

PRINT-OSF Innovation Studio supports PT's AI-driven platform to reduce injury, speed recovery

Travis Jones, DPT, OCS, MBA, and an OSF Mission Partner (employee) learned about the power of data while getting his master's degree in business administration. While concentrating on business analytics Jones thought about how data could apply to his job as a physical therapist and soon he was working with the [OSF Innovation Studio](#) team to build an AI-backed platform that can be used to help health care employers identify job risks and speed review of injury assessments in workers' compensation cases.

That's important because, according to Jones, nurses and CNAs are injured on the job more than any other profession in the U.S. — even more than construction workers. RNs suffer over 20,000 work-related injuries each year serious enough to miss work. One back injury can cost a hospital \$30,000+ in direct costs alone, not including lost productivity, overtime, or turnover.

Jones' platform and company [Health Shift AI](#) uses advanced algorithms and historical data analysis, built on licensed intellectual property from OSF HealthCare, to identify risks on day one of workplace incidents in a health care setting to prevent chronic injuries. It also ensures the person injured gets a quick assessment.

"So really, one of our biggest goals is improving the access, so that way people can have access to rehab programs almost immediately when the injury occurs, which then can help reduce costs down the line from those issues not becoming chronic issues, and by getting really to the root of the problem quickly."

By using his platform, Jones estimates health care systems could see a 30% reduction in the current annual claim costs, which can easily be hundreds of thousands of dollars or more for large hospitals. He also believes it could likely lower workers' compensation premiums.

Jones explains he developed his algorithm by looking at crucial data points.

"We look at things like job type, we look at age, we look at what the individual was doing when they were injured, what body region was injured, what type of injury it was. And then also we can look at the descriptions of the incident that happened. And we can generate insights from those as well."

The platform analyzes historical workers' comp data to prioritize physical therapy for at-risk employees, aiming to improve recovery time and reduce employer costs. But it also offers a personalized approach for injured workers.

"That computer vision model can then identify potential faulty movement patterns that may increase risk of injury. And then it provides that individual with customized exercise programs, education; things they can do to address those faulty movement patterns to reduce their injury risk."

There might be other companies that provide virtual physical therapy, but Jones says his digital platform is the most integrated solution available for employers – evaluating workplace risk, plus proactively identifying and addressing movement risks using AI-powered personalized assessments and educational resources.

OSF Innovation Studio provided Jones with guidance, coaching, and connections to help him refine his idea, understand the market potential, and ultimately develop a software solution that could be licensed to a startup. Jones' efforts with Health Shift AI are currently self-funded and include support from family and friends.

He used AI to help him write code to develop his software, saving time and money because he didn't have to hire a software engineer. And as an OSF Mission Partner, he received input and support in that area from OSF Innovation Studio.

Kip McCoy, vice president, Innovation Studio says Jones is an enthusiastic entrepreneur, and he maximized the help available.

"There are a lot of resources in the local entrepreneurial ecosystem that are available. So, what we've tried to do is to get him tied into or connected to a lot of those that are at the disposal of various start-ups in the Peoria area."

That includes [Distillery Labs](#) in Peoria where Jones participated in [gALPHA](#) class last September. He says exposure to others' struggles and mentors who have been successful entrepreneurs really helped. Additionally, he also connected with [Enterprise Works](#), and the National Science Foundation's [I-Corps™](#) program.

His company, Health Shift AI, has since licensed the software he developed at OSF HealthCare.

Other aspects that are not part of the licensing agreement include self-guided recovery access -- personalized recovery programs and progress tracking through the digital platform.

Jones established his company in Peoria, Illinois and plans to keep it here. Next steps are to work on a pilot within OSF HealthCare that utilizes all aspects of the platform. Jones also sees a market for his Health Shift AI in manufacturing and is testing the software with a window manufacturer and distributor.

McCoy says Health Shift AI is a success story that reminds OSF HealthCare Mission Partners that if they have an idea, the OSF Innovation Studio team is ready to assist.

"We can help you think through that, look at different opportunities, see what resources we can have available to help you just better craft or focus in on where the potential opportunity or the need might be that can help move it (your idea) forward."

OSF Mission Partners can begin their journey toward potentially developing their solution by filling out an [idea submission form online here](#).