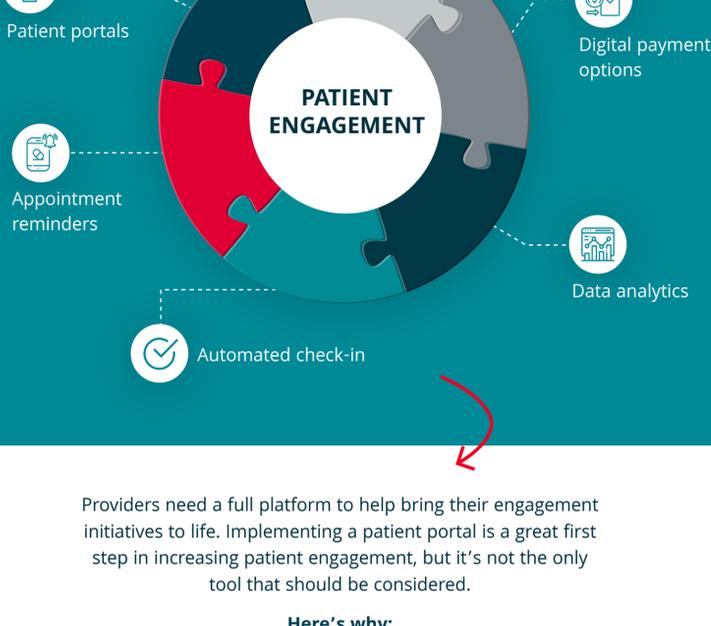


# Why Patient Engagement Requires a Full Platform

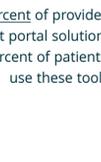
Patient engagement is a top priority for healthcare providers—and for very good reason. When patients are engaged, they're more likely to have positive health outcomes and be actively involved in their care.

According to a recent survey, the most effective healthcare tools for improving patient engagement include:

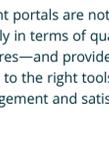


Providers need a full platform to help bring their engagement initiatives to life. Implementing a patient portal is a great first step in increasing patient engagement, but it's not the only tool that should be considered.

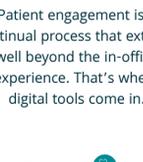
### Here's why:



90 percent of providers offer a patient portal solution, yet only 30 percent of patients actively use these tools.



Patient portals are not created equally in terms of quality and features—and providers need access to the right tools to drive engagement and satisfaction.



Patient engagement is a continual process that extends well beyond the in-office experience. That's where digital tools come in.

The way providers interact with their patients needs to be as dynamic as their unique needs and preferences. The modern healthcare consumer expects convenient, self-service options for scheduling and beyond.



Plus, not all consumers prefer to communicate in the same way. For example, some people prefer to communicate via text messages, while others prefer phone calls, email, apps, and so on.

## A Tool for Each Stage of the Patient Journey

With a full suite of solutions, providers can engage patients on each stage of the journey, from convenient scheduling beforehand to post-appointment surveys—and everything in between.

### Pre-appointment

#### Scheduling appointments:

Healthcare consumers today are concerned with ease of scheduling appointments, with many preferring online booking options over phone calls. Online scheduling tools offer patients a convenient way to book and change appointments where they're most active, without the need to set up an account, download an app, or log in to their portal.

**68%** OF PATIENTS ARE MORE LIKELY TO CHOOSE A PROVIDER THAT GIVES PATIENTS THE OPTION TO BOOK, CHANGE, OR CANCEL APPOINTMENTS ONLINE.

#### Patient registration:

Consumers prefer the ability to digitally pre-register for appointments on their own time. This option is fast and easy, allowing patients to be in and out of the office much faster than if they'd filled out paper forms. Digitizing intake forms reduces manual data entry for practice staff, streamlining workflows and minimizing the number of human errors. Plus, digital forms offer patients and providers safer, more appropriate workflows amidst COVID-19.

**41%** OF INDIVIDUALS HAVE FILLED OUT HEALTH-RELATED FORMS OR PAPERWORK ONLINE.

**70%** OF PATIENTS ARE MORE LIKELY TO CHOOSE A PROVIDER THAT OFFERS REMINDERS FOR FOLLOW-UP CARE VIA TEXT OR EMAIL.

#### Automated reminders:

Text and email appointment reminders are becoming the norm in healthcare today. Automated messaging allows providers to communicate with patients in a way that's convenient for them.

### During appointment

#### Flexible appointment options:

An increasing number of people are flexible appointment options beyond in-office visits. Virtual care options like telehealth and on-demand services have grown significantly, offering patients a seamless experience from the comfort of their own home.

THE AVERAGE PATIENT WAIT TIME IN THE U.S. IS AROUND **18 MINUTES**  
**UP TO 30%** OF PATIENTS HAVE LEFT A PHYSICIAN'S OFFICE BEFORE BEING SEEN BECAUSE OF A LONG WAIT TIME.

#### Digital patient check-in:

Many patients prefer to use digital tools to check in to their appointment in advance. Digital check-in offers a convenient way to speed up the intake process and spend less time in the waiting room. Now facing COVID-19 concerns, patients want contactless check-in options that help avoid touching pens, clipboards, and other surfaces that can carry the virus.

**3 out of 4 doctors** have increased their use of alternative methods to communicate with patients, with telehealth services up 106 percent and video chat up 159 percent since last year.

### Post-appointment

#### Patient satisfaction surveys:

Automated surveys provide patients with an opportunity to share their experience—and offer providers insight into how patients are feeling between visits.

**86%** OF TOP-PERFORMING HEALTHCARE PROVIDERS SEND PATIENT SATISFACTION SURVEYS AFTER EVERY VISIT.

#### Population health initiatives:

The right engagement tools deliver meaningful engagement between office visits. Not only does this influence necessary actions that lead to better health, but it also assists providers with value-based care initiatives.

**70%** OF HEALTHCARE PROFESSIONALS DO NOT HAVE A TECHNOLOGY SOLUTION THAT ALLOWS FOR AUTOMATED PATIENT INTERVENTIONS ACROSS PATIENT POPULATIONS.

**20%** OF HEALTHCARE PROFESSIONALS FEEL UNSURE ABOUT THEIR CURRENT SOLUTION'S CAPABILITIES TO MANAGE PATIENT POPULATION HEALTH.

## Benefits of Using a Full Suite of Patient Engagement Tools

Providers benefit in a myriad of ways from using an all-in-one platform to facilitate patient engagement and streamline workflows.

### Patient engagement tools:

- ✓ Keep providers connected to their patients outside of the office.
- ✓ Increase patient engagement, satisfaction, and retention.
- ✓ Simplify practice workflows to save time and decrease costs.
- ✓ Lead to fewer integrations for providers to worry about and manage.
- ✓ Deliver better patient management that results in healthier outcomes.
- ✓ Have robust reporting capabilities with customizable dashboards.



## Tips for Successful Adoption of a Patient Engagement Platform

Follow these tips and tricks to drive successful adoption of a comprehensive patient engagement platform:

- ✓ Speak to team members to learn where your current solution is lacking.
- ✓ Get buy-in from your team to ensure everyone is on the same page.
- ✓ Communicate changes to patients to get them on board.
- ✓ Educate all applicable parties on why a platform makes sense, the benefits that come with it, and what to expect from using it.
- ✓ Make sure you partner with the right patient engagement provider.

