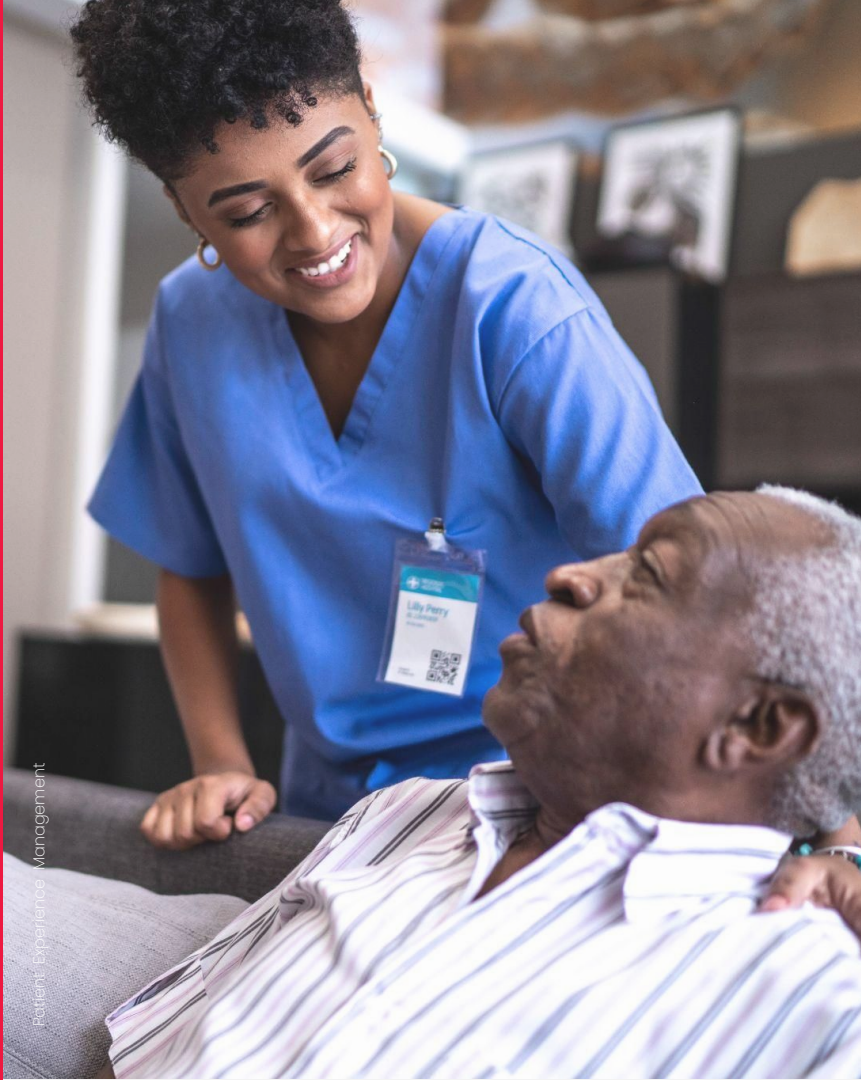


PATIENT EXPERIENCE MANAGEMENT

Enabling healthcare providers and institutions to break down communication barriers to improve the patient experience



A healthcare professional, a woman with dark curly hair wearing blue scrubs and a name tag that says "Lily Perry", is leaning over an elderly male patient. The patient is lying down, wearing a striped shirt, and looking up at her. They are in a clinical setting with framed pictures on the wall in the background.

THE CRITICAL ROLE OF **PATIENT EXPERIENCE** FOR **HCP SUCCESS**

For healthcare professionals (HCPs), offering a stellar patient experience isn't just good practice, it's crucial for success. Digital solutions empower patients to actively participate in their care, leading to better health outcomes and improved satisfaction.

Platforms for communication, self-management, and shared decision-making foster trust and loyalty, ultimately attracting new patients and boosting physician reputation. Moreover, digital tools streamline appointments, communication, and data analysis, freeing up time and informing better care practices.

Investing in patient-centered digital experiences isn't just the right thing to do, it's the key to thriving in today's competitive healthcare landscape.

TRENDS IN **HEALTHCARE** **CUSTOMER EXPERIENCE**



Patient-Centered Care

- Personalized customer experience
- Use of technology to self-monitor health
- Patient (customer) preventative care



Interoperability

- EMRs (Epic, Cerner, etc.)
- Scheduling systems
- Payments and reconciliation
- CRM (Salesforce, etc.)



Big Data Management

- Machine learning will require sophisticated big data capabilities
- Actionability of big data
- Adoption of predictive analytics
- Use of data analytics to personalize customer (patient) interaction
- Cloud Migration

Healthcare Top Trends, [Gartner, 2022](#)

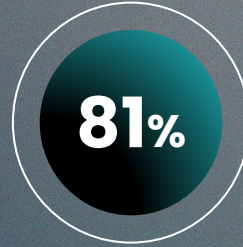
PATIENT EXPERIENCE IMPACT

Patient experience is the “bedside manner” of the system, impacting not only perceptions but outcomes – and ultimately business and professional success.

88%

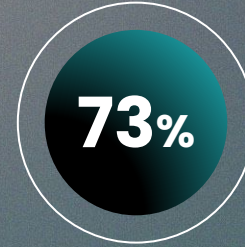
of consumers are interested in personalized communications from payers, but only 30% actually receive them.

Source: “Connected Health Consumer,” Salesforce Industry Research, 2021.



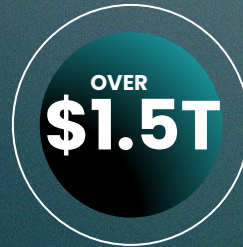
of patients are unsatisfied with their current healthcare experience.

GE Healthcare Camden Group: The Current State of Patient Experience



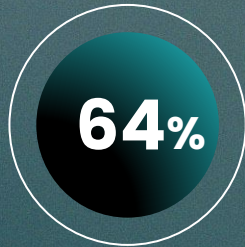
of consumers point to experience as an important factor in their purchasing decisions.

PwC Future of Customer Experience



in annual healthcare revenue is expected to shift ownership within the industry by 2025, and organizations with strong consumer experience are poised to capitalize the market.

Strategy + Business: The Coming \$1.5 Trillion Shift in Healthcare



of health insurance executives report having insufficient information about customers and that this is a barrier to meeting their expectations.

PwC Customer experience in the New Health Economy

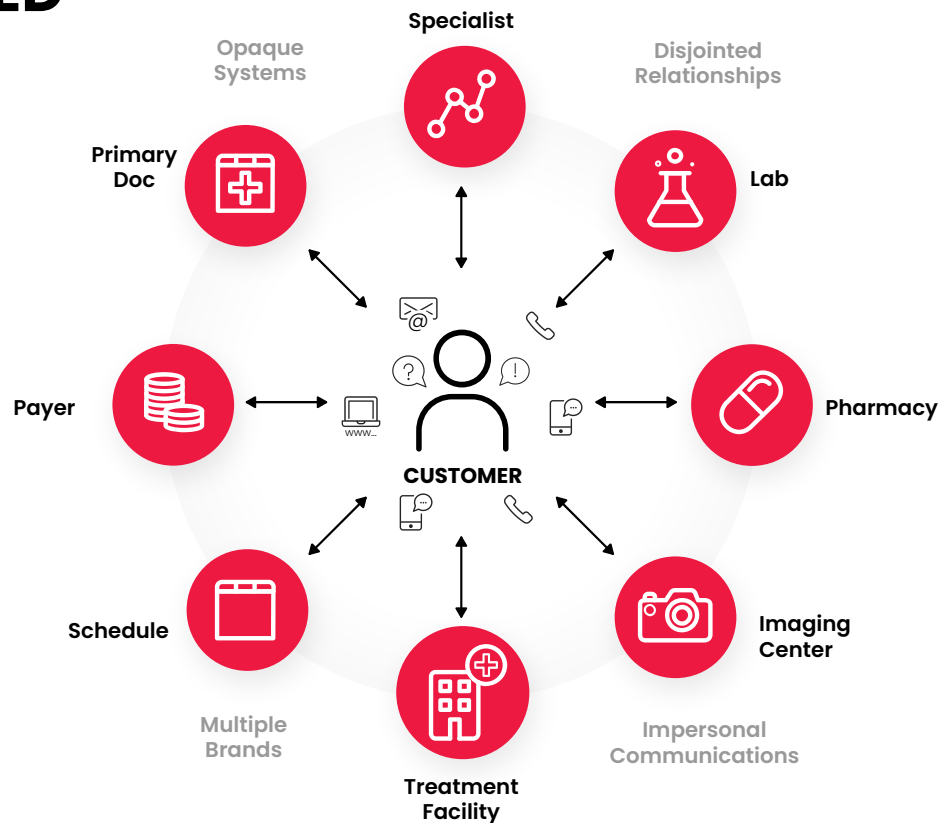
THE NEED FOR ORCHESTRATED PATIENT EXPERIENCE

Healthcare situations require consumers to coordinate a disjointed network of providers across multiple channels for each need event. This puts the customer at the center of a web of complexity, resulting in:

- Missed or delayed appointments
- Lack of treatment adherence
- Inconsistent and redundant patient info
- Disconnection between providers
- Excessive costs
- Degraded outcomes

... and no unified, 360-degree view of the customer relationship.

A **Digital Front Door** solution offers a user-centric online platform that provides patients with seamless access to healthcare services and information through a single entry point. It centralizes and leverages patient data to personalize care, enhance patient engagement, and streamline the healthcare journey.



MEET KEN

Ken is a healthy man in his 40s. He's reasonably active, watches what he eats, and does not use tobacco.

Ken's attitude toward healthcare is that he's glad to know it's there if he needs it – which thankfully isn't very often. He hasn't been to the doctor in several years, because he hasn't needed anything. The truth is he thinks more about his parents and kids' healthcare than he does about his own.

It looks like it's time to engage with the healthcare system.

Ken is an avid gardener with a green thumb. One day he's out tending his tomato plants, and he steps on a garden spike. After he cleans it up and puts a bandage on, he figures it will be fine.

A few days later, his foot still hurts, and has not healed all the way.



KEN'S PATIENT JOURNEY



Ken has developed a systemic infection stemming from an untreated puncture wound in his foot. He goes to a primary doctor*, who prescribes antibiotics that have to be taken on schedule, starting immediately. Additionally, his doctor suspects there may still be a foreign body present, and orders imaging to find out for sure.

*Note that Ken, who is generally pretty healthy, has not been to a doctor in years – so he needs to also re-establish a relationship with a primary care physician.

Awareness

Consideration

Care

Ken searches for providers on his insurance portal

- ⚠️ 100s of results with no indication of who might be best for him.
- ⚠️ Calling several, he finds many are not accepting new patients or not available for a long time.

Visit to GP

- ⚠️ Appointments are scarce and inconvenient.
- ⚠️ New patient paperwork, including some things Ken can't remember.
- ⚠️ Ken spends two hours of his day there, but only about 15 minutes with the doctor.

Fill Prescription

- ⚠️ Prescription was sent to a different location within the pharmacy chain, requiring an extra drive across town, and when he got there it still wasn't ready.
- ⚠️ The pharmacist's instructions were complex, and Ken threw away the paper version.

Get Ultrasound

- ⚠️ Ken has to make a separate appointment with an imaging center.
- ⚠️ The nearest imaging center is out of network, and Ken doesn't know what it will cost.
- ⚠️ Ken has to fill out new patient forms again.

KEN'S PATIENT JOURNEY



Ken's doctor sees that there is indeed something still present in the wound, and refers Ken to a podiatrist to perform a minor surgery at an ambulatory clinic.

After the surgery, Ken should make a complete recovery if he follows his post-op care.

Care

Post-Care

Advocacy

Referral

Surgery

Post-op Follow Up Visit

⚠ The podiatrist shows up as in-network, but actually has recently left the network.

⚠ Appointments are booked for weeks, and Ken has to push for an earlier appointment.

⚠ Yet another new patient form. Ken hopes he's giving the same answers as last time.

⚠ The night before, Ken knows he's supposed to fast but can't remember if coffee is okay.

⚠ After, Ken's partner has questions about how to take care of him, and he doesn't know the answers.

⚠ Ken is not sure who to talk to if he has questions later ... the surgeon? His GP?

⚠ Ken was told that there are a few things he can do to speed recovery, but he forgets to do them.

Once direct care is complete, Ken is back where he started, hopefully recovered from this one event.

⚠ In the future, Ken will need to remember to include this in his medical history – the next time he has to fill out a new patient form.

KEN IS SEEN AS **A PATIENT – NOT A PERSON**



Even assuming all went well with Ken's treatment, everything was focused on the care event itself, within the clinical system – and even that was burdensome and complicated.

A large portion of the experience lifecycle is largely ignored– leaving Ken feeling the same.

Awareness

Consideration

Care

Post-Care

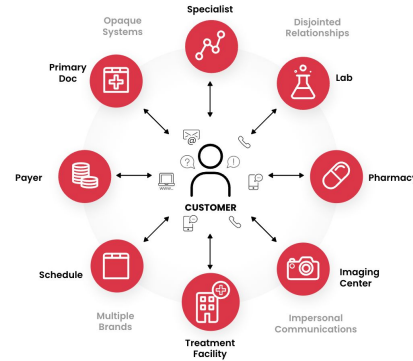
Advocacy

Physician searches on plan sites that yield lists of names, locations, specialties, etc.

- No way to assess fit
- No way to understand relative costs
- Primary consideration factor is location

All of which is often out of date and unreliable.

Ken is a Stranger



Ken is Overwhelmed

Any post-care is largely left up to the patient and their families to figure out separately.

- Follow-up providers are a whole new relationship
- Pamphlets are unread and thrown out
- Physicians leave practice
- Charts don't update

The next time care is needed, there is often no continuity and the customer starts over from zero.

Advocacy is not even an option.

Ken is Forgotten

A PRESCRIPTION FOR **A BETTER WAY**

A high-quality healthcare experience for consumers not only makes the care event itself seamless and easy, but connects to the whole lifecycle before, after, and between individual need events.



Capabilities Supporting the Whole End-to-End Lifecycle

- Personalization
- Preference Management
- Customer Data

- Analytics
- Content Management
- Contact History

Ultimately, maturing into a unified, modular, seamless journey that ties all of it together through an omnichannel experience.

FOCUS ON **WHAT'S UNIQUELY YOURS**

The patient journey consists of moving parts, some of which are commoditized, some interchangeable, and some truly differentiated – things you can own in the market.

Use Common Ubiquitous Features

Commodity features can be selected easily from commercially-packaged solutions, singly or in bundled offerings.

- Scheduling
- Payment processing
- Messaging Channels
- Data collection

The good news: You don't have to build it all yourself, and you don't have to build a rocket to unseat the entrenched players.

Select Key Integrations

Core features that are costly to create should be strategically integrated to leverage large investments already made – don't re-create.

- EMR (Epic, Athena, Cerner)
- CRM (Salesforce, Oracle, Zoho)
- Cloud Services (AWS, Google, Azure)

Build and Optimize

The parts of your stack that deliver care, build trust, and strengthen relationships should be where you invest your own resources.

- Experience Orchestration
- Omnichannel Communication
- Content Curation
- Personalization

You can focus on what brings you closer to your patients, and brings them closer to you.

TRENDS IN HEALTHCARE CUSTOMER EXPERIENCE

PATIENTS

76%

say they would like to schedule appointments online or via mobile device

40%

say they are likely to cancel or postpone care without an accurate estimate

56%

say they want more digital options for managing healthcare

PROVIDERS

69%

say digital/mobile access is very important to patients

75%

agree accurate, up-front estimates contribute to better collections success

86%

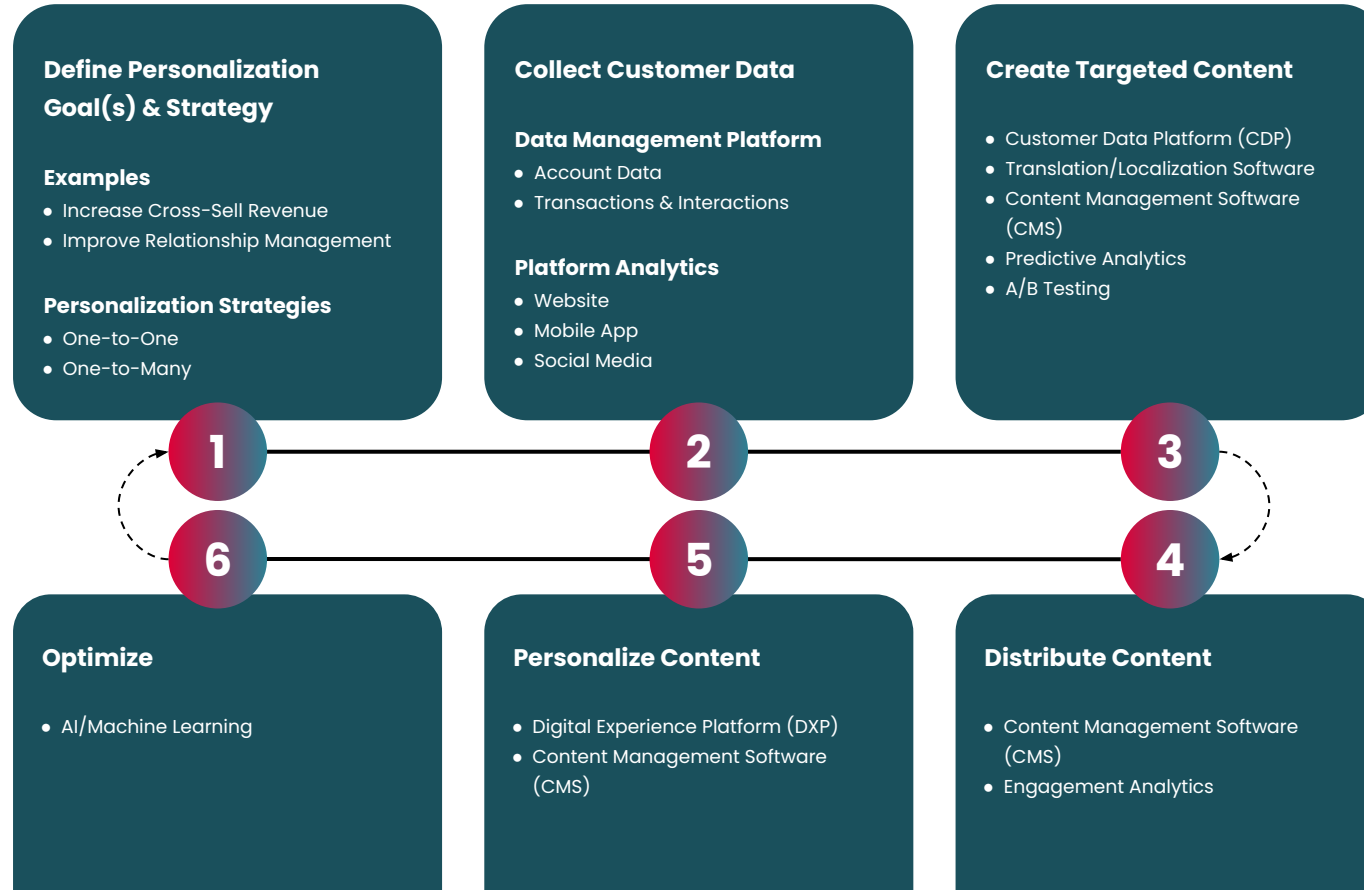
agree that it's important to their organizations to improve both the access and financial experiences of patients

7x more expensive to bring a patient back into care compared to keeping the relationship.

Source: Cleveland Clinic

In the US, **55%** of patients miss their primary care appointments.

PERSONALIZATION **PATHWAY**



TRANSFORM YOUR HEALTHCARE SYSTEM WITH AN **ENGAGEMENT** **PLATFORM**

Digital Front Door solutions are paramount for successfully engaging with patients where they are. Personalized experiences will drive greater patient engagement with their health and lead to better outcomes.

Patients expect a 'consumer experience' when it comes to healthcare. Providers need a robust digital presence to enhance patient engagement and satisfaction. New entrants into the market are disrupting existing patient relationships and changing how providers and clinics do business. Furthermore, patients now have easier access to their own data and technology, providing them with increased control over their healthcare.

A Digital Front Door can help meet these growing demands, delivering better care and reducing costs. With the increasing importance of digital technologies in healthcare, having a Digital Front Door has become critical to a healthcare provider's ability to boost patient engagement, streamline administrative tasks, manage data better, integrate with preferred tools, and analyze existing business intelligence.



BOOST EXPERIENCES IN HEALTHCARE



Empower Patients and Improve Outcomes

A personalized experience to patients improves their engagement with care and the provider leading to better outcomes. By integrating patient data from multiple sources and providing relevant information in real-time, a digital solution can improve the overall patient experience.



Automate Administration and Maximize Efficiency

A comprehensive digital solution can automate many of the administrative tasks involved in healthcare, such as appointment scheduling, billing, and insurance verification. This can free up staff to focus on more important tasks, such as patient care.



Unlock the Full Potential of Data

By integrating data from multiple sources, such as electronic health records, patient portals, and wearables, providers and hospitals can provide a comprehensive view of patient health. This can help providers make more informed decisions and improve patient outcomes, reducing the cost of care.



Drive Competitive Advantage

A Digital Front Door solution can provide advanced analytics and reporting capabilities, allowing providers to track key performance indicators and identify areas for improvement. This can help providers optimize their operations and stay competitive in the market.

**Improved Outcomes for Patients.
A More Efficient Healthcare System for You.**

THANK YOU



Luiz Cieslak

SVP, Head of Healthcare & Life Sciences

+1-484-868-1707

lcieslak@ciandt.com

INTERESTED IN LEARNING MORE?

VISIT OUR SERVICES PAGE