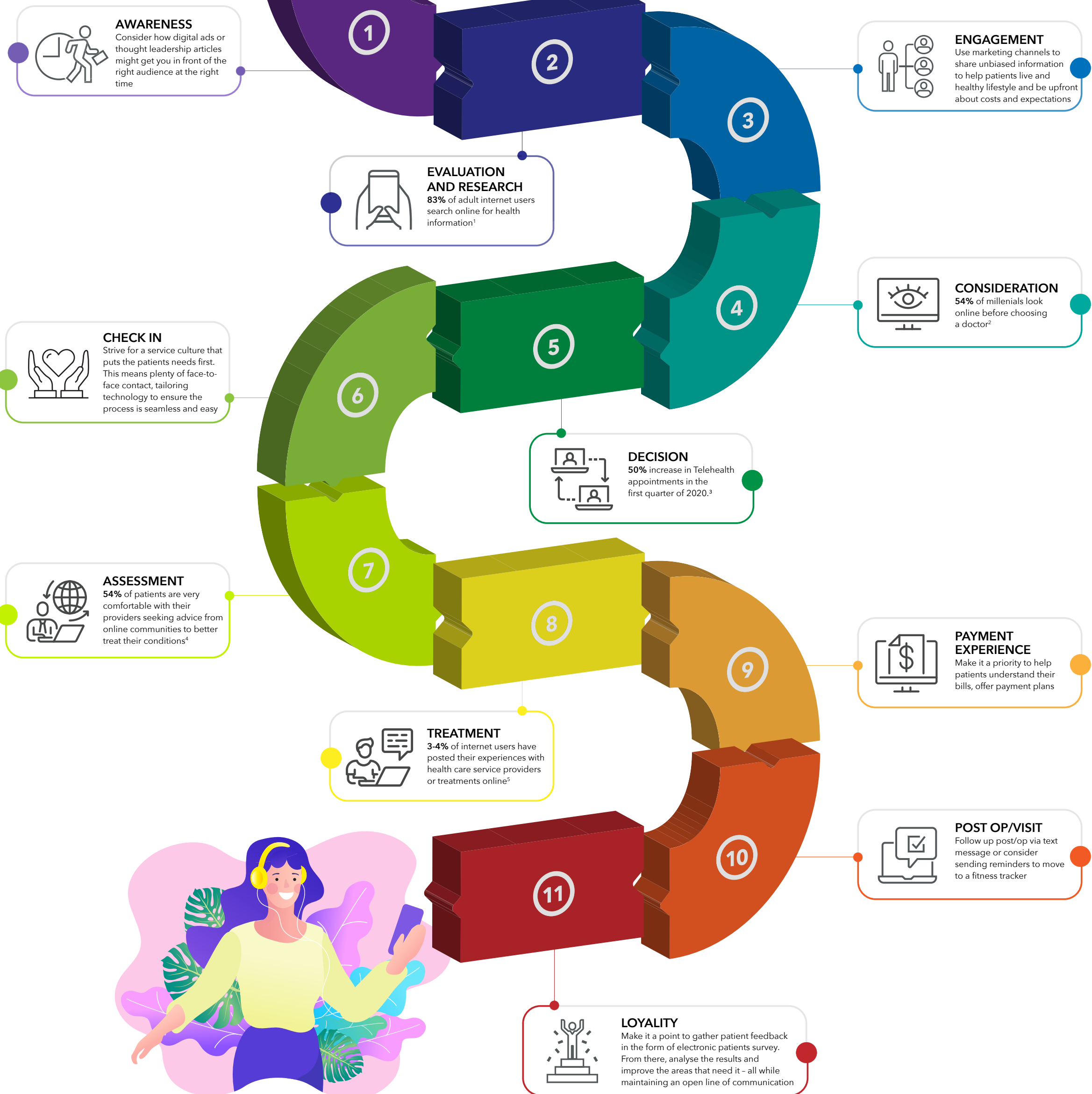


How patients select their healthcare

Having an understanding of today's patients and the steps they take as they navigate the selection of a caregiver, diagnosis and treatment will be crucial to providing a positive patient experience.

Acting now as a "buyer" the patient is more empowered than ever before, gathering information and carefully weighing the options before setting foot in a doctor's office. This change in the patient awareness, combined with increasing pressure from value-based care to improve patient outcomes and limit readmissions, plays an important role in a patient's journey.



Sources

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