

Patient Switching

is on the

RISE

The retail mindset among patients is growing in healthcare, and this new survey shows it.

The Patient-Provider Relationship Survey 2017

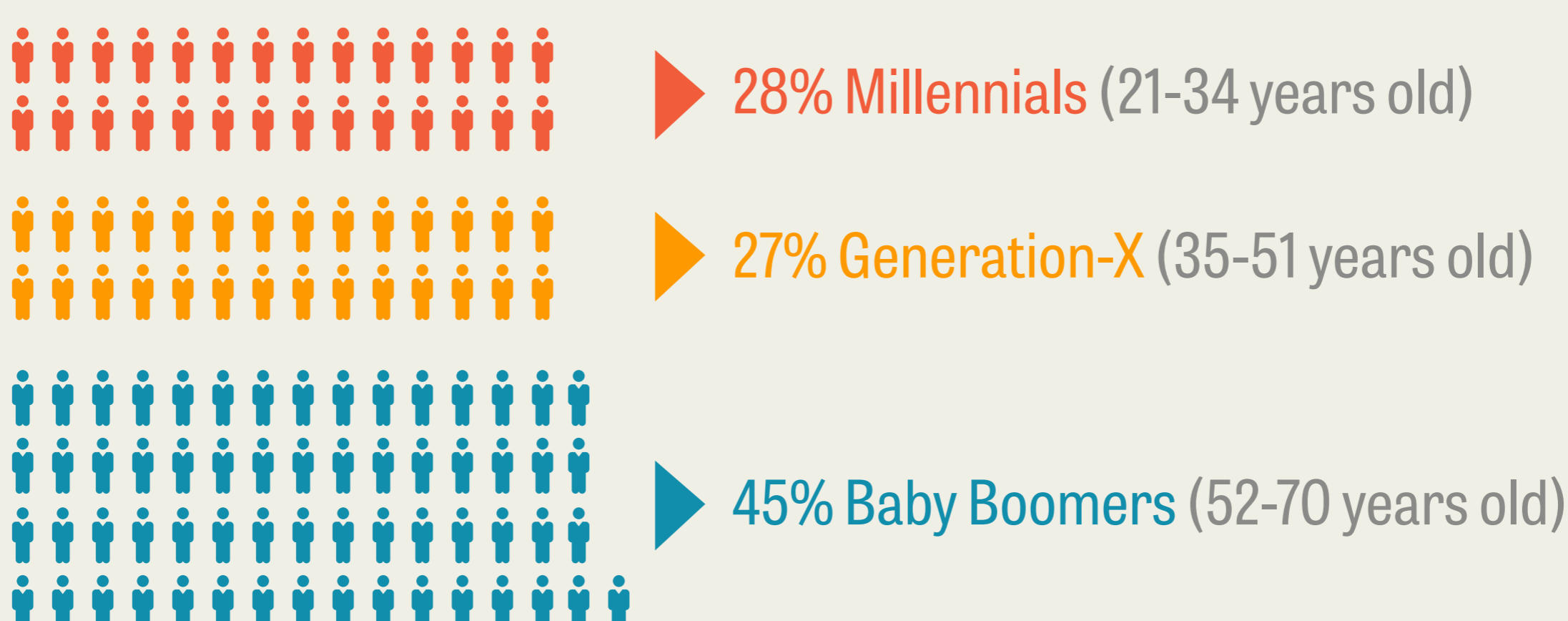
2073 Surveyed Patients Who

- ▶ Had health insurance
- ▶ Made healthcare decisions
- ▶ Visited one of the practice types in past year

Asked about 4 Practice Types

- ▶ Primary Care Provider
- ▶ Eye Doctor
- ▶ Dermatology
- ▶ Dentistry

Divided Across 3 Generations



More Patients Are Leaving



Patient Satisfaction Is Low



Only 35% of patients are completely satisfied with practice



Over 50% of patients dissatisfied with:

- ▶ Ease of getting an appointment
- ▶ Ease of making an appointment
- ▶ Appointment reminders
- ▶ Wait times



About 50% of patients don't feel:

- ▶ The practice cares about them
- ▶ The practice does a good job of communicating

It costs

5X



more to get new patients

Keep Patients with More Access, Convenience, Communication

There's a wide gap between what patients want from their providers and what they have access to today.

