

# Meet your patients at the digital front door.

## How to build meaningful patient experiences.



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, stay engaged in their care journey and develop an affinity for and loyalty to their health system. Are you leveraging these omnichannel digital tools to meet your patients at the digital front door?



### Mobile app

Your health system's mobile app is increasingly a welcome mat for new and established patients. Consumers now expect to have the same easy-to-navigate mobile tools for healthcare that they use every day for retail, banking and other convenience services.



### Website

With patients consuming more care services from the contactless comfort of home, your website is as important as your brick-and-mortar practice. Whether it's finding a provider, scheduling appointments, or filling out forms, patients want headache-free navigation.



### Virtual agent

A seamless digital handoff between platform and live agent resources is critical. The need to "talk to a person" continues to be a high priority when a patient is looking for problem resolution or they have unique inquiries that require live agent support.

## 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 would be affected by poor electronic communication.<sup>1</sup>

### Consumers insights



# 41%

say the ability to communicate with a provider in their preferred channel would influence their choice to see that provider.<sup>2</sup>



# 1 in 4

ranked provider engagement across web, mobile, text, email and phone channels as the most important factor.<sup>2</sup>

### Pandemic impact

Delivery of routine care via primary care providers has dropped from 62% in 2020 to 56% in 2021.

Meanwhile, the use of online resources has jumped to 19% compared with 12% in 2020.<sup>3</sup>



Providers ramped up the shift toward decentralizing care away from hospitals and into clinics, ambulatory surgical centers and the home whenever possible. Patients welcomed these changes, and many tried at-home options like telehealth for the first time.

## Build with the patient in mind.

The digital front door should be anchored by the foundations of customer experience design and journey mapping, and it should leverage customer/patient preference and behavior data to build personalized, meaningful experiences.

# 01

### Reach

The ideal front door experience should start with an "address," or ability to be found. Think about search engine optimization and how easy your website and digital resources are to find, as well as how your patients feel about downloading an app versus using your website.

# 02

### Welcome

Digital resources should be accessible, welcoming, streamlined and navigable, whether via web browser or mobile app. Resources should be personalized whenever possible with patient-relevant information and should offer virtual agent support.

# 03

### Guide

Give them a tour – address the ease with which your patients can navigate the site to get to the right resources. They should be seamlessly shuttled between live agents, appointment schedulers and other site features with behavior, preference, and digital literacy in mind.



## Where to begin.

Omnichannel essentials for patient engagement should include:<sup>4</sup>

- AI-enabled chatbots that can greet and triage patient inquiries
- Virtual contact center agents who can support live chat or seamlessly transition to phone when needed
- Intuitive and user-friendly search features and website flow
- Mobile optimization
- Online appointment scheduling with EHR integration
- Digital intake forms and check-in capabilities for on-site and virtual appointments
- Ad hoc and scheduled telehealth offerings
- Options to view, download and/or request health records
- Resources for patient education on care and treatment
- Online bill review and e-commerce system for payment
- Self-management tools for chronic disease
- Secure, compliant data protection across all channels



For more information, download the white paper [here](#).

To learn more about how Verizon is accelerating the evolution of health and deploying solutions to streamline and enhance digital patient doorways, visit: [www.verizon.com/healthcare](http://www.verizon.com/healthcare)

1. Kahn, C., Salzberg, C. The next generation of measuring patient experience. Health Affairs, March 8, 2019. <https://www.healthaffairs.org/doi/10.1377/fore-front.20190307.766083/full/>

2. Gordon, D. New survey shows consumers expect better healthcare experiences but are often disappointed. Forbes, Dec. 7, 2021. <https://www.forbes.com/sites/dabgordon/2021/12/07/new-survey-shows-consumers-expect-better-healthcare-experiences-but-are-often-disappointed/?sh=4358b62e73f6>

3. Lagasse, J. Pandemic boosting healthcare consumerism, CVS Health finds. Healthcare Finance, July 13, 2021. <https://www.healthcarefinancenews.com/news/pandemic-boosting-healthcare-consumerism-cvs-health-finds>

4. Heath, S. What are omnichannel patient engagement technologies? Patient Engagement HIT, July 13, 2021. <https://patientengagementhit.com/news/what-are-omnichannel-patient-engagement-technologies>