

The ROI of Patient Engagement

Patients want more engagement with features like text reminders and online scheduling and better customer service, including follow up communications from providers.

As a healthcare provider you might worry that engagement activities add work with little return. But, here's the good news. The costs can be smaller than you think and the return is clear and measurable.

Providers Agree Engagement Improves Care



84% of physicians believe patient engagement is beneficial

60% of providers believe access to online records improves quality of care

Engaged patients have **15%** Fewer Readmissions

Engaged patients experience **17%** Fewer Medical Errors

But They Worry About the Lack of Reimbursement



75% of physicians state that the lack of reimbursements is a barrier for using secure messaging

42% of physicians said there is insufficient payment for patient engagement



However, This is What Patients Want



Patients want their provider to use technology that improves access and communication to give them more involvement in their own care,



76%

of patients say technology has the potential to improve their health

Communication

Access

Involvement

62% of patients want to communicate with providers by e-mail

64% of patients would schedule online

9/10 want shared decision making with their provider

69% of patients feel it's important for providers to follow up

69% of patients say digital services important when choosing a physician

2/3 of patients would switch providers for access to medical records online

And, There are Financial Benefits

Worry no more. In addition to improving care, there are financial benefits that come from offering the engagement and service patients want.

73% of healthcare leaders surveyed see **positive ROI** from personalization technologies, like text messaging.



Communication

Access

Involvement

Reducing no shows can increase revenue

Using online scheduling and improving online presence can bring in

Practicing in value-based care programs can increase payments by as much as

\$25k per year per physician

20% more new patients

27% through programs like MIPS

Sources:

Accenture / AARP / CDW / HIMSS / Johns Hopkins / Technology Advice / University of Rochester