

# THE JOURNEY TO BETTER PATIENT ENGAGEMENT

More return visits, more return on your investment



## The Challenge

Patients are avoiding or missing care visits for a variety of reasons – from low income patients with limited transportation options to working professionals with busy schedules to fear of high medical bills.

### 80% of Americans

say they've delayed or sworn off preventive care <sup>1</sup>



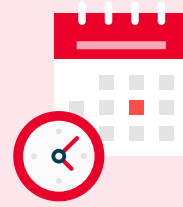
### 34% of people 18 to 64

have not spoken with or seen a doctor in a year <sup>2</sup>



### #1 reason

people cancel a visit: **Work schedules** <sup>3</sup>



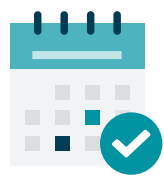
### \$200:

Typical cost of a **60-minute no-show** <sup>4</sup>



## The Situation

Providers must understand their patients to help them overcome care obstacles. Customized patient engagement leads to better clinical and financial outcomes.



77% of patients desire appointment change flexibility <sup>5</sup>



Engaged patients are more likely to adhere to care plans <sup>6</sup>



Text messages double the likelihood of adherence <sup>7</sup>

DISENGAGED PATIENT	ENGAGED PATIENT
<p><b>Schedules doctor's visit</b></p>	<p><b>Schedules doctor's visit</b></p>
<p><b>Does not answer manual phone call reminder</b></p>	<p><b>Receives automated text reminder</b></p>
<p><b>No-show for appointment</b></p>	<p><b>Notifies scheduling conflict in advance</b></p>
<p><b>Sits on hold trying to reschedule</b></p>	<p><b>Easily reschedules in online portal</b></p>
<p><b>Must arrive early to fill out paperwork</b></p>	<p><b>Leverages quick digital check-in process</b></p>
<p><b>Doesn't complete the recommended medication plan</b></p>	<p><b>Takes medication as prescribed thanks to reminders</b></p>
<p><b>Forgets to pay, sent to collections</b></p>	<p><b>Receives notification and pays bill online, on time</b></p>
<b>NEVER RETURNS TO PRACTICE</b>	<b>REFERS FRIENDS AND FAMILY TO PRACTICE</b>

## The Opportunity

Engagement can dramatically impact the patient journey. Supplement labor-intensive patient engagement with automated interventions based on patient type.

Reach various populations with targeted messages including those that are clinically at-risk, have a low propensity to pay, or have a high risk of no-show

### Automated interventions can boost ROI by:

- ✓ Reducing no-shows
- ✓ Increasing medication and care adherence
- ✓ Saving time and resources



1. [https://aplus.com/a/millennials-avoid-doctors-why-you-shouldnt?no\\_monetization=true](https://aplus.com/a/millennials-avoid-doctors-why-you-shouldnt?no_monetization=true)

2. <https://www.bostonglobe.com/magazine/2017/12/07/>

why-many-avoid-going-doctor-even-doctors/fsDvaVxDn3yXLwrlIauheK/story.html

3. [https://aplus.com/a/millennials-avoid-doctors-why-you-shouldnt?no\\_monetization=true](https://aplus.com/a/millennials-avoid-doctors-why-you-shouldnt?no_monetization=true)

shouldnt?no\_monetization=true

4. <https://www.intelichart.com/solutions/notify/>

5. <https://www.intelichart.com/solutions/notify/>

6. <http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0179865#sec012>

7. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5561384/>