

5 steps to accelerate DIGITAL PX TRANSFORMATION

1 **Digitalize data capture**
Supplementing email surveys with text delivery increases response rates by **23%**, with **82%** returned via mobile device.



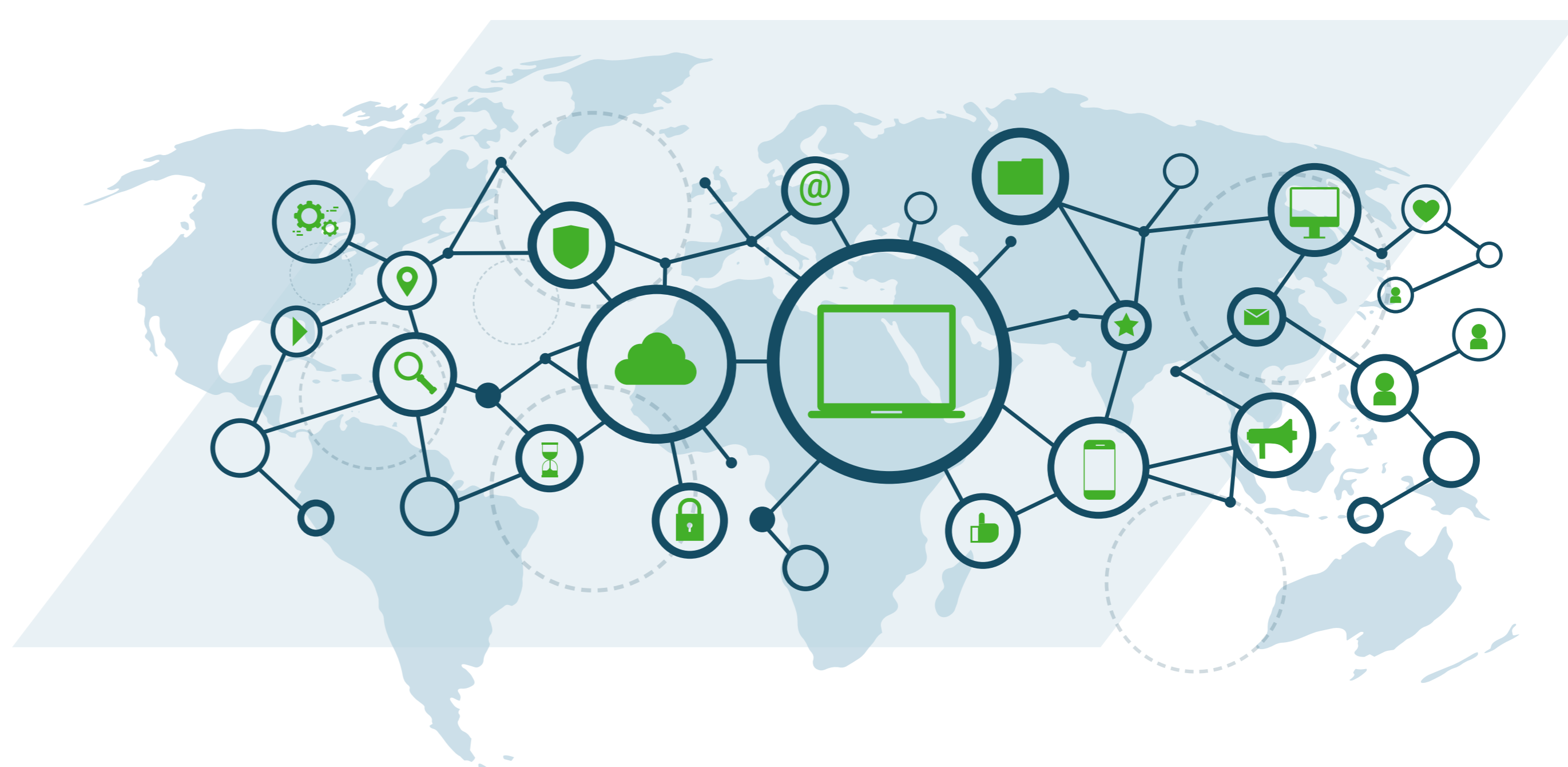
2 **Collect feedback across the digital journey**
Social listening strategies unlock insights. **1 out of 2** patients leave online reviews about their health care experience.

3 **Segment for rich, meaningful data**
Deep data cuts help you improve the **health care experience** for historically marginalized groups.



4 **Optimize the digital patient journey**
83% of patients go online to read reviews about a provider, even after they've been referred.

5 **Integrate analytics and action**
Digital, integrated data streams unlock a **360° view of your PX** and tap into the power of AI-driven predictive analytics.



For an essential guide to PX transformation, [go here](#).