



5 Tips for **Optimizing** the Patient Experience

Proven Tactics for Communicating with Patients and Improving ROI in the Post-COVID Era



The consumerism of healthcare significantly accelerated as a result of COVID-19. The use of telehealth has stabilized at 38 times higher in 2021 than it was in February 2020¹, and now, many patients have become accustomed to the convenience that virtual care solutions provide.

A new Updox survey* found that when it comes to having a good patient experience, 55% of Americans cited convenient communications (such as secure text and patient messaging for appointment reminders) as being most important, followed by user-friendly technology at 51%. Additionally, half of participants listed secure information sharing as a key part of a good patient experience, and 39% of participants expect their healthcare provider to conduct communications virtually (for example, via video calls, texting, emails, etc.).

Increasing patient satisfaction is one of providers' top three priorities this year. With patients desiring more convenient communications and user-friendly technology from their healthcare providers in the post-COVID environment, how can your practice continue to improve the patient experience?

Here are 5 tips to provide a great patient experience while reducing admin time and improving your bottom line.

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Stay Connected: Most patients want to handle appointment-related matters online. In fact, 54% of survey respondents named online appointment scheduling and 65% listed patient reminders as technology solutions that are most important for healthcare providers to offer. Providing these options can help increase patient satisfaction, as well as reduce the time your staff spends on the phone and cut down on no-shows².



Go Paperless: Compared to paper forms, electronic forms are more efficient, less prone to human error, and less costly. They also increase accessibility while lowering risk of exposure to viruses³. Most patients prefer them, too—53% of consumers said they most prefer to update or provide their patient information to a healthcare provider through online forms accessible via mobile phone, email or a patient portal.



Keep Offering Telehealth: Before the coronavirus pandemic, telehealth was a perk that only 18.7% of practices offered. Now, 41% of patients expect their healthcare provider to offer telehealth appointment options going forward. As practices determine their models for post-COVID-19 care, it will be important to continue offering a mix of telehealth and in-person visits for the long-term. This not only meets patient needs, but can open up additional revenue streams for your practice.



Change the Waiting Game: The well/sick waiting room is over. Survey results show that 37% of consumers now expect their healthcare provider to offer virtual waiting room options such as contactless or curbside check-in and contactless patient intake solutions. These kinds of solutions not only offer patient convenience, but increase staff safety and productivity as well, contributing to the practice's bottom line.



(Online) Check, Please: Over half of consumers cite online bill pay as an important technology solution for healthcare providers to offer. In addition to patient convenience, online billing offers practices more efficiency and lower costs than paper billing. Additionally, mobile charge capture technology uses automated processes to record care delivery information and submit it for reimbursement to payers and insurance companies, reducing errors and improving payment times. Combining these solutions can help practices boost their revenue collection and lower administrative costs while also ensuring patient satisfaction.

To learn more about Updox, our suite of solutions and how your practice can keep patients engaged and staff satisfied while improving the bottom line, visit <https://www.updodx.com/solutions/>.

*Survey Methodology

The patient survey was conducted online within the United States by The Harris Poll on behalf of Updodx from August 31-September 2, 2021, among 2,076 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

¹<https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality>

² <https://queuedr.com/resources/the-definitive-guide-to-patient-appointment-reminders/>

³<https://www.healthtechzone.com/topics/healthcare/articles/2020/06/30/445868-benefits-a-paperless-healthcare-industry.htm>