

7 Patient Engagement Fails to Fix Now

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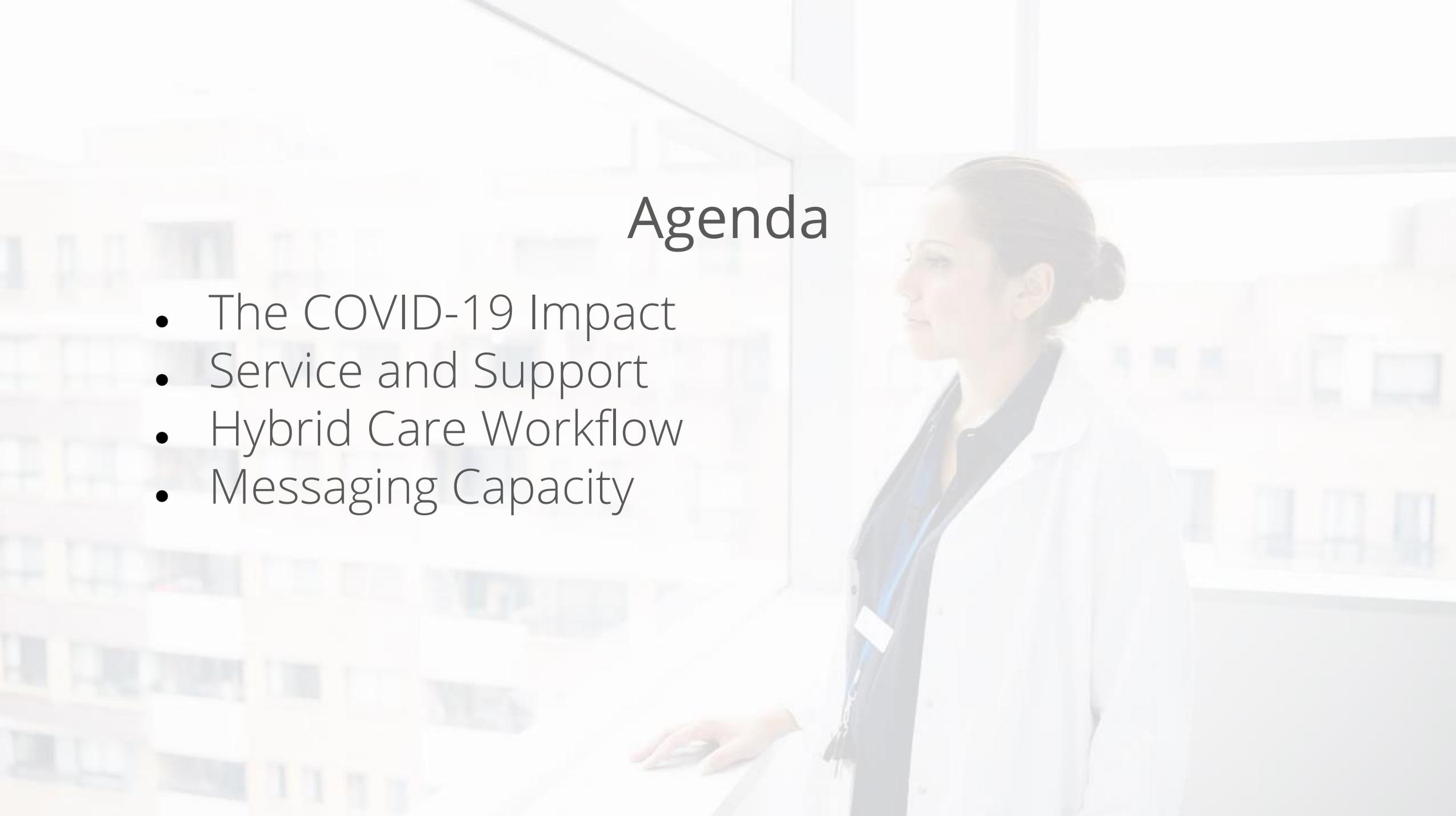
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Agenda

A woman with dark hair tied back, wearing a white lab coat over a dark blue top, stands in profile looking out a large window. The window shows a blurred cityscape with many windows. The overall image has a soft, light-colored overlay.

- The COVID-19 Impact
- Service and Support
- Hybrid Care Workflow
- Messaging Capacity

The COVID-19 Impact

- Sudden shut-down of some or all services
- Need for immediate patient communication on multiple fronts
 - Appointment cancellations and changes
 - COVID-19 protocols
- Quick ramp up of telemedicine



7 Communication Fails



Service



Support



Texting



Telehealth



Feedback



Paperless



Capacity



Tools don't offer self-service.

Why it matters:

Things are moving quickly and you need to move quickly. You can't wait on a vendor to make changes for you.



Tools don't offer self-service.

Ask yourself:

If I need an adjustment to my current messaging, how long will it take the vendor to implement that for me?

Will that response time change during high COVID activity (or other crises)?



There isn't enough support when you need it.

Why it matters:

When self-service isn't an option, experienced guidance and prompt support prevents holes in communication with patients.



There isn't enough support when you need it.

Ask yourself:

Is my vendor proactively suggesting effective communication strategies and tactics?

Can I get dedicated and prompt attention to my account when the need arises?



You can't text back and forth with patients.

Ask yourself:

Are patients often calling with routine questions that could be answered more easily via text?

Can patients get the immediate support they need for telehealth questions and issues?

Is my communication tool helping me manage my waiting room traffic?



Tools aren't flexible enough to support telehealth visits.

Why it matters:

Telehealth is part of the “new normal” and will likely continue to be so in some form.



Tools aren't flexible enough to support telehealth visits.

Ask yourself:

How am I getting telehealth visit links and instructions into patients' hands today?

Do I need to work with multiple vendors to provide telehealth services?



There is no ability to survey patients before and after visits.

Why it matters:

Pre-visit surveys allow you to assess patients and post-visit surveys allow you to assess patient satisfaction.

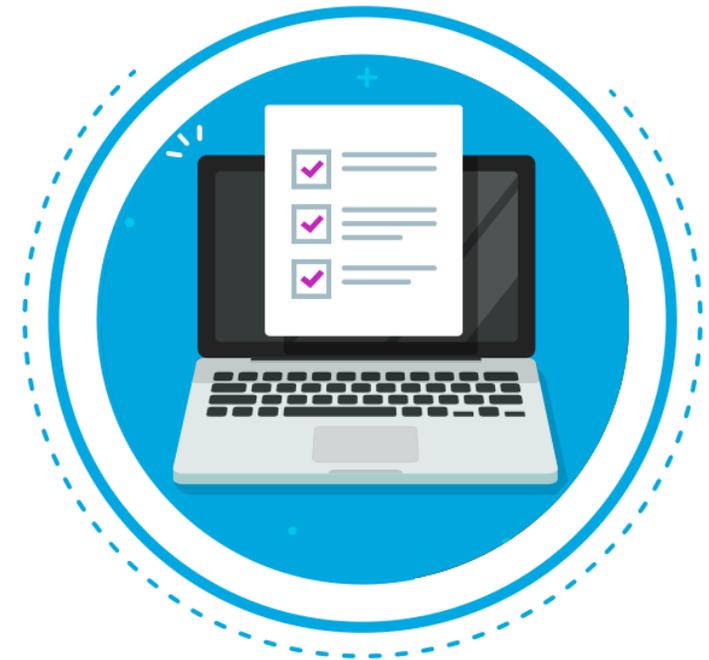


There is no ability to survey patients before and after visits.

Ask yourself:

Am I currently able to assess the patient ahead of their visit?

How am I gathering data after visits to find opportunities to improve patient satisfaction?



Tools don't provide options for digital intake.

Why it matters:

Shifting to paperless processes helps reduce the spread of disease and supports a virtual visit workflow.

51%

of patients prefer a doctor who lets them fill out paperwork online.



Tools don't provide options for digital intake.

Ask yourself:

Am I currently able to assess the patient ahead of their visit?

How am I gathering data after visits to find opportunities to improve patient satisfaction?



Capacity is a concern for the future.

Why it matters:

So many messages had to be sent in the early days of COVID-19 and some were delayed, impacting patient experience and care.



Tools don't provide options for digital intake.

Ask yourself:

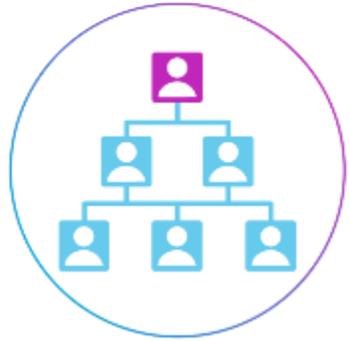
If another wave of COVID-19 comes, will patient messages be “stuck in line” behind others?

What impact will that delay have on the appointment schedule and patient satisfaction?



SR Health and COVID-19

SR Health gives providers the ability to connect with patients during the COVID-19 crisis.



Send text-first group messages

SR Health allows providers to communicate with patients through the most effective medium--text.



Send informational email(s) to all patients

Group emails to all patients can provide general information about any emergency - including COVID-19.



Use two-way text to connect to patients

Patients can get answers to questions from their home while keeping call volumes down.



Send specific pre-visit instructions

To encourage extra precautions, create and send specific information around COVID-19.



Offer access to telehealth options

Embed telemedicine links in appointment reminders, pre-visit instructions and group messages.



Add pre-visit screening to digital intake

Allow providers to ask patients about COVID-19 symptoms and reduce time in waiting rooms.



Demo for \$50 Doordash!



Schedule your SR Health consultation, and dig into each communication point throughout your patient's journey, including scheduling, follow-up care, financial-related interactions, and other ongoing outreach.

<https://www.srhealth.com/consultation-amga-webinar>



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