

Checklist:

Are You Maximizing Your Revenue Potential?

Every patient that comes into your office both on time and prepared for his or her appointment adds to your practice's bottom line. But when the patient shows up late, shows up unprepared, or doesn't show up at all, it halts your practice's revenue growth.

Have you ever thought about how an effective patient engagement strategy can help your organization successfully communicate with patients in order to maximize your revenue growth? Let's find out! Do you currently...



Connect the way your patients want to connect?

Today, 2/3 of Americans own smartphones with access to email, voice, and text. Your organization should be engaging with patients in a way that is convenient for them: sending them text messages, calling them, or sending emails.



Send strategic patient communication?

Every patient communication message should be customized for that specific patient, whether it's an appointment reminder, preventative care message, or preparation instructions. Patients expect communication to be catered to them – in fact, 52% say they are likely to switch brands if the communication isn't personalized.



Send interactive messages?

Over half of consumers (64%) expect companies to respond and interact with them in real-time, and healthcare is no exception. Your patients are looking for confirmation, cancellation, or reschedule options in each and every communication you send.



Engage through multiple channels?

In this fast paced world we live in, it's easy to forget an upcoming appointment or specific appointment instructions that were given by our healthcare providers. Sending multiple messages for any appointment via email, voice, and text can reduce no show rates by 54% and ensures patients are prepared for their appointment.



Empower patients with pertinent information?

Patients are more involved in their health than ever before: 1 of every 6 people utilizes a wearable or health app to track daily activity. This means patients are more aware of their health and play an active role in staying healthy. Healthcare providers can capitalize on this trend by providing patients with information that reminds them to play an active role in their own health and schedule important appointments.



Engage beyond the standard appointment reminder?

Patients expect a personalized healthcare experience, including regular and frequent communication from your organization to your patients is an easy way to achieve this. Sending follow up messages, promoting wellness programs, and sending billing reminders are all easy ways to keep patients involved.

How does your organization stack up? If you notice that your organization isn't including the above engagement techniques, you could be losing valuable patient revenue. Investing in a comprehensive patient engagement solution ensures your current patients remain engaged, show up on time and prepared all while you capitalize on getting more loyal patients in the door.

Want to learn more about how Stericycle Communication Solutions can help you maximize revenue growth through effective patient communication?

Visit us at <http://solutions.stericyclecommunications.com/mq-get-started.html> or give us a call at 1-855-669-7080.

