

# 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.

### Patients Want Convenient Access to Care on Their Terms

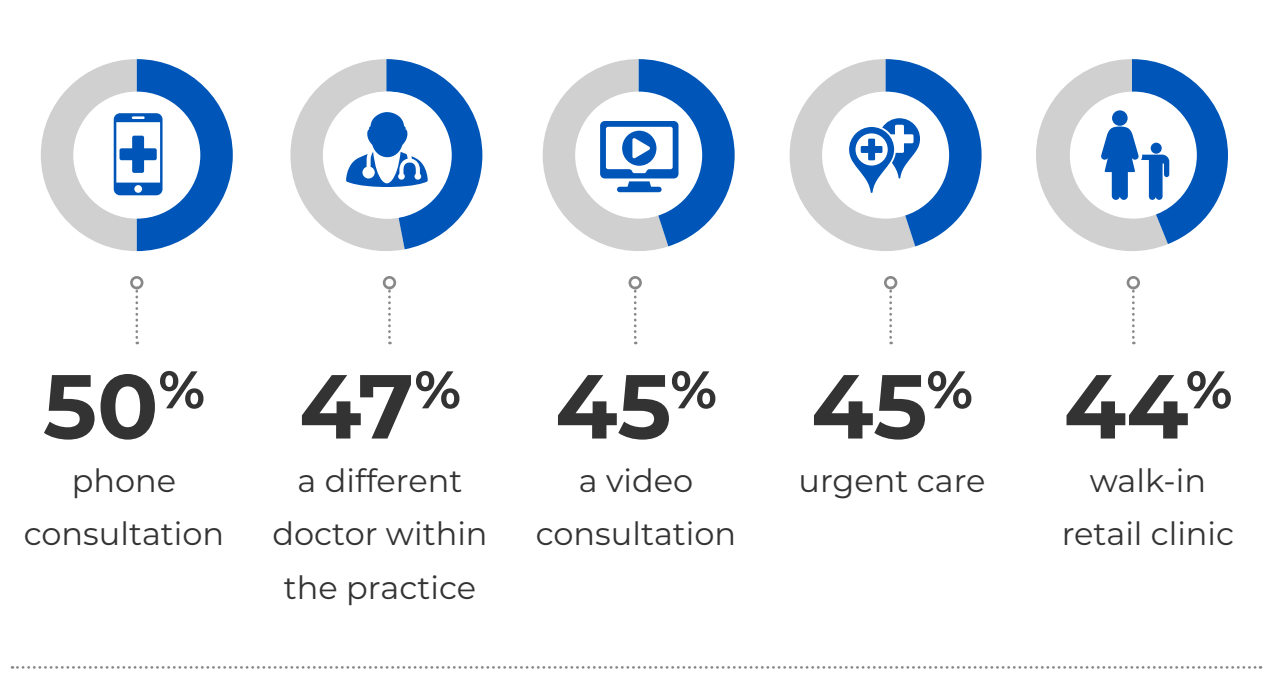
**84%** indicated that **scheduling an appointment outside of business hours** is "somewhat to very important" to them.



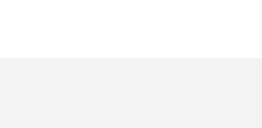
**90%** would consider an alternative care option **if their primary care doctor was available** when they wanted care.



Top considerations included in this multiple-answer question:

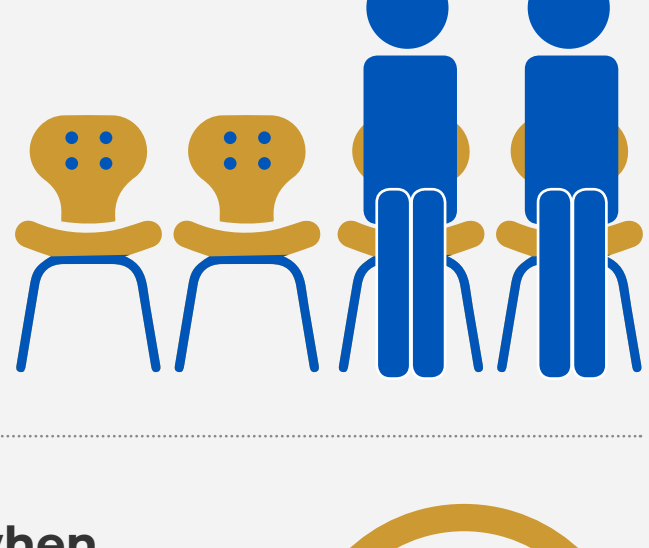


**54%** said within 7 days **was the longest time they would prefer to wait** between scheduling a routine doctor's appointment and visiting the doctor.

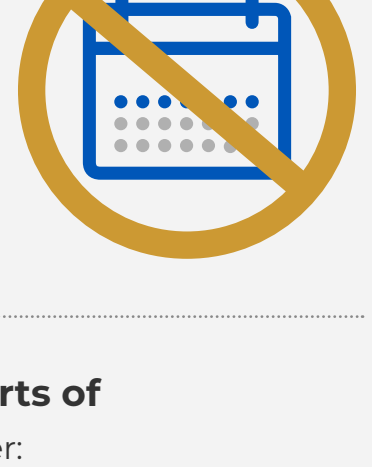


### Reality Check: Patients Are Missing Care

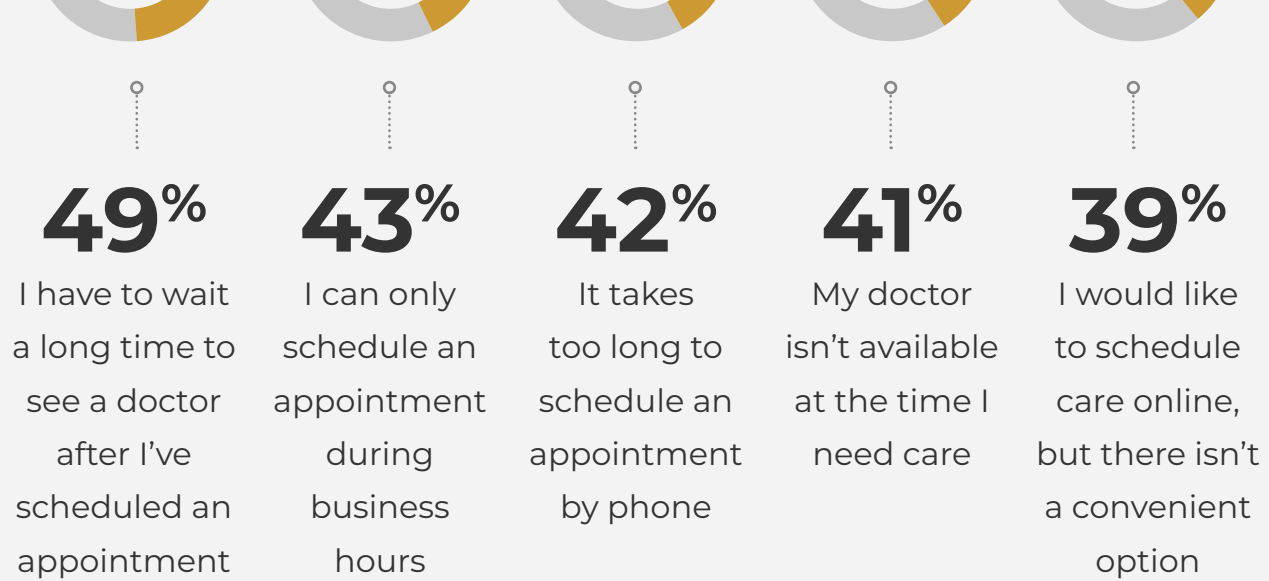
**53%** said "yes" when asked **if they missed a healthcare provider/hospital appointment** in the last year



**54%** said "yes" when asked, **if you ever delayed or put off visiting a doctor** because it was too difficult to schedule the appointment.

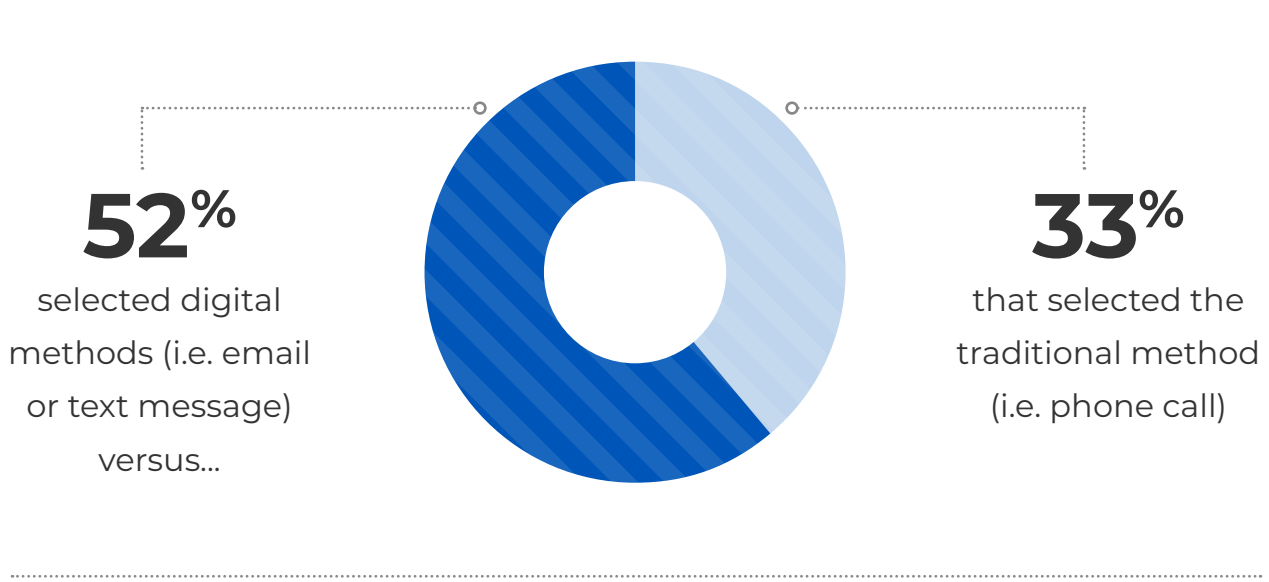


What are the **most challenging parts of scheduling care** with a provider:

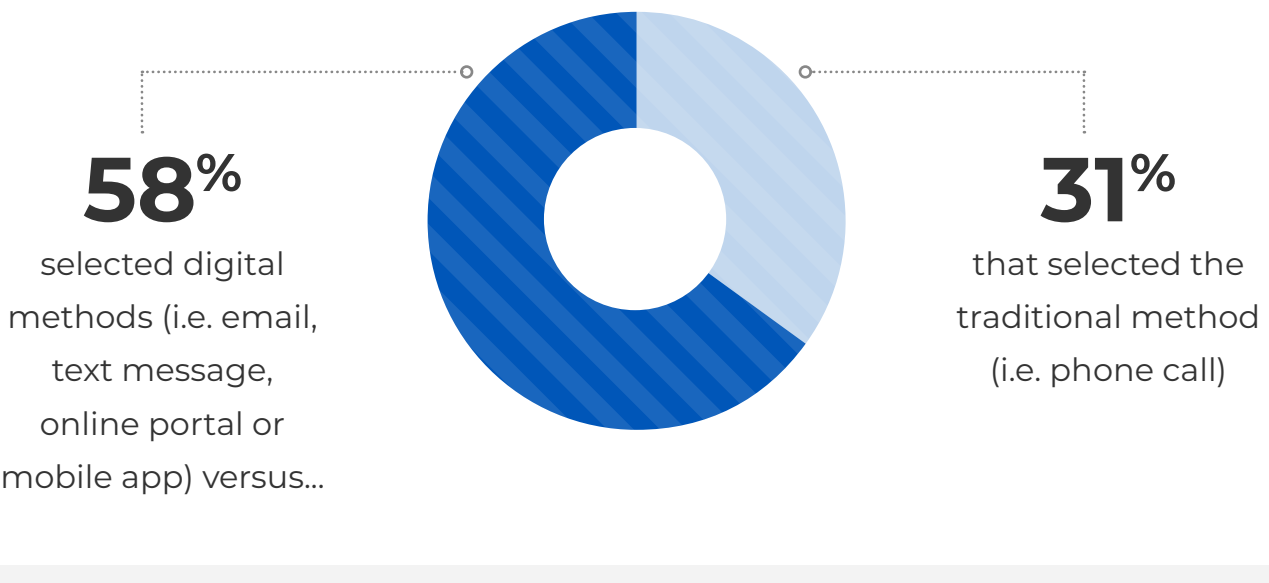


### Digital Communications Becoming the New Norm for Patient Engagement

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

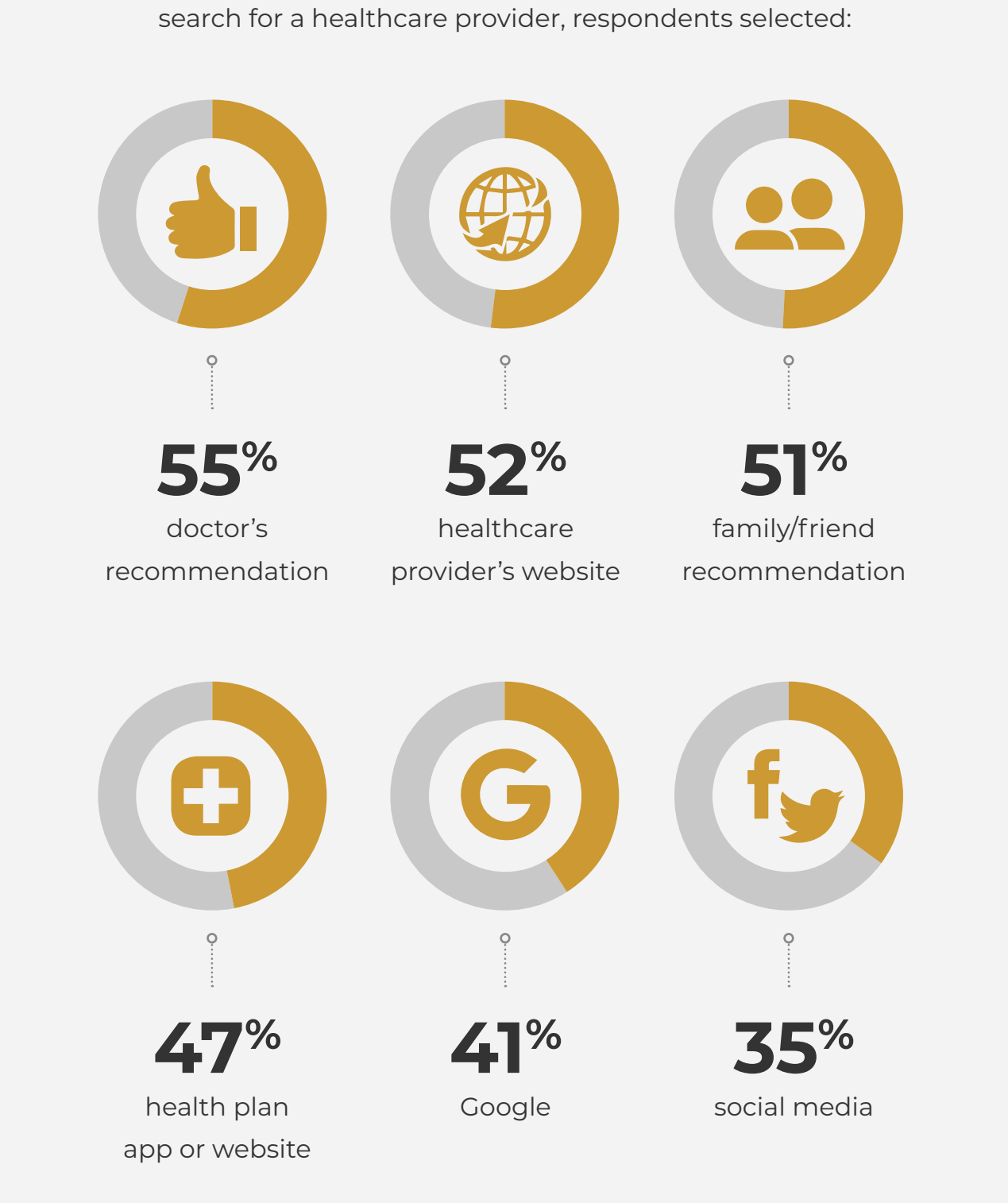


When asked how would you prefer to receive **post-appointment communication** from a healthcare provider:

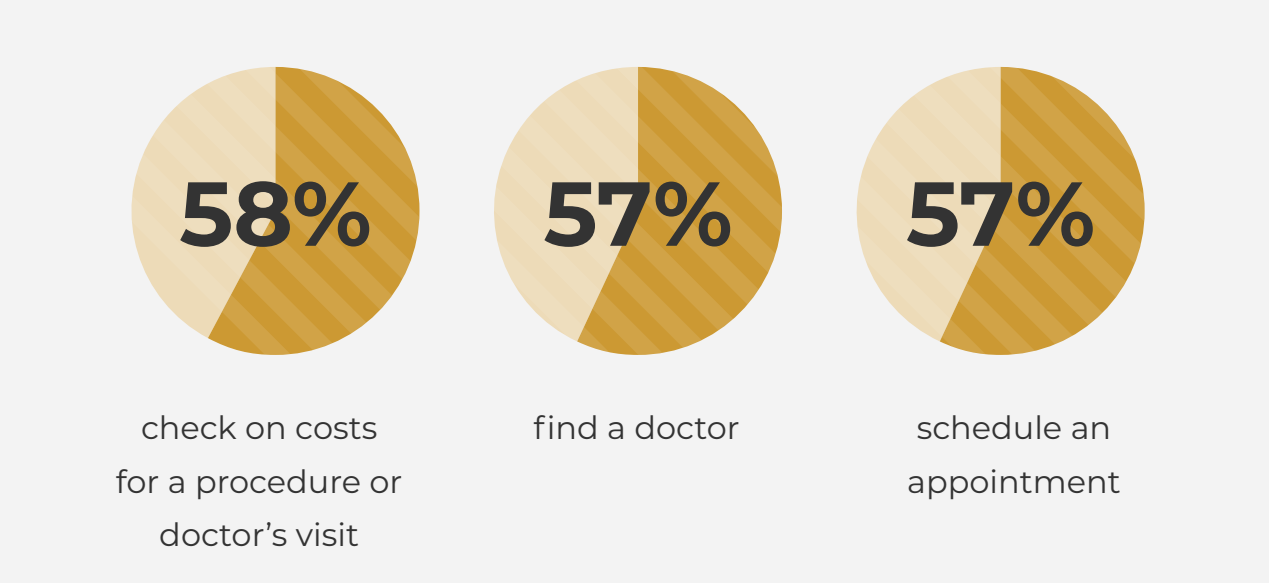


### Health Plan Digital Channels are More Popular than Google for Finding a Provider

When asked through a multiple-answer question, how do you tend to search for a healthcare provider, respondents selected:



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



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