

No. We Don't Have an App for *That*.

APPS, APPS EVERYWHERE!

165,000+ healthcare apps available via Apple and Google¹

19
The percentage of smartphone owners that have at least one.²

Fewer than **36** apps account for **nearly half** of all downloads (mostly calorie counters and step trackers)³

90+
The number of accounts the average American has.⁶

19
The number of passwords the average American has.⁷

Hospitals are getting into the game, too.

66% have a mobile app. Sadly, only **2%** of patients use them⁴

Align Digital Strategy with Consumer Demand or Risk:

\$100 MILLION in lost annual revenue.⁸

Your **website** can help.

77% of consumers think online appointment scheduling, is important.⁹

68% are relieved when tasks, like appointment scheduling, are made digital.¹⁰

65% feel a sense of confidence and **55%** feel comfort.¹⁰

44% would choose a doctor that allows them to schedule appointments online.¹¹

When done right, online self-scheduling functionality supports:

- Patient acquisition
- Patient satisfaction
- Care coordination
- Load balancing



It also encourages brand recognition and brand loyalty.

A PATIENT **Communications Platform** CAN HELP, TOO.

85% of consumers want digital appointment reminders, medication reminders and general health tips.¹²

When done right, voice, text and email communications help with:

- Patient satisfaction
- Reductions in no-show rates
- Speed in payment

59% believe that email and text reminders supporting wellness are important.¹³

64% of consumers say they don't use online patient portals.

And Voice, Text and Email Communications Can Drive Portal Use.

Use them to **contact patients** who aren't registered for the portal and drive them to use it.

Voice, text & email are **allowed** under HIPAA* as long as they relate to a healthcare appointment.

Patients portals CAN'T REACH patients who aren't registered.

Clearly, there's a place for technology in healthcare, but it's got to be done right – **with consumers' wants and needs in mind**. No app required. We can help.

Learn more at www.inquicker.com.