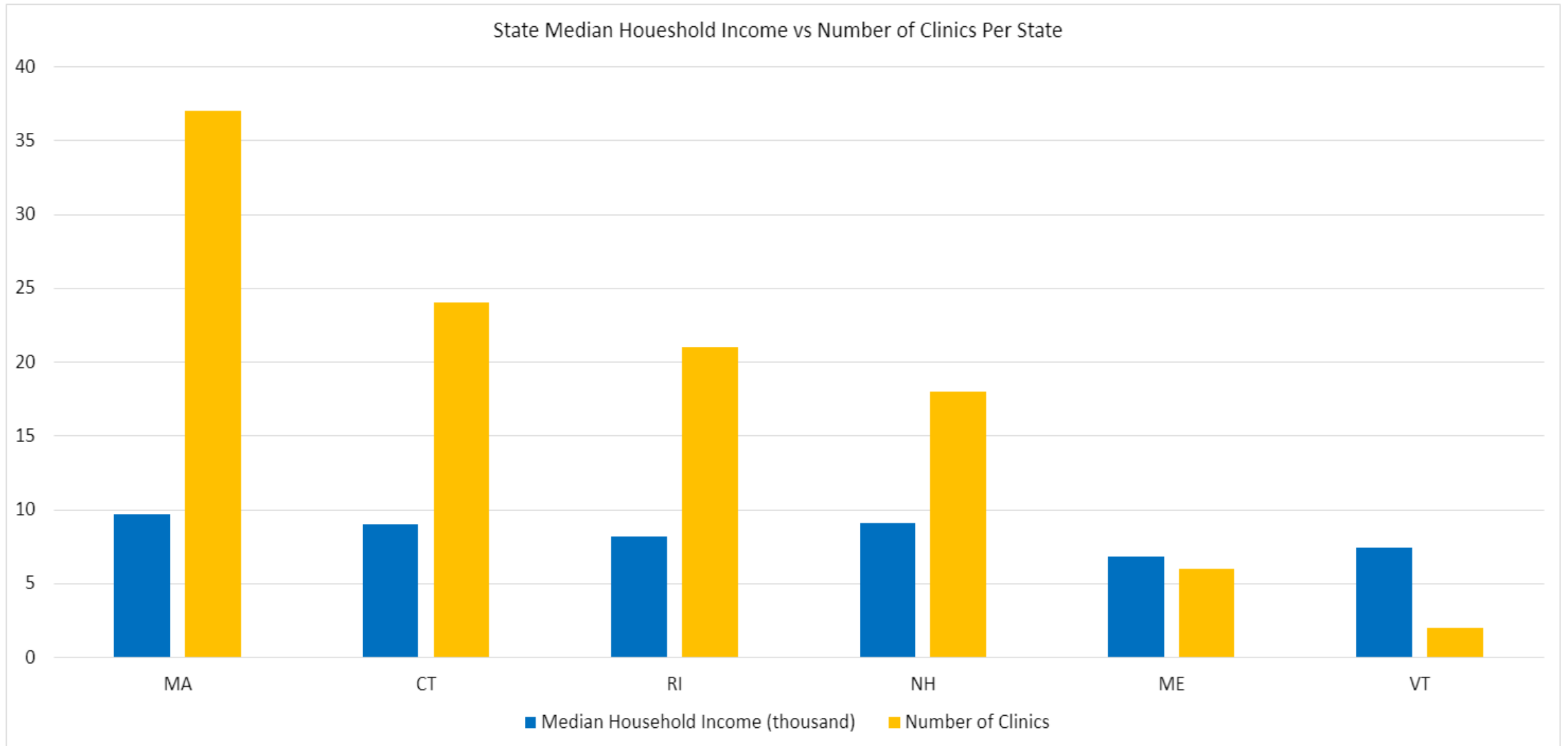


Figure 5: Comparison of state median household income against the number of clinics providing orthobiologic injections. Correlation: $r = 0.89$

Conclusions:

- Little information regarding insurance coverage, cost, risk, outcome, or type of provider administering injections
- Higher concentration of clinics in states with higher median household income (higher correlation)
- Higher concentration of clinics in states with higher population.

Conclusions:

Findings demonstrate an opportunity for enhanced transparency and improved patient education for orthobiologic injection therapy



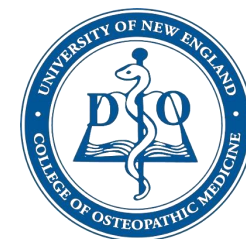
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Thank you!



Questions?



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