



Think your patients won't switch? Think again.

The 2019 Healthcare Consumer Experience Study revealed providers risk losing patients by not meeting consumer demands around the digital and financial experience.

[Access the full study](#)



Healthcare consumers expect a modern financial experience

1 in 3

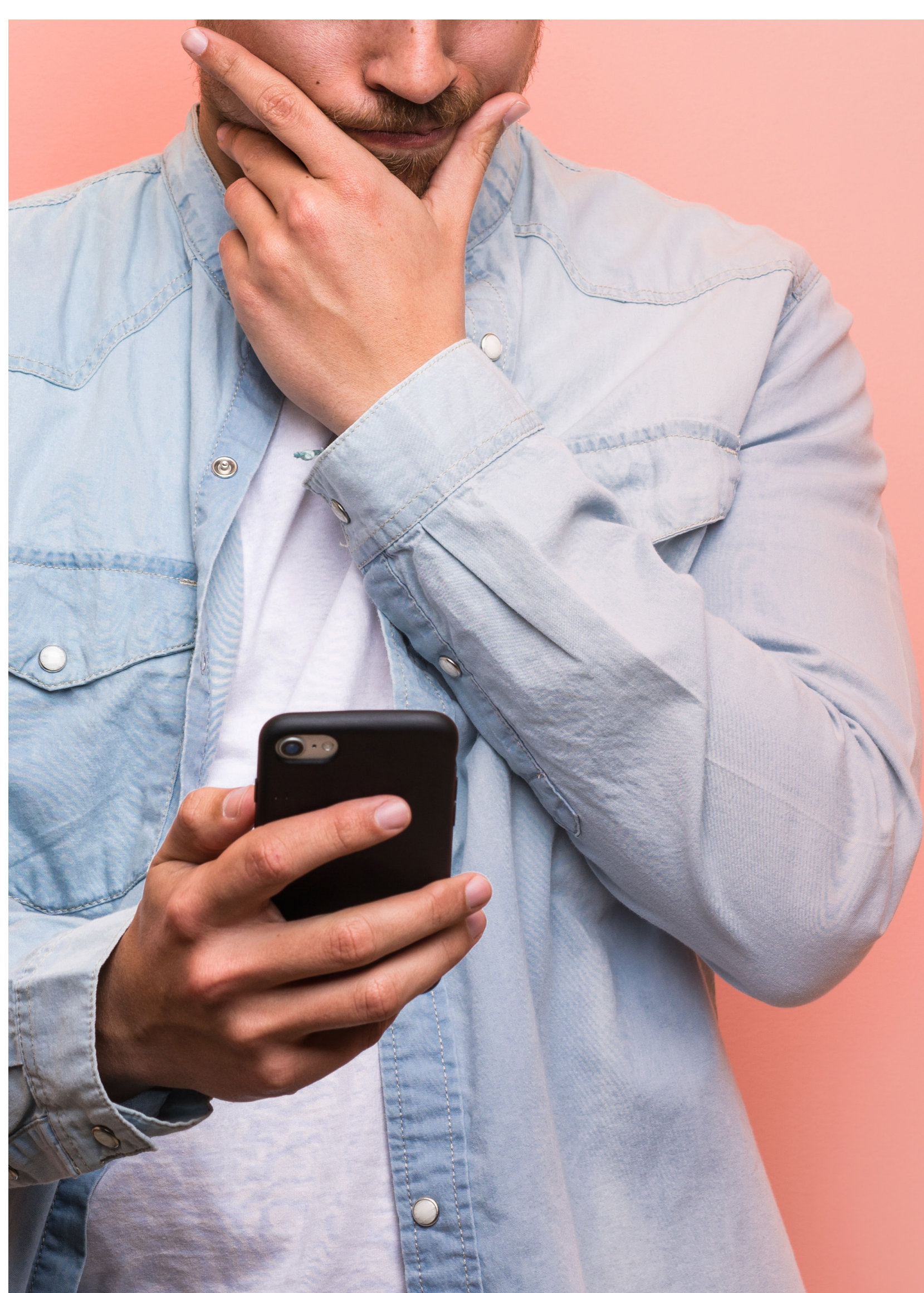
consumers don't think providers are doing enough to improve the patient billing process.¹

49%

of consumers are frustrated about their provider's lack of adoption of digital processes.¹

66%

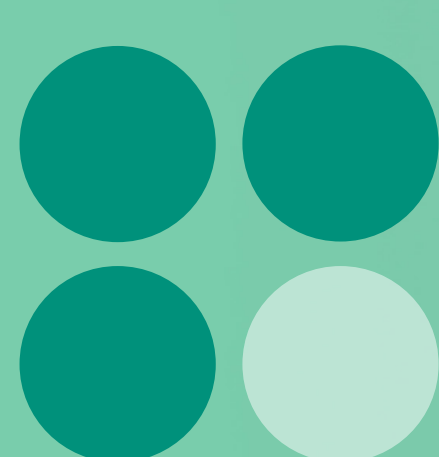
of consumers say their provider does not use email to communicate their bills.¹



However, expectations are misaligned with reality

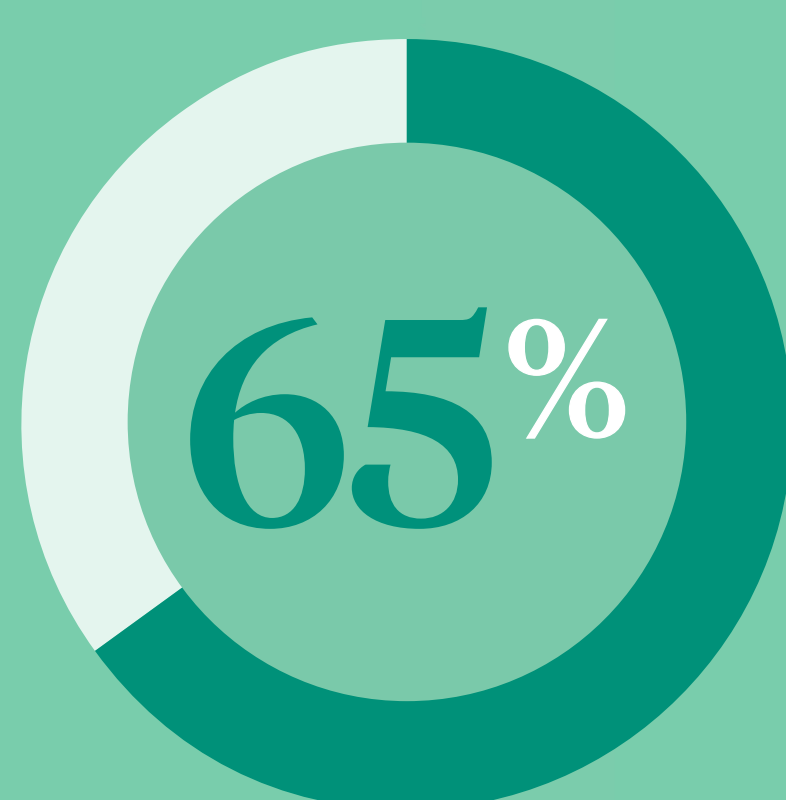
100%

of health systems use paper statements for sending patient bills.²



3 in 4

health system finance executives cite competing priorities as a barrier to improving patient billing.²



of health system executives do not rank improving patient billing a top priority.²



Inaction comes at a high cost

1 in 5

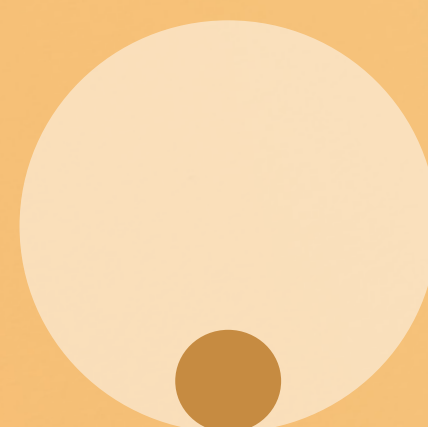
consumers say they have left a provider because of a poor digital experience.¹

49%

of consumers say they'd consider switching to a provider who offered a better digital experience.¹

Millennials

are 4x more likely to have switched providers because of a poor digital experience compared to those aged 65 and older.¹



Want to keep your patients? Give them a reason to stay.

Read the full 2019 Healthcare Consumer Experience Study to access more consumer feedback and tips to meet their needs.

1 2019 Healthcare Consumer Experience Study (Cedar)

2 Optimizing the Patient Financial Experience: July 2019 Report (Cedar / Health Management Academy)