

# Improving the Patient Experience: A 360-Degree Review of All Patient Touchpoints

The rapidly evolving healthcare model that views patients as consumers has changed how providers interact with patients and have made them more conscious of the overall patient journey. Patients want access to the very best facilities, physicians, and medical innovations available.

However, today's patients don't just want to be treated – they also want to be engaged in the sense that they are valued by the provider and their well-being is a priority.

Whether searching for and accessing new care channels or tracking and sharing their personal health data, patients want to be informed and actively involved throughout the care journey to positively influence their ultimate health outcome.

As a result, innovative healthcare providers, physicians and payers, including medical device and biopharmaceutical companies, are developing and implementing tools, strategies and solutions to drive consumer engagement and the overall patient care experience.

## The Challenges

In the increasingly competitive, rapidly evolving healthcare landscape, medical enterprises of every size and scope recognize that patients must come first. However, for many healthcare organizations, patient engagement and overall experience are lacking--particularly when compared to other industries.

Previous generations of medical facilities focused primarily on treatment results, which often resulted in a negative patient experience. The rising surge of customer-centric brands like Amazon, Lyft, and Walmart have realigned customer expectations across all verticals, including the medical segment, where consumers want to find the same qualities that they value in non-healthcare environments in healthcare settings as well.



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Medical companies with every practice and specialty have recognized that it's not enough to launch a new logo, branding initiative, and website. To optimize positive patient engagement, providers must go beyond these digital front door resources with an interactive, robust patient experience across every interaction opportunity within the marketplace, carefully focusing on the three main phases of the patient care journey:

## 1 Before They Become Patients

Do they know us? And if so, what do they know about us? What is our brand reputation, and how does it compare to the competition?

## 2 While In Our Care

How do we treat our consumers? Are you developing a dynamic professional partnership where we act as a concierge during their healthcare journey or do our patients feel more like a commodity?

## 3 After Treatment

Do we empower our patients to take charge of their medical outcomes after treatment with us? Are we able to give them access to accurate, real-time data so they can make informed decisions moving forward?

Amidst evolving patient expectations and surging competition, healthcare innovators must create and deliver a robust consumer engagement practice that edges out vertical opposition and earns market share.

## Initiative

Sensitive to the changing needs, concerns, and expectations of patients during every phase of care, Binary Fountain, HCA Healthcare, and Branch Strategy recently collaborated to address the increasing demand for an enhanced, meaningful consumer engagement experience.

As leaders in their individual healthcare verticals, these companies leveraged their extensive industry insight, resources, and proven-initiative results to develop [How to Optimize Your Digital Patient Experience](#), an interactive webinar designed to help healthcare enterprises merge digital innovations with customer-centric practices to bridge service gaps and drive value with every patient interaction.

## The Solution

Throughout How to Optimize Your Digital Patient Experience, the panel addresses the importance of using online resources to deliver a unified patient care experience that goes beyond medical treatment alone. The three-step approach to building a transformative digital platform that aligns business initiatives with ultimate consumer demands includes:

### ■ Find Primary Focus

To redefine the patient care experience within their facilities, healthcare organizations must first determine a primary focus that offers an opportunity for success. A recent [Forbes article](#), Why Digital Transformations Fail: Closing The \$900 Billion Hole In Enterprise Strategy, reveals that businesses are expected to spend \$1.3 trillion in digital transformation initiatives. However, research indicates that up to 70% of these investments will not ultimately achieve designated goals.

To avoid project failure, a designated group of stakeholders should find a launching point by assessing several broader, big-picture determinants, such as:

- Overall business goals
- Outdated practices and technologies that negatively impact patient engagement
- Problem areas that seem too complex (right now) to change
- Missing data, resources, and personnel that could hinder project success

More complicated issues should begin with a discovery process, allowing the team to focus first on campaigns that build consensus and appear (at least initially) comparatively straightforward to achieve.

### ■ Use Online Reviews To Listen To Your Patients

To develop a new patient-first digital engagement, healthcare organizations must proactively listen to patients to determine a myriad of critical factors including:

- What patients value most
- Where healthcare, in general, is falling short
- How consumers perceive an organization's specific brand

Structured and unstructured online reviews can play a vital role in helping healthcare organizations recognize their place in the market as well as current brand reputation. Statistics show indicates that 72% of digital users have looked online for health-related information, with almost [80% of consumers](#) turning to search engines before making an appointment.

Additionally, a [2018 Bright Local Report](#) emphasizes the importance of reviews for consumers making any type of buying decision. The survey shows:

- 50% of consumers visit local businesses' websites after reading positive reviews
- 91% of consumers trust online reviews just as much as personal recommendations
- 57% of consumers require at least a four-star rating before selecting a business



## About Binary Fountain

Binary Fountain is the leading provider of patient feedback management solutions designed specifically for healthcare in a single cloud-based platform.

Its patient experience platform is built on a proprietary healthcare-centric Natural Language Processing (NLP) engine that mines patient feedback from surveys, online ratings and review sites, social media, and other data sources to equip its customers with the actionable insights needed to improve patient satisfaction and loyalty, increase engagement and drive sustainable bottom-line results.

Leading organizations of all sizes rely on Binary Fountain to understand the patient experience, drive comprehensive operational intelligence throughout the organization, and engage patients with innovative transparency and reputation management solutions.

## Request Your Free Demo

Let's explore how Binary Fountain's solutions can help you efficiently manage your online reputation, improve patient experience, benchmark against the competition, and promote your brand.