

# Essential Pre-encounter Patient Engagement



Improve your patient care experience by refining your pre-encounter patient communication strategy. Pre-visit engagement should factor in five points of communication, all of which can be optimized (and in some cases automated) to improve practice performance and provide a better patient experience.



**CONSIDER THESE AREAS:**

- Discovery
- Contact process
- Appointment confirmation
- Pre-visit communication
- Appointment reminder

## Are patients finding your practice?

Increasing practice visibility directly correlates to an increase in patient volume as well as provides the opportunity to reinforce credibility leading up to a visit. Ensure you're optimizing your search presence:

Create and regularly update company listings on search engines like Google and Yahoo.



**77%** of patients HAVE USED AN ONLINE SEARCH prior to booking a doctor's appointment



Ensure your website is optimized for SEO.



**0.78%** OF GOOGLE SEARCHERS CLICKED on something from the second page<sup>1</sup>

Make sure you're listed on review sites and monitoring your rating.

**70%** said online ratings & review sites had INFLUENCED THEIR CHOICE OF PHYSICIAN<sup>2</sup>



Create social media accounts as another source for patients to locate and contact your practice.

**54%** of social browsers consistently use SOCIAL MEDIA TO RESEARCH PRODUCTS<sup>3</sup>



## Increase Visibility

Take exposure to the next level by enhancing your listing with paid promotion and advertising.



**PPC (PAY PER CLICK)** – Search engine advertising that promotes your page and allows you to bid for clicks.



**SOCIAL MEDIA ADVERTISING** – paid advertising on social networks that involves targeting your ideal audience and delivering marketing messages.



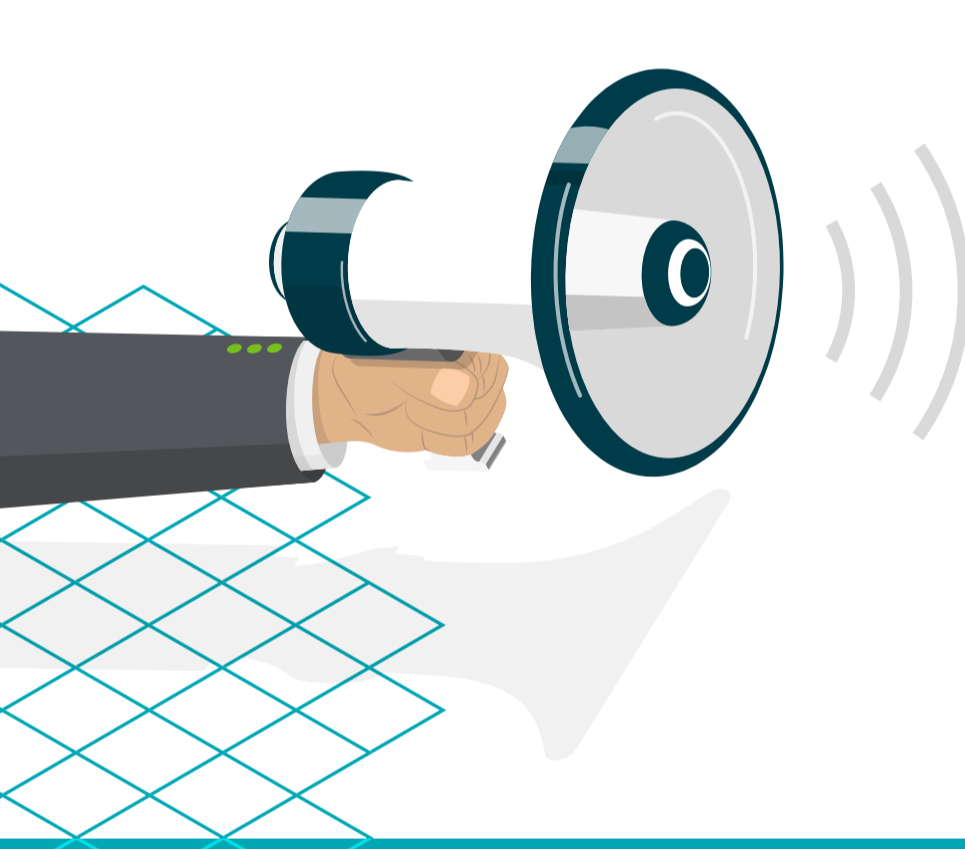
**ENHANCED SITE LISTINGS** – many review sites offer an option to pay to promote your listing ensuring additional exposure.



## Are you easy to contact and catering to changing communication preferences?

Make sure it's easy for patients to contact your practice and cater to their engagement preferences. Offering multiple options to communicate provides a better experience based on patient preference and can help with practice efficiency.

Provide options to communicate with your practice, including: PHONE, LIVE CHAT, EMAIL, ONLINE FORM, PORTAL & TEXT



**58% of patients** EXPECT ACCESS TO A PATIENT PORTAL AND PREFER IT FOR COMMUNICATION



## Improve

PRACTICE EFFICIENCY & PATIENT EXPERIENCE WITH: Online Scheduling, Bill Pay, Patient Intake, Communication



**TIP:** Make contact information prominent on website, online listings, social and marketing materials.

## Do you have a post appointment setting communication strategy?

Continue patient engagement leading up to an appointment to build relationships, foster trust and set expectations prior to a visit. As an added benefit, it will help improve practice efficiency and avoid lost revenue.



### ENGAGE & EDUCATE

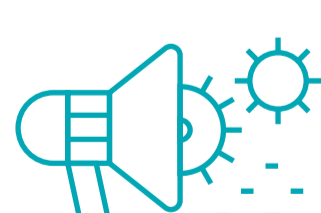
Reinforce practice and providers' credentials and let patients know what to expect for their visit.

### IMPROVE CHECK IN EXPERIENCE

Complete registration forms, collect co-pays and consents prior to a visit. This improves check in efficiency, reducing appointment delays and wait times.

## Are you consistent with reminders?

Confirm appointments at least 48-72 hours prior to reduce no-shows and avoid lost revenue with the ability to backfill patients.



Studies show sending a reminder DECREASES NO SHOWS BY **35%**<sup>4</sup>

## Confirm

VIA PHONE, TEXT OR EMAIL, ALL OF WHICH can be automated for an added level of efficiency



**TIP:** Keep a waitlist of patients requesting earlier appointments.

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