



How patients select their healthcare providers

Understanding today's patients and the steps they take as research and navigate the selection of their diagnosis and treatment options and their practitioners or caregivers is crucial to providing a positive patient experience.

Acting now as a "buyer" the patient is more empowered and usually more diligent than ever before, researching, gathering information and carefully weighing the options before making an appointment or setting foot in a doctor's office - or making a Zoom call!

This change in patient awareness, combined with increasing pressure from value-based care to improve patient outcomes and limit readmissions or unneeded appointments, plays an important role in a patient's journey.




AWARENESS
Consider how digital ads or thought leadership articles might get you in front of the right audience at the right time



ENGAGEMENT
Use marketing channels to share unbiased information to help patients live and healthy lifestyle and be upfront about costs and expectations



EVALUATION AND RESEARCH
83% of adult internet users search online for health information¹



CONSIDERATION
54% of millennials look online before choosing a doctor²



CHECK IN
Strive for a service culture that puts the patients needs first. This means plenty of face-to-face contact, tailoring technology to ensure the process is seamless and easy



DECISION
50% increase in Telehealth appointments in the first quarter of 2020.³



ASSESSMENT
54% of patients are very comfortable with their providers seeking advice from online communities to better treat their conditions⁴



PAYMENT EXPERIENCE
Make it a priority to help patients understand their bills, offer payment plans



TREATMENT
3-4% of internet users have posted their experiences with health care service providers or treatments online⁵



POST OP/VISIT
Follow up post/op via text message or consider sending reminders to move to a fitness tracker




LOYALTY
Make it a point to gather patient feedback in the form of electronic patients survey. From there, analyse the results and improve the areas that need it - all while maintaining an open line of communication



Sources

- 1 - The Social Life of Health Information <https://www.pewresearch.org> |
- 2 - EBRI Survey - Consumer Engagement in Health Care Among Millennials, Baby Boomers, and Generation X: Findings from the 2017 Consumer Engagement in Health Care Survey |
- 3 - <https://www.healthcareitnews.com/news/cdc-telehealth-visits-more-doubled-march-2020> |
- 4 - <https://excitehealthpartners.com/insight-learning/social-media-and-health-it/> |
- 5 - Health Online 2013: National survey by the Pew Research Center's Internet & American Life Project