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5 Must-haves for your patient engagement strategy

Consumer demands are shifting, and patient demands for digital health are growing quickly. Delivering better patient experiences is paramount to patient —and organization — well-being.

1 Omni-channel platform

Unified communication across channels

Give patients the convenience of interacting on their terms with 24x7x365 access via phone, online chat, or text. A single platform for managing patient communication across channels can help engage customers, satisfy their needs, and improve your bottom line.

2 Patient experience ratings

A first-rate reputation

An increasing number of patient reviews and third-party reports can be viewed online on sites like Healthgrades, Hospital Compare, Angie's List, or the State Department of Health. Patients searching for a provider will use this information to determine where they choose to receive care.

3 Data touchpoints

Comprehensive data points

When evaluating patient satisfaction, there is no such thing as an insignificant data point. Patient surveys, whether they are administered by the provider or an outside source, can be as granular as the amount of time spent in a waiting room or a doctor's demeanor, or how easy it was to reschedule an appointment. Data points can include satisfaction with organization notifications, elapsed time between call-backs, ease of patient portal use, and more.

4 Automation and AI
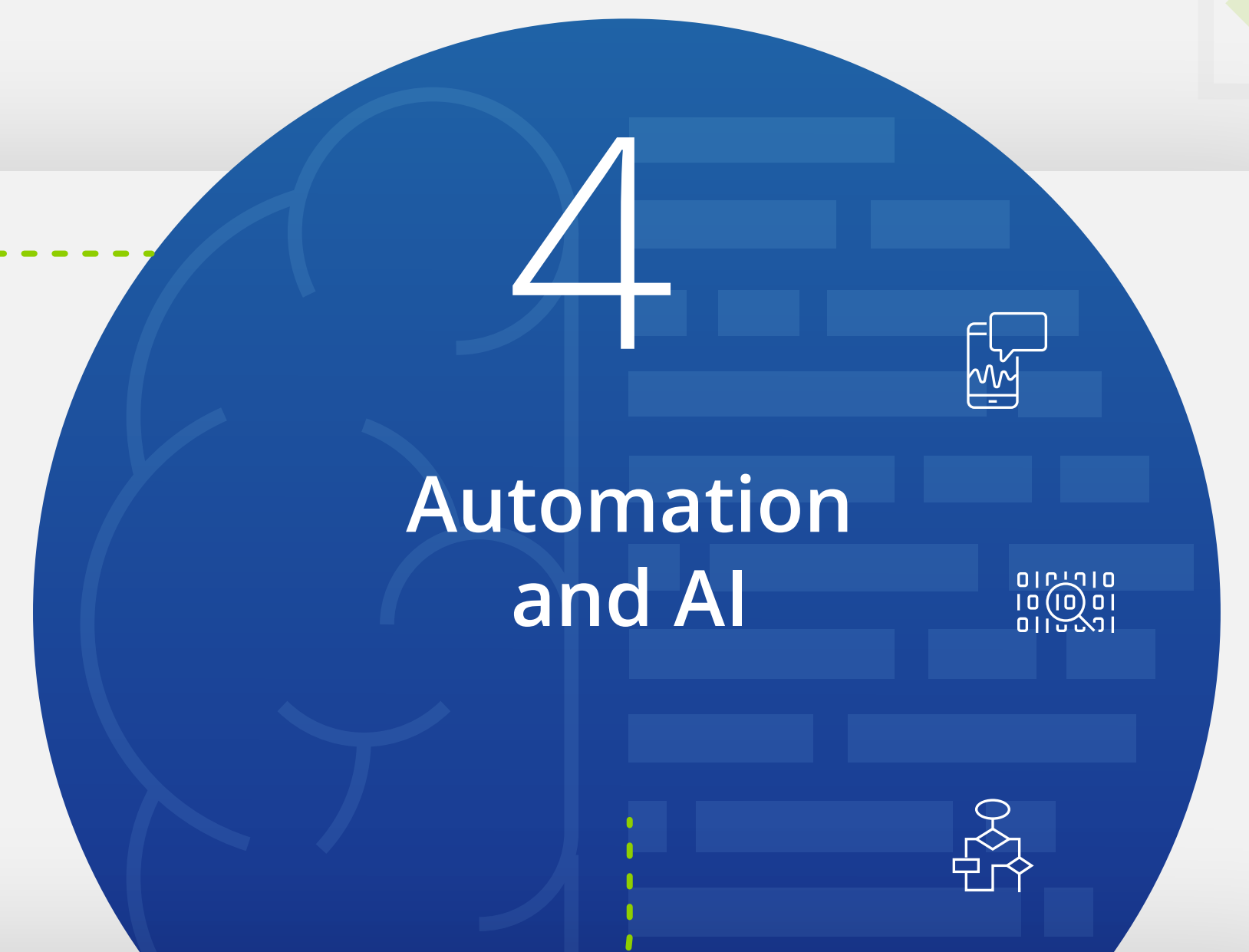
Personalized patient interactions

Use patient data from a healthcare organizations' EHR, CRM, patient access center, and financial systems to deliver conversational interactions and contextually relevant, helpful responses.

5 A human experience

Technology with the human touch

Some patient inquiries — like appointment scheduling and FAQs — can be easily resolved with self-service options and automated information. Others require assistance from live agents. Flexible, smart solutions take care of patients and provide efficient, successful interactions regardless of issue and regardless of channel.

Let's modernize the digital front door and improve the patient experience together.
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