

# Launch, Scale & Optimize Your Digital Self-Service Offerings

05 | 16 | 24



# SPEAKERS



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# AGENDA

- **Keys to Digital Self-Service Success**
- Discussion
- Q & A

# Patients want to engage digitally

Research shows consumers are interested in replacing certain behaviors with digital options

**80%**  
leverage two or more online resources to search for care

**69%**  
interested in completing pre-visit questionnaire online

**69%**  
interested in making a payment online

**75%**  
millennials scheduled their most recent appointment online







## Gaps in schedules are costly

Leaving open appointment slots can cost thousands per week.



**26%**

of online healthcare appointments scheduled are for same or next day



# Front desk staff are overwhelmed—which negatively impacts patient intake

**40% of patients feel frustrated** when wait times exceed 20 mins and of those, 30% have left the appointments

# End-to-end digital self-service

From attracting new patients with **search** to simplifying **schedule** and **check-in** workflows a **crawl, walk, run** strategy exists...



## SEARCH

- Create a user-friendly find care experience on your website
- Expand the array of care options available in the search experience
- Broaden your online reach so patients can easily find care wherever they are searching



## SCHEDULE

- Launch online scheduling with a pre-determined cohort of providers
- Expand online scheduling to additional appointment types and specialty providers
- Add imaging and other services such as flu shots to online scheduling



## CHECK-IN

- Launch digital check-in and payment
- Add custom content into the check-in process so that patients receive targeted promotions
- Enable patients to indicate that they've arrived at an appointment using their personal devices

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# THANK YOU

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