Patients Want Convenient Access to Care on Their Terms

Health Plan Digital Channels are More Popular than Google for Finding a Provider

Reality Check: Patients Are Missing Care

54% said within 7 days was the longest time they would prefer to wait between scheduling a routine doctor’s appointment and visiting the doctor.

50% phone consultation
47% a different doctor within the practice
45% video consultation
45% urgent care
44% walk-in retail clinic

indicated that scheduling an appointment outside of business hours is “somewhat to very important” to them.

Top considerations included in this multiple-answer question:

The State of Patient Access and Engagement

Crossing the Patient Access Chasm: Consumer Demand Versus Reality

We set out to gain further insights into healthcare consumer trends related to accessing and engaging in care. The survey reveals a gap between their demand for better access to care and what they’ve experienced. It also shows the heightened consumer preference for using digital tools and channels to engage in care throughout the patient journey.

I have to wait a long time to see a doctor after I’ve scheduled an appointment
I can only schedule an appointment during business hours
It takes too long to schedule an appointment by phone
My doctor isn’t available at the time I need care
I would like to schedule care online, but there isn’t a convenient option

What are the most challenging parts of scheduling care with a provider:

52% when asked if they missed a healthcare provider/hospital appointment in the last year

Digital Communications Becoming the New Norm for Patient Engagement

When asked what is your preferred method for receiving an appointment reminder for a scheduled healthcare visit:

58% selected digital methods (i.e. email or text message) versus...

33% that selected the traditional method (i.e. phone call)

When asked how would you prefer to receive post-appointment communication from a healthcare provider:

52% doctor’s recommendation
51% family/friend recommendation
47% health plan app or website
45% Google
35% social media

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Have you ever used a health insurance plan’s app or website to do any of the following?

check on costs for a procedure or doctor’s visit
find a doctor
schedule an appointment

58%
57%
57%

DocASAP provides the leading patient access and engagement platform for health systems, health plans, and physician groups. For more information, visit http://docasap.com or follow on Twitter @DocASAP.