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.

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

THE ROI OF PATIENT ENGAGEMENT

Providers Agree Engagement Improves Care

But They Worry About the Lack of Reimbursement

However This IS What Patients Want

AND, THERE ARE FINANCIAL BENEFITS

- 84% of physicians believe patient engagement is beneficial
- 60% of providers believe access to online records improves quality of care
- 15% of patients have fewer readmissions
- 17% of patients experience fewer medical errors
- 62% of patients want to communicate with providers by e-mail
- 69% of patients feel it’s important for providers to follow up
- 64% of patients would schedule online
- 61% of patients say digital services important when choosing a physician
- 76% of patients say technology has the potential to improve their health
- 9/10 want shared decision making with their provider
- 2/3 of patients would switch providers for access to medical records online
- 42% of physicians state that the lack of reimbursement is a barrier for using secure messaging
- 40% of physicians say there is insufficient payment for patient engagement
- 75% of physicians state that the lack of reimbursement is a barrier for using secure messaging

Engaged patients have fewer readmissions and engaged patients experience fewer medical errors.

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- 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

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

- Reducing no-shows can increase revenue
  - $25k per year per physician
- Using online scheduling and improving online presence can bring in
  - 20% more new patients
- 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