

## Modernising your services for the 2020 patient



We know that as a health service, whether you offer general practice, specialist, allied health or community health related services, your core focus is achieving the best patient outcomes possible. In this modern age, that now includes how you make your patient's experience as easy as possible, from before they visit your clinic to after. Ensuring your clinic or practice

### **Businesswire Research Study**

"50% of people  
will leave their  
healthcare  
provider for  
one with better  
technology"

## Patient Expectations in 2020

Patients are digital consumers. Studies estimate that we now view our phones an average of 52 times a day, add to this the time we spend with other technology (computers, laptops, smart watches etc.) and you can see that technology is a large part of our lives now.

Patients expect to be able to search, book and review almost anything online. They have access to websites and apps that allow them to order groceries, book restaurants and watch tv shows on demand. Why should they expect anything less from their health services?

Recent studies show that patients are increasingly using technology in a variety of ways to manage their health and interact with services. 75% of survey respondents in an Accenture survey said that technology is important in managing health.

Further to this, the modern day patient loves the idea of being paper free, from carrying around medical information digitally, to filling out online forms.

Is your practice in a position to meet these rising expectations in technology?

## Modernising patient facing services

There are a few, simple steps you can take to modernise your patient's interactions with your clinic or practice.



A patient's experience with your clinic or practice should be smooth and ongoing.

### Online Booking

Patients want to book appointments with their healthcare provider in their time of need. Often, this is after hours when your reception is not open for calls. Further to this, patients are so used to being able to book online for all other aspects of their life, they now expect the same from you.

You can take this one step further and give your patients the option to reschedule their appointments online - freeing up your staff's time and ultimately assisting in reducing no-shows.

### Online Forms

We are sure you are trying to reduce paper in other aspects of your practice (hello secure messaging, goodbye fax machine), patient forms should be another area you are reducing paper. Once patients have booked online, send them their registration form online to complete before they arrive. This takes the stress away from having to arrive early to their appointment just to fill out a long form that your staff just need to re-key into the computer anyway. Although online booking has become common practice in many Australian health services, we have noticed a slower uptake in digital forms. Take the plunge and be one of the forward thinking, innovative health services that patients love to return to and talk about to their community.

### Patient Satisfaction

People love giving feedback. Create digital versions of patient satisfaction surveys to make sure that you are giving the best service and health outcomes possible. Make sure you check in on a regular basis to keep a positive trend.

### Digital Health Record Apps

Patients with ongoing, chronic conditions have to increasingly remember more measurements, medications and medical history. Technology now enables us to measure things like blood pressure, blood glucose, falls, calories eaten and heart rate easily and in the comfort of our own homes. The convenience in being able to do so means that patients need to record this information somewhere and share it with relevant family members and health providers.

*" Healthcare consumers want a digitally enabled care experience. Providers that invest in digital tools and develop strategies to adapt to consumers' expectations will close the gap between what patients demand, and what providers deliver. "*

### Video Conferencing for Telehealth

Teleconference appointments, also known as Telehealth, are already being adopted by doctors, physiotherapists, dieticians and health coaches around the world thanks to new technology. In a survey of a number of developed countries, including Australia, just 12% of patients in 2016 were using remote appointments instead of in-clinic appointments. In 2018, that figure rose to 16%, and of those who accessed virtual care, 75% were satisfied with the experience.

You can use telehealth to offer follow up appointments to existing patients or offer appointments to those in a different geographical areas to you.

### Putting the right technology in place

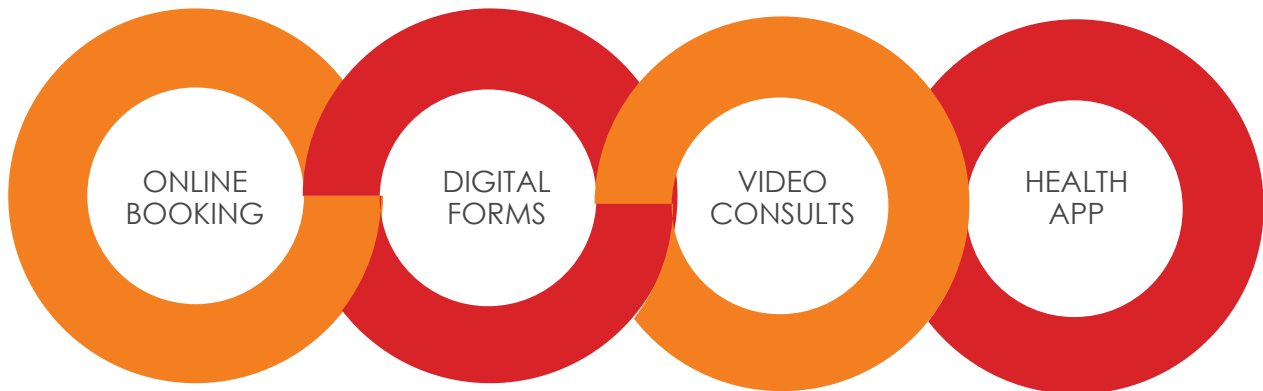
Make sure that you have done research into what platforms and tools are right for your business and your patients. Choosing platforms that work well together and are easy for patients to use are essential.

**Not only will giving your patient's a modern experience result in higher patient satisfaction, it will also save your staff time and your business money over time.**



## How does the modern patient experience look?

Patients love the flexibility and convenience of online, digital services being offered by health services. Ensuring you are ahead of the trend will keep your patients happy and therefore your business healthy.



1. Patients have the flexibility of booking where ever they are, at any time.
2. Patients can fill out their forms at a time convenient to them, before they arrive.
3. The option for video consultations as an alternative to in-person will become a bigger part of health in the near future.
4. Offering a patient centric health app for them to track their own health will lead to a more engaged patient and better outcomes overall.



HotHealth Platform: Online Booking Screen

### Need help?

Contact our team to discuss how our consumer engagement platforms can help you in your service offerings.