Meet your patients at the digital front door.

How to build meaningful patient experiences?

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### Where to begin?

One of the essentials for patient engagement would include:

- An refused statistic that can great and benefit patients
- Various types of healthcare technologies that can support the health and create meaningful experiences
- Information and user-friendly search features and website tools
- Mobile optimization
- Online appointment scheduling with EHR integration
- Digital intake forms and check-in capabilities
- Virtual agent or human agent support
- Online triage, resources, and patient education
- Secure, compliant data protection
- Self-embrace tools for chronic disease
- Secure, compliant data protection

### Build with the patient in mind.

The digital front door should be activated by the foundations of customer experience design and patient navigation. It should leverage consumer preferences and behavior data to build personalized, meaningful experiences.

### Consumers insights

41% of patients say the ability to communicate with a provider via channel that matches their preferences is the most important factor when choosing a doctor.

1 in 4 patients want to have the same easy-to-use experience on the mobile app as they do on the website.

### Pandemic impact

Delivery of certain care via primary care has dropped from 62% in 2020 to 56% in 2021. Meanwhile, the use of online resources has jumped to 19% in 2021.

Where to begin. How important are digital doorways?

Research has shown that patient satisfaction is linked to hospital profitability, with more than half of US healthcare consumers stating their choice of hospital was affected by their electronic communication.

A seamless digital front door should be anchored by the foundations of customer experience design and journey mapping.

Your organization’s digital presence is often the first interaction with a new patient and can be a significant factor in how patients choose a healthcare provider.

Your health system’s mobile app is increasingly recognized as how your patients feel about downloading an app versus using your website.

Patients now expect convenience services, banking and other services that they use, as well as how your patients feel about downloading an app versus using your website.

How to build meaningful patient experiences?

Your patient journey should start with search and discovery.

But how do you find the right digital doorway for your organization?

To learn more about how Verizon is accelerating the evolution of health and agility solutions to streamline and enhance digital patient engagement, download the white paper "How to Build Meaningful Patient Experiences".

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www.verizon.com/healthcare