

**Prioritizing the Patient Experience**, a new report from West, shows that growing consumerization across healthcare is putting pressure on providers and healthcare organizations to make patient satisfaction a priority.



**The financial impact of patient satisfaction is increasing because:**

1. Evolving payment models tie reimbursements to patient satisfaction.
2. More consumer choice means providers must meet expectations in order to attract and retain patients.

**94%** of patients say it is important to feel satisfied with their healthcare provider. **94%** of providers say patients are shopping around more today than in the past for healthcare services.

**Patients say satisfaction outweighs loyalty.**

When patients are not completely satisfied with their healthcare provider:

- 91%** look for other healthcare provider options.
- 88%** are likely to switch healthcare providers.
- 74%** delay seeing their healthcare provider.

There is a disconnect between what patients want most and where providers are focusing their efforts. Getting priorities aligned is necessary for improving patient satisfaction.

**PATIENT vs. PROVIDER TOP PRIORITIES**



**TOP 5 THINGS PATIENTS SAY IMPROVE SATISFACTION**

- SHORTER WAIT TIMES (50%)
- ADVANCE KNOWLEDGE OF TREATMENT COSTS (49%)
- NOT FEELING RUSHED DURING APPOINTMENTS (47%)
- PROVIDERS HAVING A HIGH LEVEL OF EXPERTISE TREATING SPECIFIC ILLNESSES (44%)
- EASY TO SCHEDULE APPOINTMENTS (41%)



**TOP 5 THINGS HEALTHCARE TEAMS SAY THEY ARE ACTIVELY WORKING TO PRIORITIZE**

- ENSURING STAFF IS FRIENDLY AND ACCOMMODATING (73%)
- MAKING IT EASIER TO SCHEDULE APPOINTMENTS (68%)
- KEEPING PATIENT WAIT TIMES SHORT (62%)
- IMPROVING COMMUNICATION WITH PATIENTS (54%)
- PROVIDING A CLEAN AND MODERN FACILITY (48%)



Maximizing technology-enabled engagement communications enables providers to improve patient experiences. By leveraging appointment reminder technology, providers can:

- Shorten wait times
- Provide advance knowledge of costs
- Help patients feel less rushed during appointments
- Offer easy appointment scheduling
- Improve communication
- Share information about the availability of services
- Appear more friendly and accommodating
- Modernize their services

## About West

West's Engagement Center Solutions help organizations effectively activate and engage patients beyond the clinical setting. West's unique combination of technology-enabled communications and clinically managed resources are designed to improve patient engagement by solving complex communication challenges in four key areas along the care continuum: Patient Access, Routine Care, Chronic Care and Transition Care. West has successfully helped businesses and organizations in many industries from airlines, to utilities, to financial services improve consumer experiences and satisfaction. West has brought its deep knowledge of building great consumer experiences to healthcare. By providing innovative technology and delivering meaningful and

relevant communications, West enables healthcare organizations to optimize the patient experience, improve quality, maximize revenue and reduce costs.

West is a leading provider of technology-driven communications, serving Fortune 1000 companies and clients in a variety of industries, including: healthcare, telecommunications, retail, financial services, public safety, and technology.



Learn more about how  
West is changing healthcare:

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**we connect. we deliver.**



Get a copy of West's report *Prioritizing the Patient Experience*  
at [www.televox.com/patient-experience-report](http://www.televox.com/patient-experience-report).