





*The 1980's brought about a shift in healthcare to a “delivery of service line” strategy that focused on the satisfaction of the patient — basically the type of service model you expect when you visit a restaurant. This strategy continues to evolve as patient demographics, patient expectations and technology shape the way providers and patients engage with each other. The expectations of patients and consumers alike are transitioning and transforming to a consumer-based model that allows more options. They are discovering that healthcare systems are starting to adopt and implement customer experience strategies. For example, creating optimal access to appropriate levels of care to achieve specific quality standards, such as appointment scheduling via the internet, text message and/or mobile apps. These forms of accessible communication lead to the patient getting the appointment they want with the end result being a positive patient experience.*

While these options to consumers are the genesis for health systems to look at their patient experience strategies, it has also led them to figure out better and more cohesive designs to ensure that their patients “show up” for scheduled visits. One impactful way is via text messages that enable them to interact with patients prior to the visit, as well as provide a sequence of designed texts before a visit to ascertain the information that results in an efficient, positive experience.

#### **PATIENT ENGAGEMENT**

So, how do we motivate patients to show up? The power of the text message! With a few simple, concise words, it's possible to initiate engagement with patients, by allowing them to feel that they have true ownership in the care being delivered. We all have busy lives and are often confronted with many unexpected challenges during the day, so being reminded — as well as instructed — with a specific sequence of texts on what to do prior to a visit lets patients feel at ease and in control. The byproduct of this type of communication allows health systems to plan their days accordingly based on confirmations from their patients. Moreover, it allows staff to book NEW appointments that can help generate faster delivery of care for other patients resulting in a continuous revenue stream for the health system.

#### **WHAT'S NEXT?**

Patients have confirmed their appointments and “checked in,” but the most frustrating part of the patient journey is still in front of them — WAITING! Let's be honest, no one likes to wait and a visit to the doctor can often carry a higher level of tension and anxiety. In fact, studies show that at the 20-minute wait mark, people start to get frustrated, and at the 50-minute mark they get up and leave. It's safe to say we all understand “things happen” that can delay our visit to our provider, but much like any other industry it's the lack of transparency that causes tension — and being uninformed of what is transpiring only heightens anxiety.

# DID YOU KNOW?

## UP IN THE AIR

Imagine that you've been waiting on a full airplane for the last 30 minutes and the pilot is not informing passengers as to why there is a delay. It's probably safe to say that many of us have had that experience and it can be frustrating to sit and wait. Now imagine the stress this places on the airline staff with passengers asking questions and becoming uneasy and at times confrontational. Now picture your administrative/nursing staff and the challenges they face when patients aren't informed of what's happening with their scheduled appointment.

Patients rarely show their complete dissatisfaction at the time, and will often schedule their next appointment simply to avoid a confrontation, however, they have absolutely no intention of coming back.

## CONNECT AND COMMUNICATE

TeleTracking's Community Scheduling and Workflow solution not only allows for patient self-scheduling, but also virtually allows the patient to "Get in Line," and pre-register their information — all prior to the physical visit. Scheduling this way also makes it possible to initiate text messages to keep them aware and informed prior to their appointment AND during their scheduled visit.

At the end of the day we are finding that organizations are making a shift from delivery of services to a new sector that includes an emotional experience, much like coming out of Disney World. People don't come out of Disney talking about the service they had — they come out talking about the experience they had.

*Text messages have a 98% open rate, while email has only a 20% open rate (Mobile Marketing Watch).*

*70% of U.S. consumers say they appreciate getting texts or emails from healthcare providers (Loyalty 360).*

*Text messages are read on average in under five seconds (SlickText), and while a segment of the patient population matures, the influx of new patients are becoming more tech-savvy — and demanding more from providers.*

*By 2020 millennials will account for 50% of the workforce.*

*75% of all consumers would pay more for a better customer experience, and of that majority, 89% would go to a competitor if they didn't get it (Off the Cusp).*



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Tracy has nearly 20 years of sales, field training and management experience, and has spent most of the last decade in the ambulatory space. His diverse background encompasses ambulatory EMRs, imaging, patient experience and outpatient access and flow. Tracy joined TeleTracking from Jellyfish Health where he was responsible for new sales and marketing strategy related to patient self-scheduling. Prior to Jellyfish, he held commercial roles with NextGen Healthcare, Konica Minolta, Greenway Medical Technologies, and Ricoh Americas Healthcare.