



# Big Think:

Expanding Thought Leadership



## Proven Strategy. Proven Results.



### Healthcare Industry Thought Leadership By The Numbers

Healthcare market feedback surveys are delivering content around four main topics, fueling more than 400 pieces of content & 3,000+ social media posts:

#### **335 blog posts**

to increase website traffic and convert website visitors into sales leads

#### **67 downloadable marketing assets**

to convert website visitors into leads

#### **3,000+ social media posts**

to drive inbound leads

#### **14 thought leadership placements**

in industry publications – the most trusted form of advertising

#### **4+ large infographics**

#### **30+ graphics**

to be leveraged across marketing channels

## THOUGHT LEADERSHIP IN ACTION

### Healthcare Industry



## Sample Headlines

### Billing Blues: Consumers Say the Healthcare Industry Comes Up Short Compared to Other Industries



When compared against other industries, **41% of consumers say billing issues are the top improvement area** for healthcare providers.

### Making Sure Patients Know and Understand Health Numbers is Critical to Driving Better Health Outcomes



**53% of Americans want help improving or maintaining their health,** and the first step to managing health is knowing their current health metrics.

### Five Frustrations Patients Face When Calling Healthcare Providers

81% of providers feel their patients would get a better experience if their **healthcare organization made improvements to its call center** and how calls are routed.



### 3 Customer Service Examples the Healthcare Industry Can Learn from Other Industries



**Nearly 1 in 3 Americans say that healthcare organizations aren't as focused on customer service** as grocery stores, travel companies and financial services companies.

### When Consumer Experiences are Measured, Healthcare Lags Behind Other Industries



Around **1 in 5** patients say **they do not receive enough communication** from their healthcare providers between in-person appointments.

### Patient Wish List: 10 Communications that Patients Say Create an Ideal Interaction with Healthcare Providers

80% of Americans say it's important for their healthcare provider to **help them understand what is covered by insurance** and what they will have to pay out of pocket.



#### Patient Phone Calls Are Down, Other Communication Options on the Rise

Patients are **21% less likely to call** and talk to their healthcare provider than they were in 2011.



Patients are **3x more likely to text** with healthcare professionals today than they were in 2011.

#### The Top 10 Conversations Patients Want to Have with Providers Between Appointments

Nearly **7 in 10** patients (69%)



wish healthcare professionals would communicate with them more often in-between appointments.

#### Improving Patient Survey Response Rates

37% of patients say they'd be more likely to take a survey if a **healthcare professional would offer them advice over the phone** based on their survey data.

#### How Patient Surveys Can Prop Up Population Health Initiatives

**83%**

83% of Americans are **interested in taking health risk assessment surveys**.

#### Patient-Provider Texting Is Poised for Growth

Nearly one-third (32%) of providers say they are in the habit of texting with patients to confirm appointments. However, patients want to use text messages to communicate about other topics.

**64%**

64% want to text with a healthcare professional about **post-treatment instructions**.

**59%**

59% want to text to discuss their **health data based on remote monitoring**.



#### The 4-1-1 on What Patients Expect When They Call Healthcare Providers

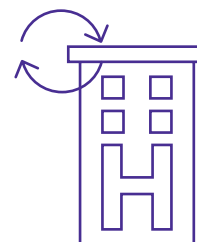
80% of patients say they get **frustrated when they call their healthcare provider and get redirected** to another person.

59% of patients say they often **don't know the right number to call** when contacting their healthcare provider.

#### Rethinking the Post Hospital Discharge Survey Can Reduce Readmission Rates

**85%** of Americans with a chronic condition are interested in taking post discharge surveys.

40% of Americans with a chronic condition say they would be more likely to take a patient survey if it **prevented them from being admitted or readmitted to the hospital**.



### Healthcare Industry

#### First Step in Helping Patients Take Control of Their Health: Make Sure They Know Their Critical Health Numbers

96% of Americans with a chronic condition say it's important their healthcare providers make sure patients know and understand their current health metric numbers, such as ideal weight, blood pressure, cholesterol, and level of daily activity, and what their ideal metrics should be.



Healthcare providers could do better. Nearly 1 in 3 Americans with chronic conditions (27%) say **healthcare professionals don't do a good job making sure patients know and understand their health metrics.**

#### Patients in Pain Go to the Hospital When Other Care Options May Be Faster, More Effective and Less Costly



41% of patients would **use surveys to report symptoms or pain** after being discharged from the hospital.

Americans who have been admitted to the hospital are **more likely to participate in remote monitoring** surveys than those who haven't been in the hospital (63% vs 41%).

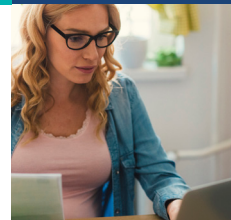


#### What Patients Want: Are Healthcare Providers Delivering on Patient Expectations?

**98%** of Americans say it's important healthcare providers treat them like a **valued patient**. But, do providers know what that means in terms of patient satisfaction?



#### How Online Surveys Can Help Providers Keep Patients on Track with Treatment Plans



 **1 in 3** patients

want their provider to reach out with surveys to monitor their health and make sure they are following treatment plans correctly.

Unfortunately, **only 11% of healthcare providers administer automated online surveys** to monitor patients' progress.

#### Consumers Say the Healthcare Industry Keeps Them Waiting



83% of Americans say healthcare organizations are **more likely than other businesses to run behind schedule or keep them waiting.**

#### Patient Experience: Where HCOs Are Now, Where They Need to Be in Three Years

About half of healthcare organizations now employ a chief patient experience officer (CXO).





# Big Think:

Scale this winning strategy across all product lines and industries.

## PRODUCT LINES

Notifications

Unified Communications  
(conferencing & collaboration)

IVR/Self-Service; Cloud Contact Center

Safety Services (E911)

## INDUSTRIES

Healthcare

Financial Services

Utilities

Travel & Hospitality

Communications Services

Government

Education

Retail

Insurance

Cross-industry customer engagement /  
customer experience

