

The Draw of Frictionless Healthcare

10 Best Practices for Creating an Outstanding Digital Patient Experience



Patients accustomed to online retail crave a similarly frictionless healthcare experience. They want the ability to shop for services, make an appointment, ask follow-up questions, and pay for care all in one place.

Your practice can improve patient acquisition and retention by following these 10 best practices.



1 Demand Generation

Encourage patients to comparison shop for care that best fits their needs, location, and budget. Use specific clinical and access points to trigger automatic prompts.

43% of healthcare spending by patients with employee-sponsored insurance is for shoppable, non-emergent care¹

Explore pain points in [The Journey of Finding Care](#) whitepaper.



2 Contextual Personalization

Tailor the shopping experience to each patient's unique care needs and insurance situation.

70% of patients are more likely to choose a provider that offers follow-up care reminders via email or text²

Review research on [The Healthcare Consumer Experience](#) in this whitepaper.



3 Referrer Engagement

Integrate the referral process into the patient experience to encourage the completion of follow-up care.

50% of subspecialist referrals are never completed³

Understand the value of [Connected Care](#) in this whitepaper.



4 Continuous Measurement

Track and measure every patient touchpoint to improve personalization.

Patients rank a **personalized care experience as their top priority**⁴

Learn how to attract new patients in this infographic on [Closing the Access Gap](#).



5 Consumer-Driven Searchability

Help your patients quickly find providers, procedures, locations, and availability with on-demand search capabilities.

72% of patients use self-service tools rather than phone/email support⁵

See the services patients want most in this infographic: [Exceeding the Healthcare Consumer's Expectations](#).



6 Direct-Access Scheduling

Allow patients to self-book clinic appointments as part of their digital shopping experience.

39% of patients who do not currently have access to online scheduling would like to make appointments online⁶

Learn how patient profiles trigger engagement in [The Next Generation Patient Experience](#).



7 Pre-Purchase Incentives

Improve revenue capture by offering incentives that encourage patients to pay in advance for their healthcare.

40% of patients surveyed said they would pay medical bills in advance if they knew their costs⁷

Understand [The Pivotal Role of Price Transparency](#) with this infographic.



8 Integrated Point-of-Service

Provide your staff with the tools they need to engage patients during their visits.

Patients are more likely to follow up with a referral if their **doctor makes an appointment for them**⁸

Learn how to streamline the incidental findings workflow to [Increase Revenue Potential with Follow-up Care](#).



9 Omni-Channel Communications

Tailor experiences to your patient's preferred communications channel.

75% of patients are more likely to make purchases from a company that recommends products based on their purchase history and preferences⁹

View the impact of personalized messaging in this video on the [Digital Patient Experience](#).



10 No Surprises or Additional Fees

Provide your patients with a simple and easily understood itemized bill so they can view all charges at once.

93% of consumers were surprised by a medical bill in 2018¹⁰

See how patients typically respond to the billing process in this whitepaper on [Financial Care](#).

Practices that offer an outstanding digital experience can attract new patients as word spreads. Change Healthcare's **Digital Patient Experience Manager** solution replaces disjointed touchpoints with integrated data, personalized communication, and automated messaging to help you provide a holistic patient experience.

See how we can help you differentiate your practice from the competition—and grow your business.

Visit changehealthcare.com/patientexperience

¹ Health Care Cost Institute (HCCI), "Spending on Shoppable Services in Health Care," Issue Brief #11, March 2016. https://www.healthcostinstitute.org/images/easyblog_articles/110/Shoppable-Services-IB-3.2.16_0.pdf

² Brian Kallis, "Today's Consumers Reveal the Future of Healthcare," Accenture, February 12, 2019. <https://www.accenture.com/us-en/insights/health/todays-consumers-reveal-future-healthcare>

³ Phillip Tseng, et al. "Administrative Costs Associated with Physician Billing and Insurance-Related Activities at an Academic Health Care System." JAMA, 2018. <https://jamanetwork.com/journals/jama/fullarticle/2673148>

⁴ Institute for Healthcare Improvement / National Patient Safety Foundation, "Closing the Loop: A Guide to Safer Ambulatory Referrals in the EHR Era." Cambridge, Massachusetts: Institute for Healthcare Improvement; 2017. <http://www.ihf.org/resources/Pages/Publications/Closing-the-Loop-A-Guide-to-Safer-Ambulatory-Referrals.aspx>

⁵ Deloitte, "What Matters Most to the Healthcare Consumer." <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/life-sciences-health-care/us-lshc-deloitte-2016-consumer-priorities-in-health-care-survey.pdf>

⁶ Adobe Digital Insights (ADI), "Healthcare in the Digital Age." July 14, 2016. www.slideshare.net/adobe/adi-healthcare-in-the-digital-age

⁷ Sara Heath, "Convenient Digital Tools Key for Patient Care Access, Satisfaction," Patient Engagement HIT, November 21, 2019. <https://patientengagementhit.com/news/convenient-digital-tools-key-for-patient-care-access-satisfaction>

⁸ Accenture 2016 Price Transparency Survey

⁹ Christopher B. Forrest, et al. "Specialty Referral Completion Among Primary Care Patients: Results From the ASPN Referral Study," Annals of Family Medicine, February 22, 2007. <http://www.annfammed.org/content/5/4/351.abstract>

¹⁰ Accenture Interactive, "Consumers Welcome Personalized Offerings but Businesses Are Struggling to Deliver, Finds Accenture Interactive Personalization Research," October 12, 2016. <https://newsroom.accenture.com/news/consumers-welcome-personalized-offerings-but-businesses-are-struggling-to-deliver-finds-accenture-interactive-personalization-research.htm>

¹¹ InstaMed, "Trends in Healthcare Payments Ninth Annual Report: 2018." <https://www.instamed.com/white-papers/trends-healthcare-payments-report-2018>