



Improve Patient Engagement in Your Practice

Rising premiums, bigger copayment responsibility, and the growth of high-deductible health plans are turning today's patients into savvy healthcare consumers.

As a result, medical practices have to enhance engagement with their patient base to improve loyalty and retention. Read on for insights into ways to improve consumer engagement at your practice.

The Power of Patient Reviews

81%

Patients who read reviews even after being referred to a physician¹

74%

Patients who will choose one provider over another when searching for healthcare online because of negative reviews¹

80%+

Say customer service is the most important factor "influencing their loyalty to a provider" besides quality care¹



Tips for Becoming a More Patient-Centric Practice

Create patient surveys

Tip: Ask patients how to improve their satisfaction and share results with staff



Update/monitor online profiles on rating sites

Tip: Claim your site: Add a picture of the physician(s) and info about the practice; make sure it is accurate; give patients detailed information to help them learn about your practice



Utilize text messaging with patients

Tip: Add one simple question to your patient registration form:

- "How would you like us to contact you?"
- Give email/text/phone as options; patients respond to text quicker vs. voicemail



Improve accessibility

Tip: Keep phone lines open during peak patient times (early morning, lunch, late afternoon); make appointment setting easy (have convenient hours; don't make patients wait to address concerns)



The Connection Between Billing and Patient Satisfaction

71%

Patients who said mobile pay and billing alerts improved their satisfaction with a practice²

Top three in-demand payment features cited by patients:²

91%

Insurance eligibility features

87%

More convenient payment mechanisms

85%

Cost estimation



Supporting Patient Engagement with Technology

Seek out self-service solutions



- Promote online scheduling via practice website or email
- Use lobby kiosks or tablets and enable portal technology to accept credit cards and other electronic payments

Provide price transparency



- Seek out cost estimation tools online or as part of a current practice management / EHR system

Stop claim denials before they start



- Eligibility and claim status programs can alert practices to problems earlier, saving time and money

Automate workflows



- Call center software and services can free up front-desk employees and improve the patient experience
- Coding and billing software solutions can accelerate payment and relieve staff for other tasks



“ We need to think of patients as a consumer. We don't want a poor billing and payment experience to cloud what was otherwise a very positive clinical experience. ”

Eric Arnon, Senior Vice President, Change Healthcare

Sources

1 Customer Experience Trends in Healthcare 2018 Survey, Doctor.com

2 2017 Revenue Cycle Management Survey, Black Book

About Change Healthcare

Change Healthcare is inspiring a better healthcare system. Working alongside our customers and partners, we leverage our software and analytics, network solutions and technology-enabled services to help them improve efficiency, reduce costs, increase cash flow, and more effectively manage complex workflows. Together, we are accelerating the journey toward improved lives and healthier communities.