

CONSUMER EXPECTATIONS DEFINE TODAY'S PATIENT JOURNEY

Consumerism is alive and well in the healthcare space. In fact, patients now expect the real-time, convenient communication solutions they receive as consumers in the commercial space. But a 'one size fits all' communication strategy will never meet a diverse patient population's needs.



The average patient journey is made up of **seven distinct phases**, many of which can benefit from a combination of human communication support and technology-enabled solutions.



1. PATIENT SEARCHES FOR CARE

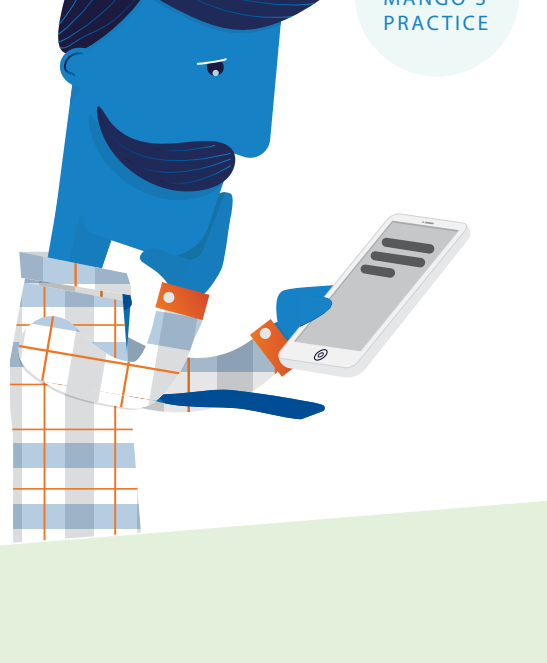
When patients are tasked with finding care, they seek the path of least resistance.

77% of potential patients are using search engines prior to ever booking an appointment¹

25% of Americans report using web searches as their primary method of finding a doctor²

Ensuring your website is easy to find and navigate is key. Providing convenient physician referrals is necessary, too.

92% of providers think they could improve their provider referral practices to make it easier for patients to get the care they need³



2. PATIENT BOOKS APPOINTMENT

When it comes to scheduling appointments, patients want options.

76% reach for the phone when it comes time to set up a healthcare appointment⁴

77% of consumers think that the ability to book, change, or cancel healthcare appointments online is important⁵

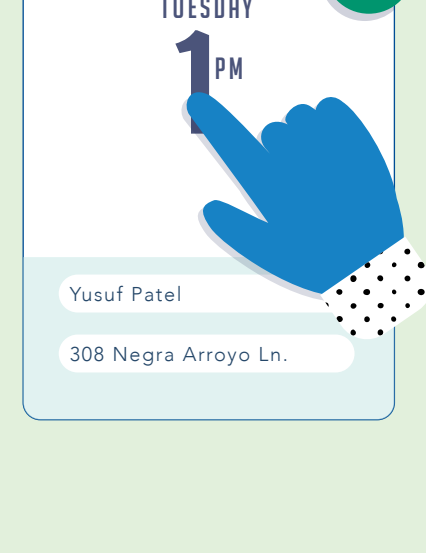
With more young people taking control of their health journeys – as well as their children and parents' – online scheduling will continue to grow more popular.

By 2019...

66% of health systems will offer digital self-scheduling

64% of patients will book appointments digitally⁶

Healthcare organizations that fail to provide easy online scheduling options risk losing valuable patients to more convenient competitors.



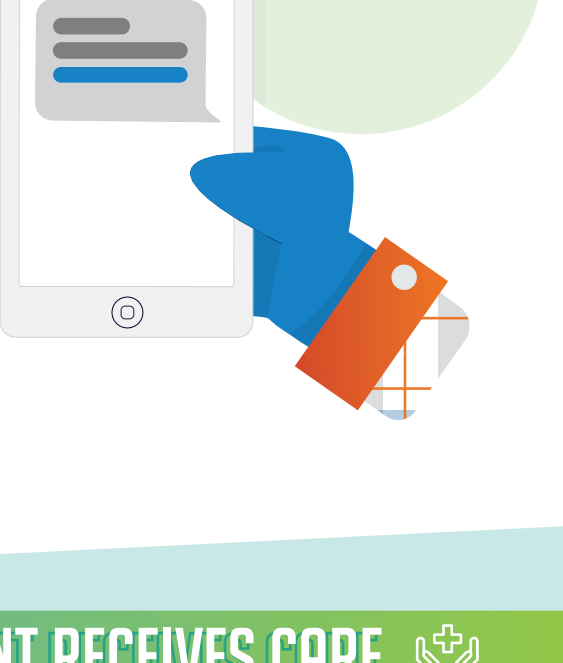
3. PATIENT RECEIVES REMINDER

Patients are human, and humans can be forgetful.

85% would welcome digital appointment reminders, medication reminders and general health tips⁷

59% believe emails and texts supporting health and wellness are important⁸

Automated messages sent via patients' preferred communication channel can help lower no-show rates, foster patient loyalty, and support positive outcomes.



4. PATIENT RECEIVES CARE

When a patient is receiving care, they deserve your full attention. Without it, their experience can suffer.

But phones don't stop ringing during appointments, and other patients' interactions with your brand could be ruined if not given the proper support.

45% of patients want 24/7 access⁹

67% of customers have hung up the phone out of frustration they could not talk to a real person¹⁰

And these patients aren't likely to seek support via other communication channels.

80% of callers prefer a phone conversation to an email¹¹

Answering their calls in a friendly and professional manner, no matter the hour or what other responsibilities you might have, is a critical factor in retaining their loyalty.



5. SUPPORT PATIENT HEALTH WITH TARGETED MESSAGING

Between appointments, patients still crave valuable healthcare interactions.

32% of Americans want more health messaging and believe that such messaging may help them avoid a healthcare issue like a missed appointment or a forgotten medication¹²

These interactions should seamlessly fit into their busy lives.

42% of patients want access on more devices¹³

47% of patients said they wanted "personalized" experiences¹⁴

Has your patient indicated they love text messaging? Use this channel to communicate with them!

Healthcare experiences that meet the needs and preferences of individual patients are most likely to support and preferences.

The best way to do this? Enable patients to interact with your organization via both human contact and digital channels.



6. REMINDERS FOR PREVENTATIVE CARE

Creating a healthier lifestyle takes work – and reminders to refill prescriptions or seek out care can be helpful for patients.

59% OF PATIENTS feel it's important to receive reminders to schedule preventative care appointments via email or text

BUT ONLY 16% of doctors proactively issue these communications¹⁵

But data shows that communications with patients could be more convenient.

38% of patients want better post-discharge communications between their provider and other members of the care team¹⁶

Proactively reaching out to patients with preventative health reminders via traditional phone calls, text messages, and emails can help support their health goals and your appointment fill rates.



7. BECOMING A LOYAL PATIENT

Patients want access to their healthcare providers, especially those they love.

The bad news....

60% of providers say that improving patient engagement is a priority

ONLY 35% of patients have noticed their providers becoming more engaged with them¹⁷

The good news...

57% of their say they're more engaged with their healthcare than two years ago¹⁸

63% are speaking to their providers more frequently¹⁸

59% are accessing healthcare information more frequently¹⁹

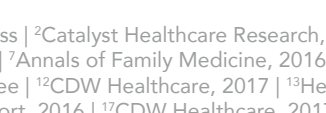
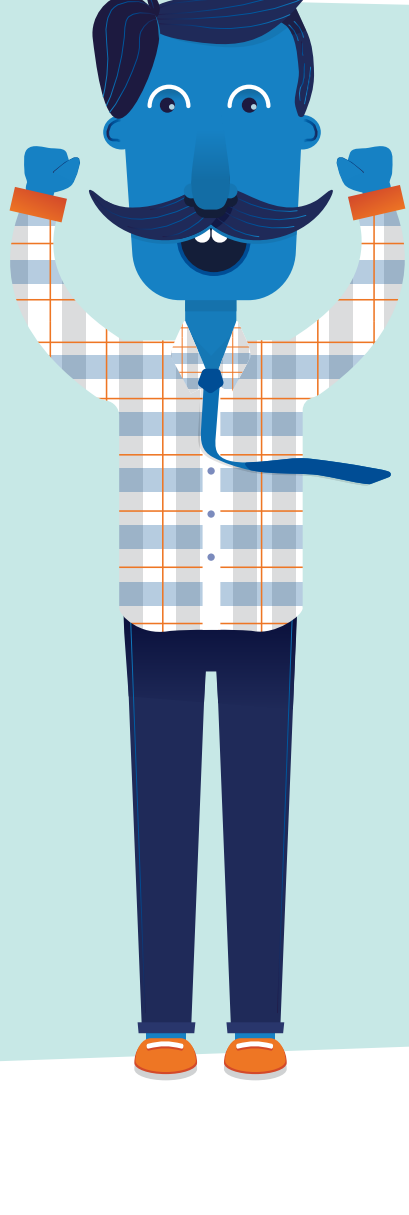


THE FUTURE IS BRIGHT

As communication technology becomes more advanced and available, providing experiences that meet patients' expectations and unique needs is more important than ever. But if healthcare organizations don't **proactively evolve** their strategies to accommodate digital and live communications, personalized interactions, and reliable support, patients' expectations could soon outpace organizations' efforts.

Want to identify ways to strengthen your patient communication strategy? We're always happy to help.

StericycleCommunications.com
866.783.9820



¹Think with Google's The Digital Journey to Wellness | ²Catalyst Healthcare Research, 2014 | ³Fibroblast, 2016 | ⁴State of Connected Patient, 2016, ⁵Accenture, 2014 | ⁶Accenture, 2016 | ⁷Annals of Family Medicine, 2016 | ⁸Harris Poll, 2016 | ⁹Healthcare IT News, 2016, ¹⁰American Express Survey, 2011 | ¹¹easybee | ¹²CDW Healthcare, 2017 | ¹³Healthcare IT News, 2016 | ¹⁴Healthcare IT News, 2016, ¹⁵Harris Poll, 2016 | ¹⁶Connected Patient Report, 2016 | ¹⁷CDW Healthcare, 2017 | ¹⁸CDW Healthcare, 2017 | ¹⁹CDW Healthcare, 2017