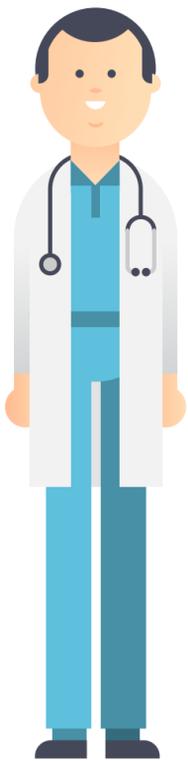


THE ROI OF PATIENT ENGAGEMENT

Patients want more engagement with features like text reminders and online scheduling and better customer service, including follow up communications from providers.

As a healthcare provider you might worry that engagement activities add work with little return. But, here's the good news. The costs can be smaller than you think and the return is clear and measurable.



Providers Agree Engagement Improves Care

84% of physicians believe patient engagement is beneficial

60% of providers believe access to online records improves quality of care

Engaged patients have

15%

FEWER READMISSIONS

Engaged patients experience

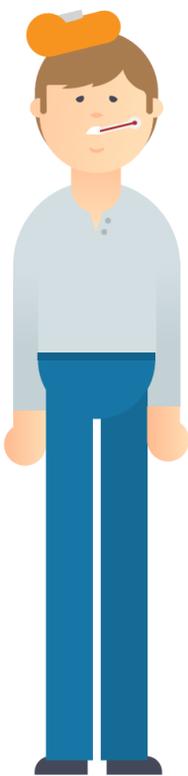
17%

FEWER MEDICAL ERRORS

But They Worry About the Lack of Reimbursement

75% of physicians state that the lack of reimbursement is a barrier for using secure messaging

42% of physicians said there is insufficient payment for patient engagement



However This IS What Patients Want

Patients want their provider to use technology that improves access and communication to give them more involvement in their own care.



76%

of patients say technology has the potential to improve their health

Communication

62% of patients want to communicate with providers by e-mail

69% of patients feel it's important for providers to follow up

Access

64% of patients would schedule online

61% of patients say digital services important when choosing a physician

Involvement

9/10 want shared decision making with their provider

2/3 of patients would switch providers for access to medical records online

AND, THERE ARE FINANCIAL BENEFITS

Worry no more. In addition to improving care, there are financial benefits that come from offering the engagement and service patients want.



73%

of healthcare leaders surveyed see **positive ROI** from personalization technologies, like text messaging.

Communication

Reducing **no shows** can increase revenue

\$25k per year per physician

Access

Using **online scheduling** and improving **online presence** can bring in

20% more new patients

Involvement

Participating in **value-based care programs** can increase payments by as much as

27% through programs like MIPS

Sources

Accenture / AARP / CDW / HIMSS / Johns Hopkins / Technology Advice / University of Rochester