

The Patient's Digital Journey Map

There are 5 main steps in the digital patient journey, each an opportunity to deliver patients an exceptional experience. Here, you'll find insights from leading healthcare systems and our fourth annual Healthcare Consumer Insight & Digital Engagement survey to understand crucial touchpoints along the modern healthcare consumer's path to care.

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1. Research & Discovery

When it comes to the ways patients find a doctor:



300% increase in consumers' use of social media to find physicians since 2017

Prisma Health used Binary Star Ratings along with Press Ganey patient experience surveys to publish star ratings on physician profile pages. The transparency initiative increased appointment requests by 56% and quickly improved its CGCAHPS Rate Provider score.



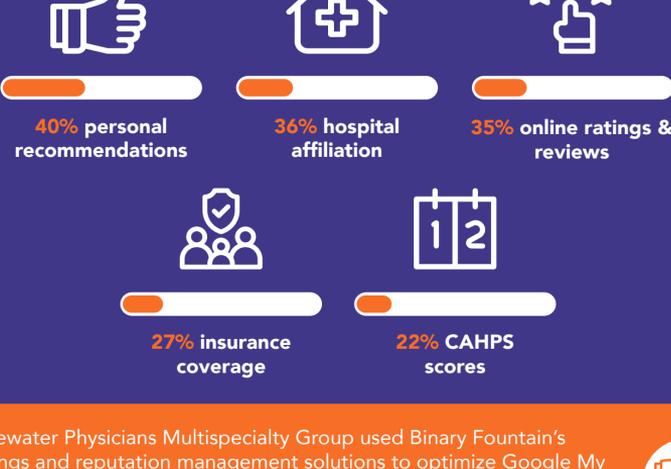
Healthcare-specific platforms cannot be ignored. Zocdoc, CareDash, Vitals, and U.S. News & World Report all have seen triple-digit growth since 2018.



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2. Evaluate Doctors & Decide on Care

Location is a top factor for 49% of healthcare consumers in evaluating physicians. Patients use multiple channels and tools in their decision-making process:



Tidewater Physicians Multispecialty Group used Binary Fountain's listings and reputation management solutions to optimize Google My Business pages, analyze patient feedback and improve quality of care. The initiative drove up patient experience and engagement metrics across the board.



Consumers read an average of 9 reviews before choosing a physician.



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3. Book an Appointment

Offer multiple channels for patients to schedule an appointment. In the last year, patients have booked doctor appointments by:



+69% Consumers using third-party sites to book appointments since 2018.

Willis-Knighton Health System used mass text messaging campaigns to send immunization reminders to **45,000** pediatric parents and guardians during COVID-19.



60-100% increase in average online appointment bookings following the implementation of text messaging initiatives.



Incorrect or missing contact information and services not being listed are the top booking frustrations for patients.

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4. Evaluating Patient Experience

Now, it's time to evaluate the experience with a provider and/or facility. Time spent waiting to see the doctor was cited by 32% of survey respondents as the most frustrating part of the patient experience, followed by:

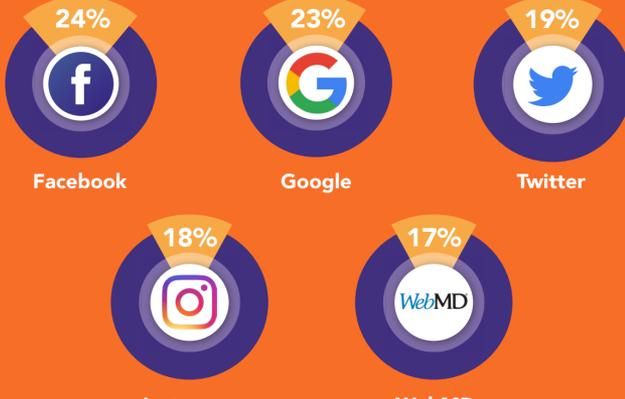


Temple University Health System used Binary Star Ratings to automate survey intelligence and publish physician directory pages across three medical groups. In one year, the reputation management program led to:



5. Reviews & Surveys

Evaluating patient feedback can inform review generation strategies. Only 18% of the top sites have never shared healthcare feedback on online platforms. The top sites where patients share their healthcare experiences online are:



Baptist Health South Florida used Mobile Testimonial text message campaigns to achieve a 322% increase in Google review volume across its urgent care facilities. In six months:



See the full studies at BinaryFountain.com