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

A HOSPITAL'S GUIDE TO ENGAGEMENT
TECHNOLOGY THAT **ACTUALLY WORKS**

BMI

98%

120/80

Stericycle®
Communication Solutions

TABLE OF CONTENTS

No. We Don't Have
An App For That.

Consumers want technology and believe it leads to better care, but apps aren't necessarily the answer. Instead of relying on apps, hospitals and health systems should look to highly customizable, **cloud-based solutions** to support their strategies around patient acquisition, engagement, satisfaction and retention. Aligning patient preferences with digital efforts can deliver significant ROI in each of these important areas.

Introduction

The majority of hospitals and health systems in the U.S. have gone to the time and expense to develop an app. Unfortunately, research shows that **few people use them.**
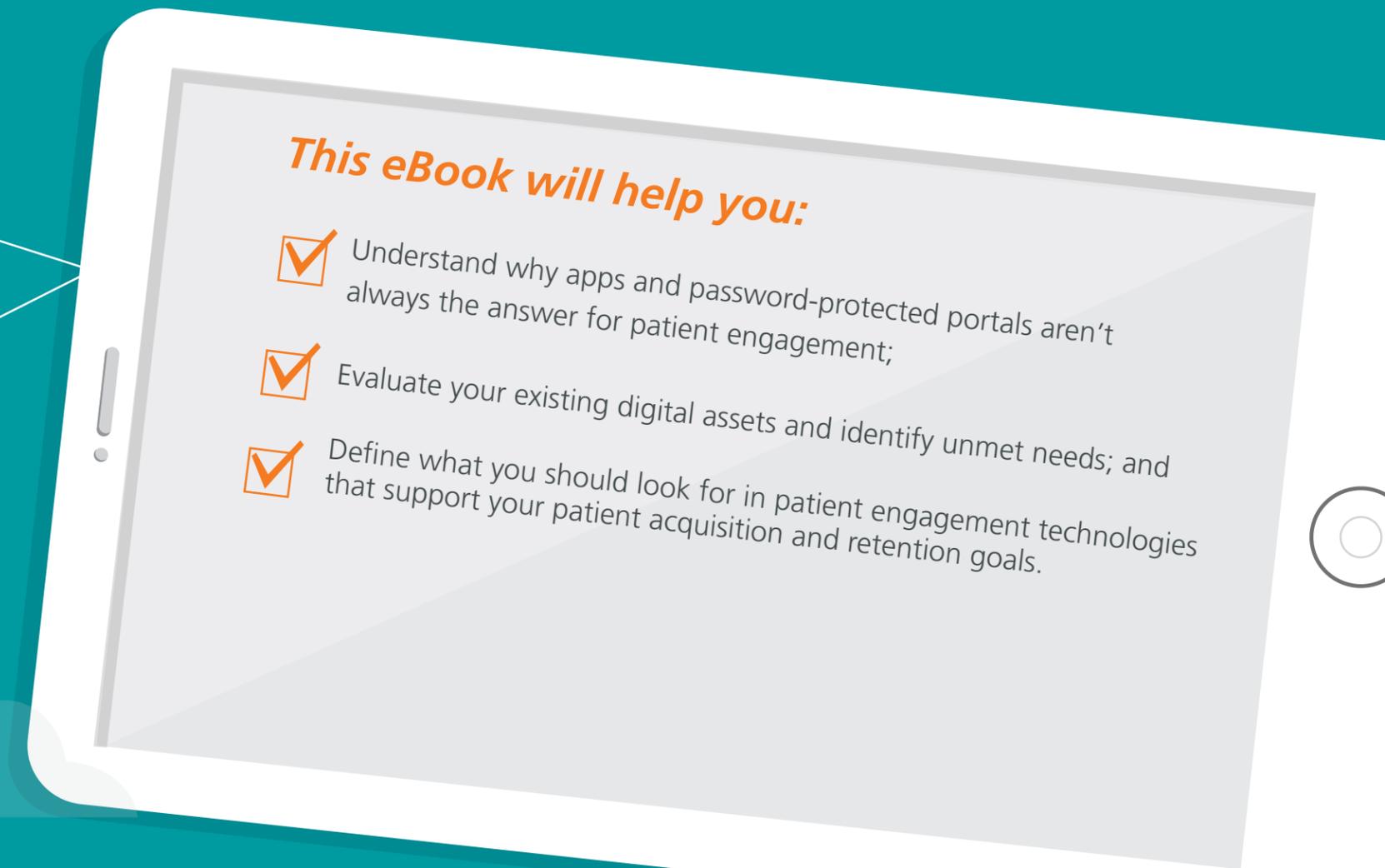
This eBook will help you:

- ☑ Understand why apps and password-protected portals aren't always the answer for patient engagement;
- ☑ Evaluate your existing digital assets and identify unmet needs; and
- ☑ Define what you should look for in patient engagement technologies that support your patient acquisition and retention goals.

More than **2/3** of hospitals have a **mobile app** but only **2%** of patients are using them.

in the largest U.S. hospitals.

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THE HEALTHCARE APP LANDSCAPE – AND WHY YOU MAY NOT WANT AN APP FOR THAT

There are more than 165,000 apps to help consumers stay healthy or monitor a medical condition.[1] In fact, 19% of smartphone owners have at least one health app on their phone.[2] (Unfortunately, just three dozen account for nearly half of all downloads and most focus on fitness or wellness by helping the user do things like count calories or track steps walked.[3])

Hospitals are getting into the app game, too. More than two-thirds have a mobile app, but, according to a recent report by Accenture, only 2% of patients in the largest U.S. hospitals are using them.[4]

"Hospital apps are failing to engage patients by not aligning their functionality and user experience with what consumers expect and need," says Brian Kalis, managing director in Accenture's Health Practice. "Consumers want ubiquitous access to products and services as part of their customer experience, and those who become disillusioned with a provider's mobile services – or a lack thereof – could look elsewhere for services."

In short: Patients want more services and greater access to healthcare, but they don't necessarily want another login and password. The average American already has more than 90 online accounts[5] and 19 passwords![6]

The takeaway:

Hospitals and health systems **must align their digital efforts** *to service the customer's demands. Failure to do so could cost hospitals more than $100 million in lost annual revenue.[7]*

1 IMS Institute for Healthcare Informatics, September 2015
2 Pew Research Center
3 IMS Institute for Healthcare Informatics, September 2015
4 Accenture, 2015
5 Dashlane.com
6 Nakedsecurity.sophos.com
7 Accenture, January 2015

CONSIDER YOUR EXISTING DIGITAL ASSETS

Your Website

Your website is a key component of your branding and marketing strategies, and you likely invest heavily in it. So, what do you expect from this investment? Are you getting things like:

- Brand recognition
- New patients
- Patient feedback
- Provider listings
- Service line "sales"

Where is your website falling short?

If your website is like many across the hospital industry, it likely supports patient acquisition with a phone number to book an appointment. While this is well and good, it doesn't help you acquire patients the way today's consumer-minded patients want to be acquired: with a big "*Book Now*" button that is accessible from any device, any location, at any time of day – no username or password required.

Your Patient Portal

Your patient portal was likely purchased with a specific goal in mind: compliance. Now that you've got it, are you making the most of it? How do you want to benefit from your portal? Perhaps you'd like patients to:

- Complete intake forms
- Download and upload health information
- Access visit summaries and care plans
- Access prep instructions for their appointments
- Utilize it to share health information with other providers

The average American already has **more than** **90** online accounts and **19 passwords!**

South Shore Med

username

password

Forgot Password....Again?

Save Password!
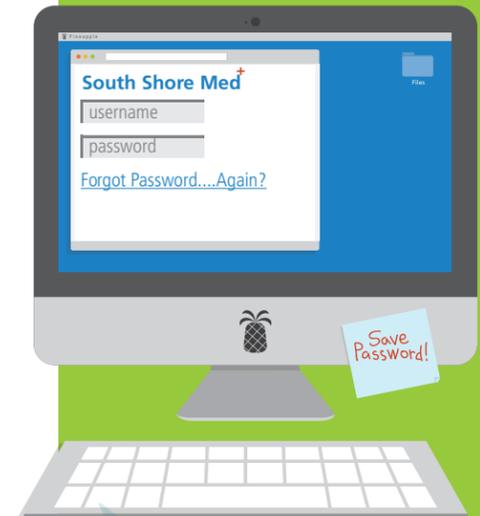
more_c0wb3!!
daisYm@y42
password
LikeIts1999
iLoveKetc#up79
redWeasley7
PopT@rtUn!corn
1234
fr!daysWewearP!nk04
newkiddos
qweRty
RUFFF08
urObnGo@ts34
pr0Bballer17
LochNeSSMobster222
GoachSpiel

#3LP!!

64%
of Americans
say they **don't use**
online patient portals.[10]

59%
believe emails and texts
supporting wellness
are important.[18]

77%
of consumers think
that the ability to
book, change or
cancel healthcare
appointments
online is important.[8]

What about secure messaging? Research shows that 76% of consumers want to be reminded of their healthcare appointments and 69% want reminders to arrange appointments or to prompt them to take their medication.[9]

Is your portal achieving these goals for your organization, and if so, for what percentage of your patient population?

What Your Website Should Be Doing for You, But Probably Isn't:
Online Self-Scheduling – No Username and Password Required

Online self-scheduling is the quickest and easiest way to get ROI from your website. By creating an opportunity for patients to access care from any device, at any time, from any location, you turn your website into a one-stop shop for doing business with your health system. Suddenly, your website becomes an ecommerce tool and not just an information source.

Today, only 2.4% of appointments can be self-scheduled. By December 2019, 66% of U.S. health systems will offer online self-scheduling and 64% of patients will book appointments this way, delivering $3.2B in value.[11]

What Your Portal Should Be Doing For You, But Probably Isn't:
Educating and Engaging Patients with Personalized, Proactive Communications

Patient portals can be an incredible source of information for patients. However, they cannot execute communications to patients who are not registered, and rarely allow for proactive, customized communications in support of prevention, disease management and wellness (appointment reminders, etc.).

By communicating with patients in the way they want to be communicated with – via voice, text or email (not an app) – you can increase patient engagement and simultaneously drive portal usage. Patient communications through voice, text and email are allowed under HIPAA, as long as they relate to a healthcare appointment. This means you can contact patients who are not already registered for the portal and encourage them to register and utilize it over the long-term.

Additionally, by sending appointment reminders and follow-up messages with links to your portal, you not only optimize the value of your portal, but also encourage a reduction in no-show rates and improvement in patient satisfaction and care adherence.

Consider Your Audience And The Opportunity

There's good news! With a website and portal in hand, you're primed to take your digital strategy to the next level – and your patients are ready and waiting.

- 58% of patients believe that
  technology leads to better care.[15]

- 77% of consumers think that the ability
  to book, change or cancel healthcare
  appointments online is important.[16]

- 85% of consumers would welcome
  digital appointment reminders,
  medication reminders and general health tips.[17]

- 59% of consumers believe that email and text
  reminders that support wellness/prevention are important.[18]

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.

8 Accenture, December 2014
9 FICO, July 2014,
10 Xerox's 5th annual EHR Survey, December 2014
11 Accenture, December 2014
12 SureScripts, October 2015
13 SureScripts, October 2015

14 Annals of Family Medicine, January 2016,
15 Nuance Communications, August 2015
16 Accenture, December 2014
17 Annals of Family Medicine, January 2016,
18 Harris Poll, January 2016

85%

of consumers would welcome [14]

DIGITAL

Health tips

DENTIST
Friday
Apr. 29, 2pm

Oogle Mail
Doctor Ruby
Dr. Ruby
Claire D.
Jay P.
Cameron T...
Phil D.
Farbucks Cof...
ss G.
Rachel G.
Pineapple

Health Tips Monthly

Sophie, did you know strawberries are high in nutrients and have boatloads of vitamin C ?

Get More Health Tips

Self-scheduling

dog food!

Pineapple

Lucy

Doctor Ruby

Your Info
name
birthdate
address
phone

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

reminders

Doctor Ruby

Today 2:55 PM

Justin,
Remember to take your medicine in 5 minutes.

Message

Doctor Ruby

Dean,
Please confirm your check-up for Wednesday.

I'll be there!

RESCHEDULE NOW

for appointments

& medication

14 Annals of Family Medicine, January 2016,
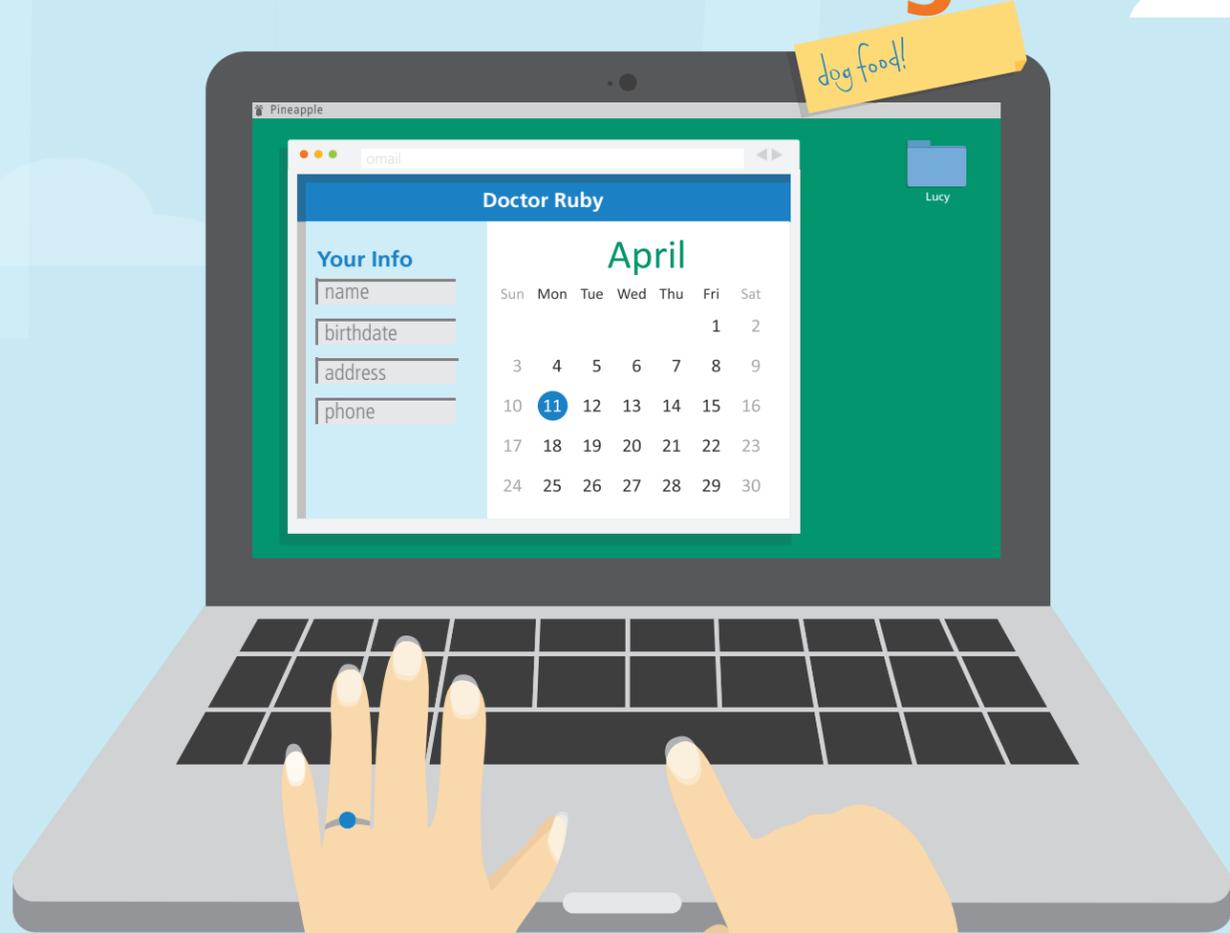
WHAT TO LOOK FOR IN AN ONLINE SELF-SCHEDULING SOLUTION

According to Kurt Essenmacher, a part of the Stericycle Communication Solutions team behind online self-scheduling solution InQuicker, the ideal solution should work enterprise wide – from the ED and urgent care to physician groups and other service lines.

Other things health system leaders should look for in an online self-scheduling solution include:

Brand Protection: An online self-scheduling solution that places the hospital or health system's brand front and center and seamlessly integrates patient self-scheduling functionality directly into their web site (not the solution provider's site)

A Solution That's Easy to Implement and Easy to Use: Should integrate directly into existing EHR, CRM, practice management and/or revenue cycle management software and deliver an easy-to-use, retail-like "guest checkout" experience

Digital Marketing Focus: Should drive patient acquisition from day one with health system-branded landing pages; best practice-based consultations; and support in creating and sustaining paid search campaigns

Robust Analytics and Reporting: Should provide valuable insights into both the patient population and digital marketing efforts – proving ROI on an on-going basis

"You also want a solution provider with extensive experience working with Tier 1 hospitals and health systems," Essenmacher adds. "Seasoned implementation and account management professionals and 24/7 support are critical as well."
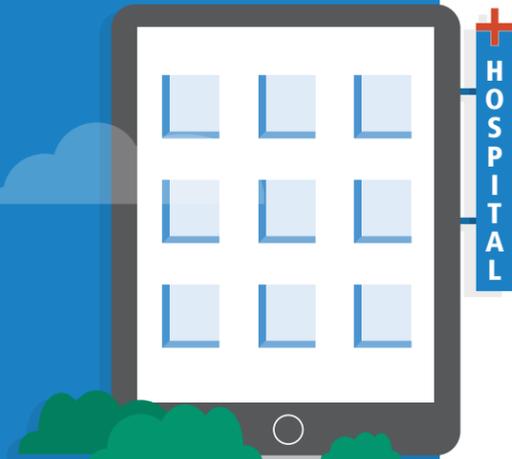
"An enterprise-wide approach ensures a **seamless patient experience**, while simultaneously encouraging brand loyalty and preventing leakage,"

VP, Client Services

WHAT TO LOOK FOR IN A PATIENT COMMUNICATION PLATFORM

According to Jeremy Greven, Chief Innovation Officer at Stericycle Communication Solutions, the company behind patient communication solution PatientPrompt, hospitals and health systems should seek a technology partner that is continually innovating and delivering new features and functionality to further patient engagement and ROI.

The most effective patient communication platform will also provide:

Message customization capabilities (patient demographics, patient clinical information, provider information, billing information, etc.)

An ability to **distinguish between voicemail and a live voice**. Critical for knowing what message, or parts of the message, should be delivered. For example: "Press 1" option would not be used in a voicemail message

Interactive texting capabilities. Important for multi-step processes via text.
For example: *Text 1 – Reply CONFIRM; Text 2 – Sends "Thank You" plus link to map*

Professional voice recordings. Supports message clarity and has also been shown to improve response rates and customer satisfaction

An ability to **consolidate multiple messages** for one household

An ability to create **customized protocols**, such as order of delivery method (email, voice, text), time of day, day of week, and number of days from date of service

Call metering. Vital for managing the volume of outbound calls in instances where it's necessary to manage redirects to live agents

Rapid re-try of busy signal. Important to ensuring a higher response/reach rate

Doctor Ruby

Today 2:55 PM

Justin, Reply **CONFIRM** to keep appointment

CONFIRM

Thank You. Oogle map to Dr. Ruby

Message   Send

Dr. Ruby
1585 N. Main St.

DID YOU KNOW

Doctor Ruby
SouthShore Med

68%
of patients feel relief when their provider makes administrative tasks, like appointment scheduling, digital.

98.6° F
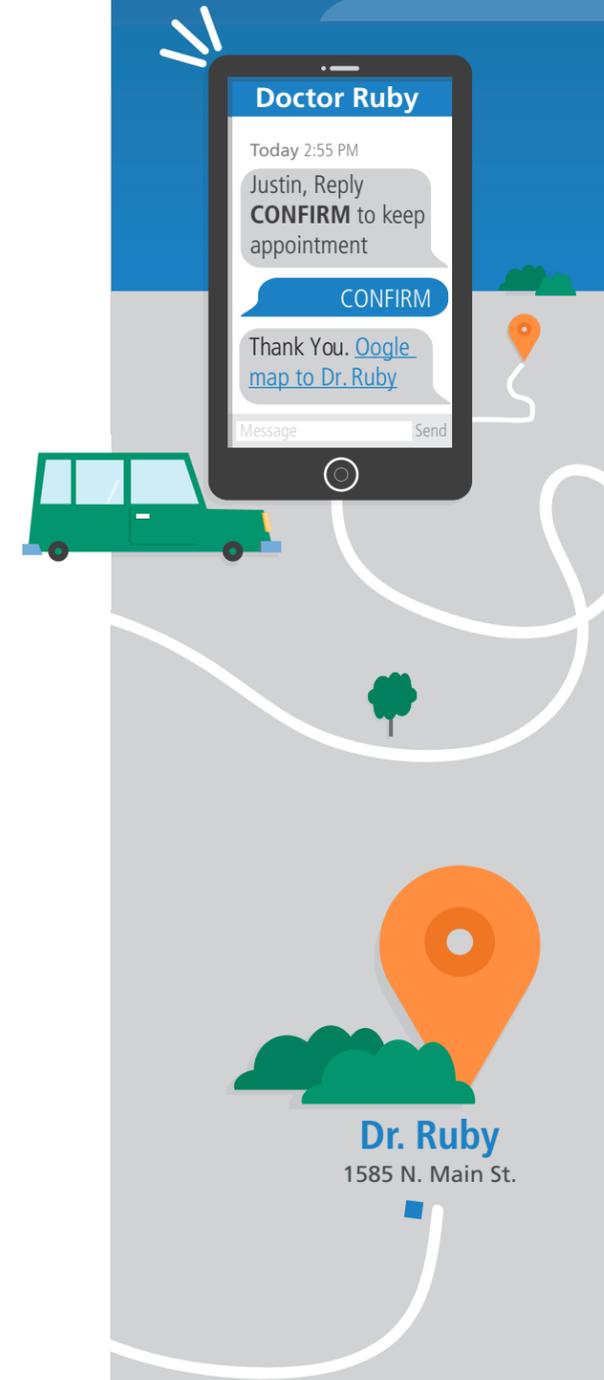
Additionally, **65%** feel a sense of confidence and **55%** feel comfort.[12]
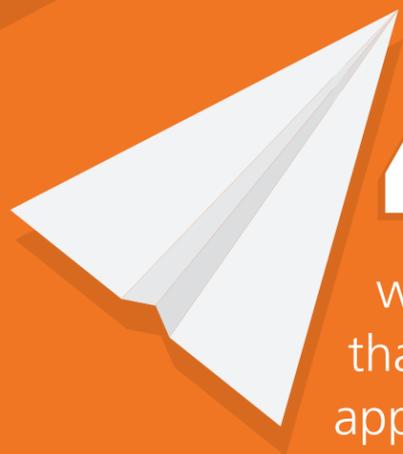
When evaluating two comparable doctors,

44%
would choose a doctor that allows them to schedule appointments online.[13]

Dr. Murphy Webinar—May 10

12 SureScripts, October 2015
13 SureScripts, October 2015

CONCLUSION

There's no arguing that consumers want technology and believe it leads to better care. Highly customizable, cloud-based solutions that give patients what they want – while simultaneously supporting provider strategies around patient acquisition and retention – can deliver significant ROI.

Is your hospital or health system positioned to achieve success,
without an app?
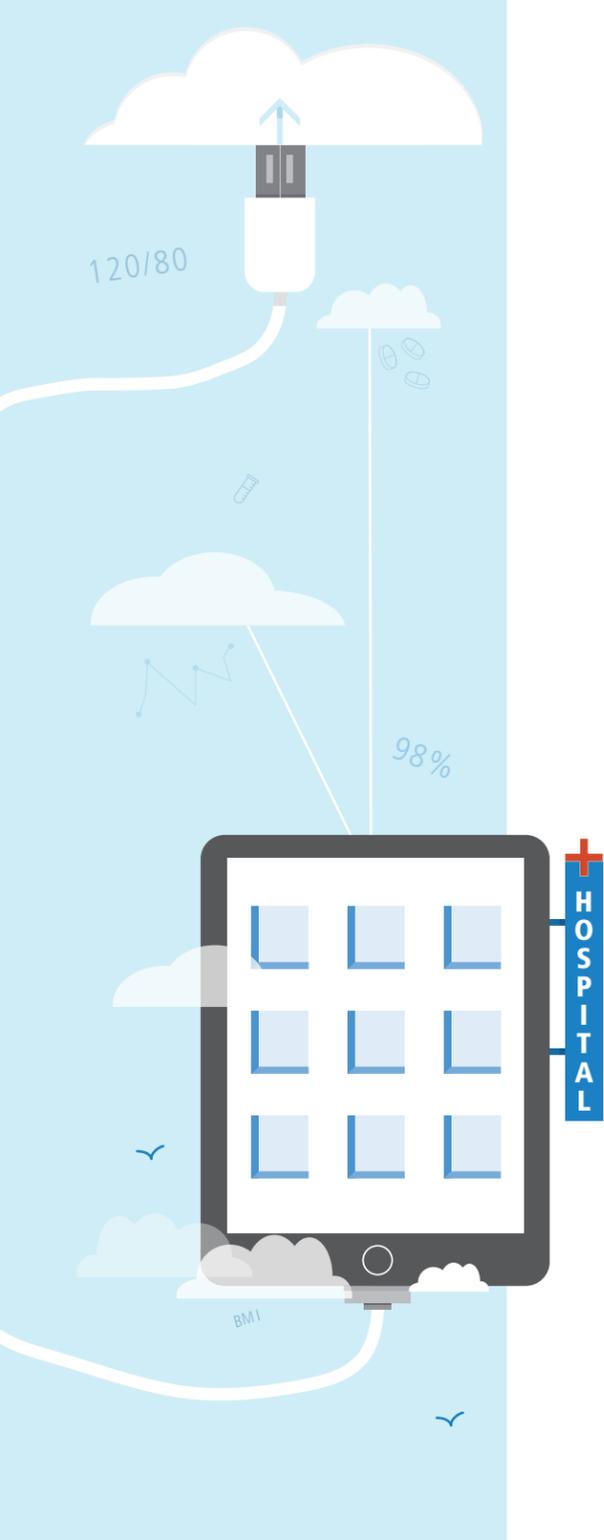
InQuicker
www.inquicker.com

InQuicker is the online, patient self-scheduling solution of choice for leading health systems such as Dignity Health, Ascension, SSM and Tenet. On average, InQuicker users see:

- 36% net new patients to facility
- 200% increase in online conversions
- 25-35% increase in commercially insured patients
- 90% patient satisfaction, supporting better reimbursements
- ROI achieved 45 days after "go live"

PatientPrompt
www.patientprompt.com

PatientPrompt has been a market-leading platform for text, email and live-voice patient communications since 2007. It supports provider strategies around patient engagement and satisfaction, and empowers providers to be proactive partners to the communities they serve. On average, PatientPrompt users see:

- 80% reduction in no-shows
  - 94% of patients who get a reminder show up for their appointments
  - 97% of patients who confirm in a reminder show up for their appointment
- Speed payments by as much as 30 days

Schedule a Demo

There's no arguing that **consumers want technology** and believe it leads to better care.