



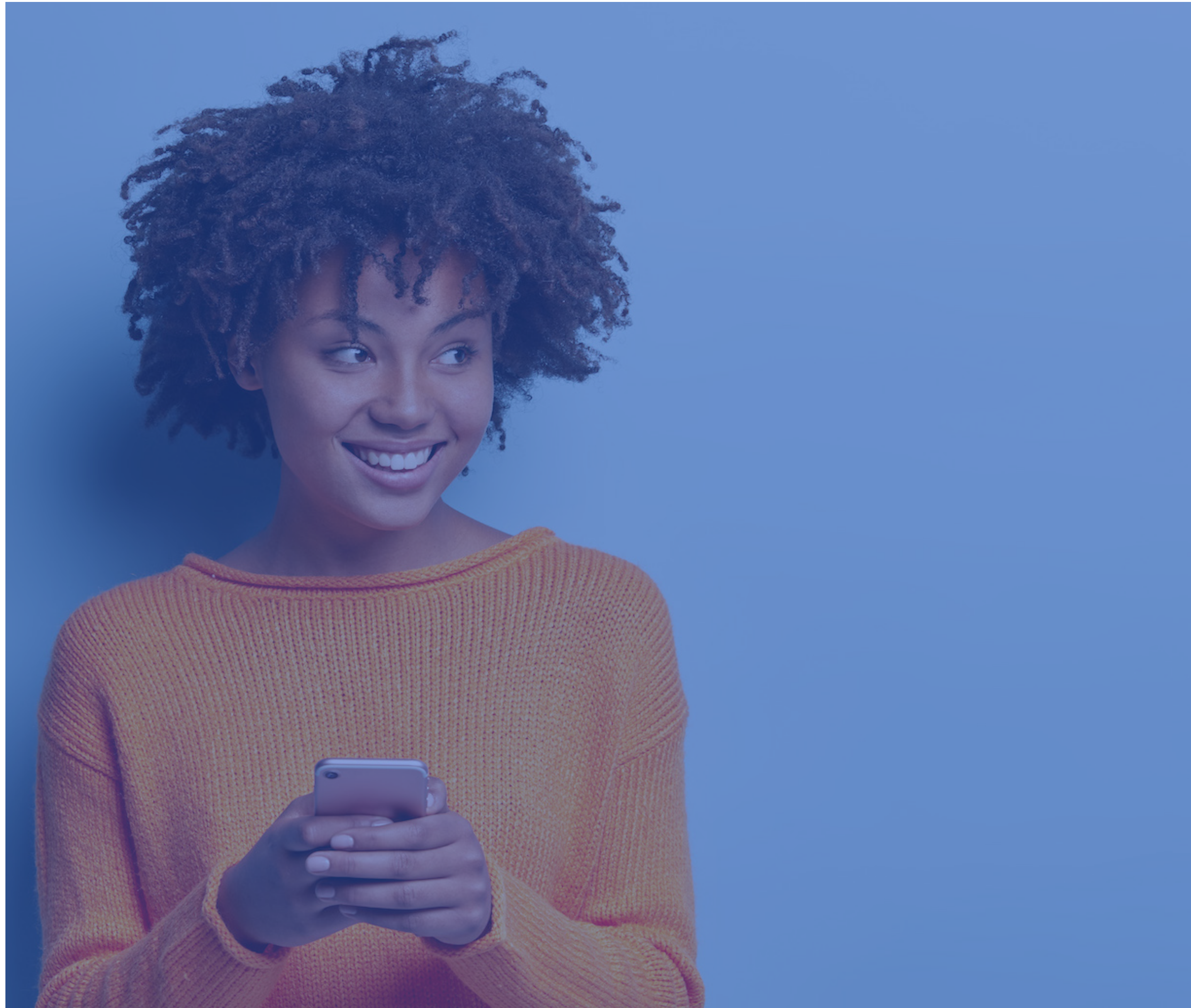
VIRTUAL INTAKE MANAGEMENTSM

Providing Safety, Convenience, and
a Consumer-Inspired Experience

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TODAY'S CONSUMERS EXPECT FAST, EASY, AND SAFE EXPERIENCES.

From booking a flight to ordering groceries to finding a babysitter, modern consumers demand the convenience of a seamless virtual experience. Healthcare organizations, however, have been slow to deliver on digital transformation. Patients still face tedious wait times, redundant paperwork, disorganized scheduling, confusing billing, and potentially unsafe waiting room environments.

It's time for healthcare to embrace a digital transformation.

HEALTHCARE PROVIDERS BENEFIT FROM A MODERN VIRTUAL APPROACH TOO.

Digital experiences cultivate customer loyalty and improve business processes, including revenue flow.

81%

of consumers prefer providers with digital scheduling

(Healthgrades)

80%

of satisfied consumers would switch providers for greater convenience alone

(NRC Health)

90%

of patients would leave a healthcare provider that didn't deliver a satisfactory digital experience

(Black Book Market Research LLC)

DIGITAL MEDICINE KEEPS PATIENTS SAFE.

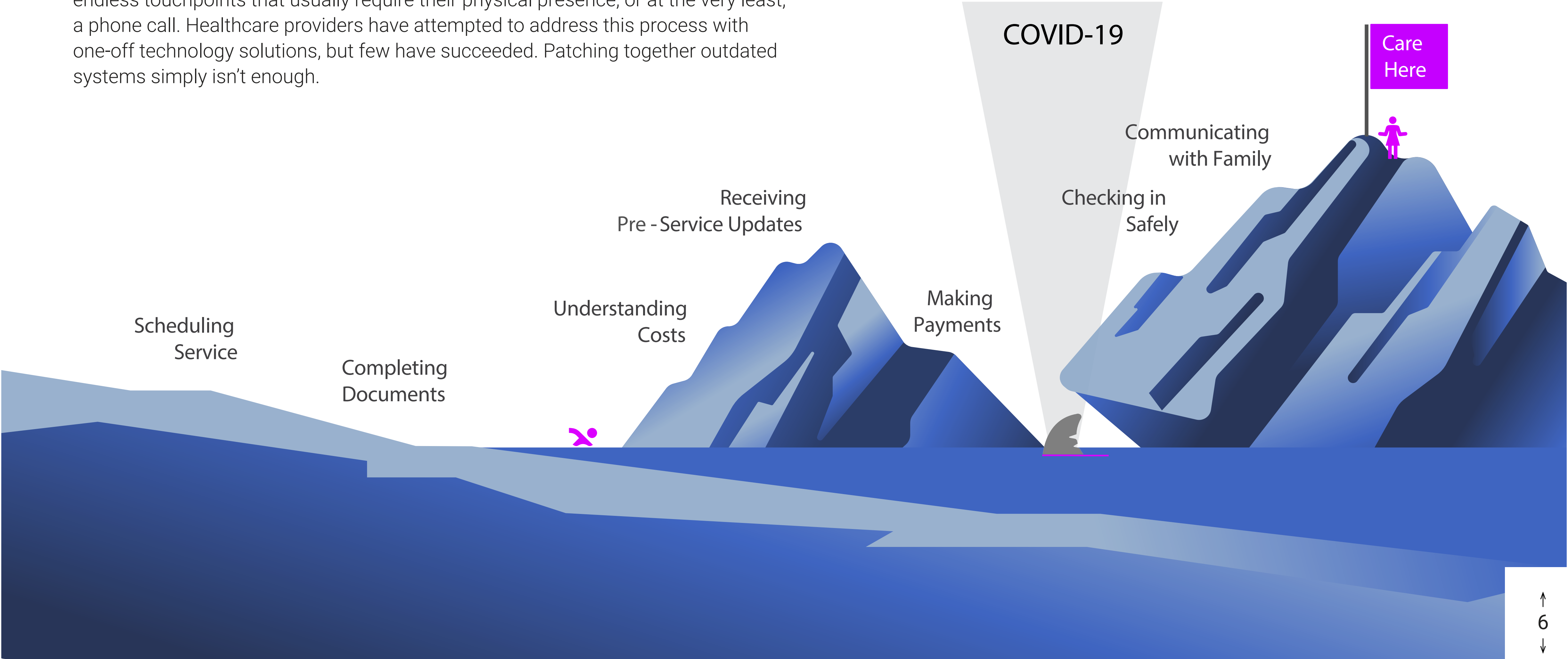
Virtual healthcare experiences not only improve convenience and increase patient loyalty -- they also keep patients safe. [One study on the transmission of airborne infection](#) concluded that **“when seeking to prevent the transmission of airborne viral infection, it is important to first minimize waiting times and the number of susceptible individuals present.”**

Better virtual experiences result in fewer patients in waiting rooms, which means a healthier community.



DISJOINTED SYSTEMS AREN'T ENOUGH.

For consumers, the path to quality care can be challenging, filled with seemingly endless touchpoints that usually require their physical presence, or at the very least, a phone call. Healthcare providers have attempted to address this process with one-off technology solutions, but few have succeeded. Patching together outdated systems simply isn't enough.





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The patient-centered delivery model will be on steroids after the COVID-19 crisis has ended.

COVID-19: THE TIPPING POINT

While patients have been asking for virtual healthcare options for years, providers failed to respond effectively—until now. COVID-19 has become the catalyst for remarkable change.

“The patient-centered care delivery model will be on steroids after the COVID-19 crisis has ended. Providers will be driven by consumers to extend and improve their digital service solutions. The current COVID-19 response is demonstrating that telehealth and consumer digital health solutions can provide an effective and timely response to assist consumers.”

- Mike Davis, KLAS Research

The writing is on the wall: Healthcare providers must begin embracing more sophisticated, patient-friendly processes and tools to improve convenience and ensure a better patient experience.

ANATOMY OF A GREAT VIRTUAL HEALTHCARE EXPERIENCE

Creating a meaningful digital healthcare experience starts with understanding what consumers need. Your patients want to use their laptops and smartphones to:

- Locate providers and schedule their own appointments
- Complete and upload forms before their appointments
- Calculate the expected out-of-pocket costs of their care
- Communicate with their organization via interactive text messaging
- Attend appointments with minimal wait times
- Navigate their facilities with only their smartphones
- Minimize physical contact with their patient access staff
- Pay their bills online or via text message
- Keep family members informed and engaged with their care

“

83% of consumers prioritize providers that offer four fundamental technologies:

digital scheduling, online payment options, portal and engagement capabilities, and results reporting tools.

Black Book Market Research LLC, 2018

GOING BEYOND TABLE STAKES WITH VIRTUAL INTAKE MANAGEMENT BY PELITAS

While your patients' expectations are critical to the virtual healthcare experience, your business objectives are too. Healthcare providers must go beyond table stakes to not only meet, but exceed, patient expectations -- and win their loyalty.

Most providers already offer patient portals, online scheduling and payment options, and increasingly, virtual visits. These features act as a solid foundation but are not enough to differentiate your organization.

WHAT SETS AN INNOVATIVE, PATIENT-CENTRIC PROVIDER APART FROM THE COMPETITION?

Virtual Intake Management.

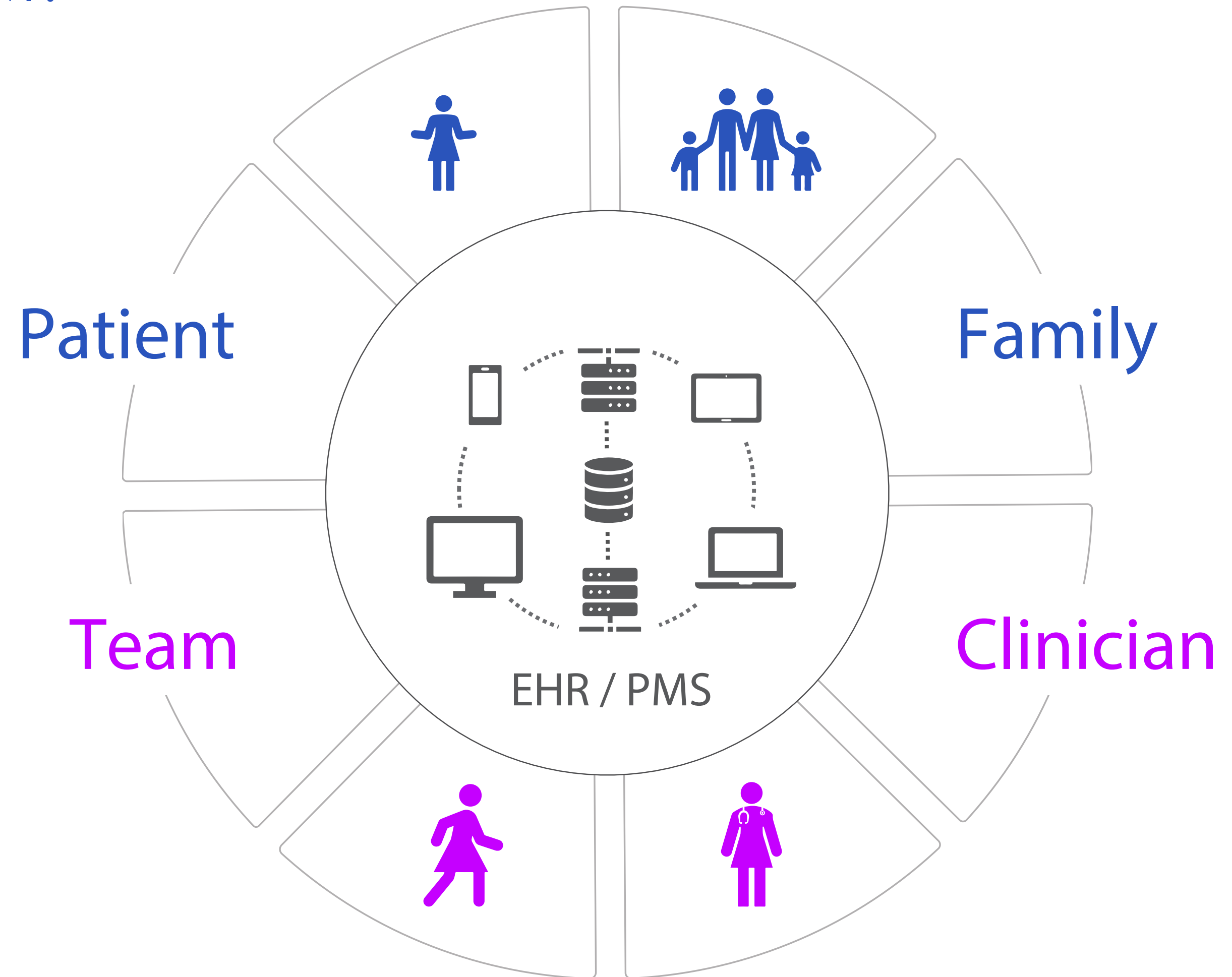
90%
of practices had a patient portal in 2018
(MGMA)

70%
of providers are predicted to offer self-scheduling to patients by 2021
(Gartner)

VIRTUAL INTAKE MANAGEMENT: A SEAMLESS, INTEGRATED APPROACH

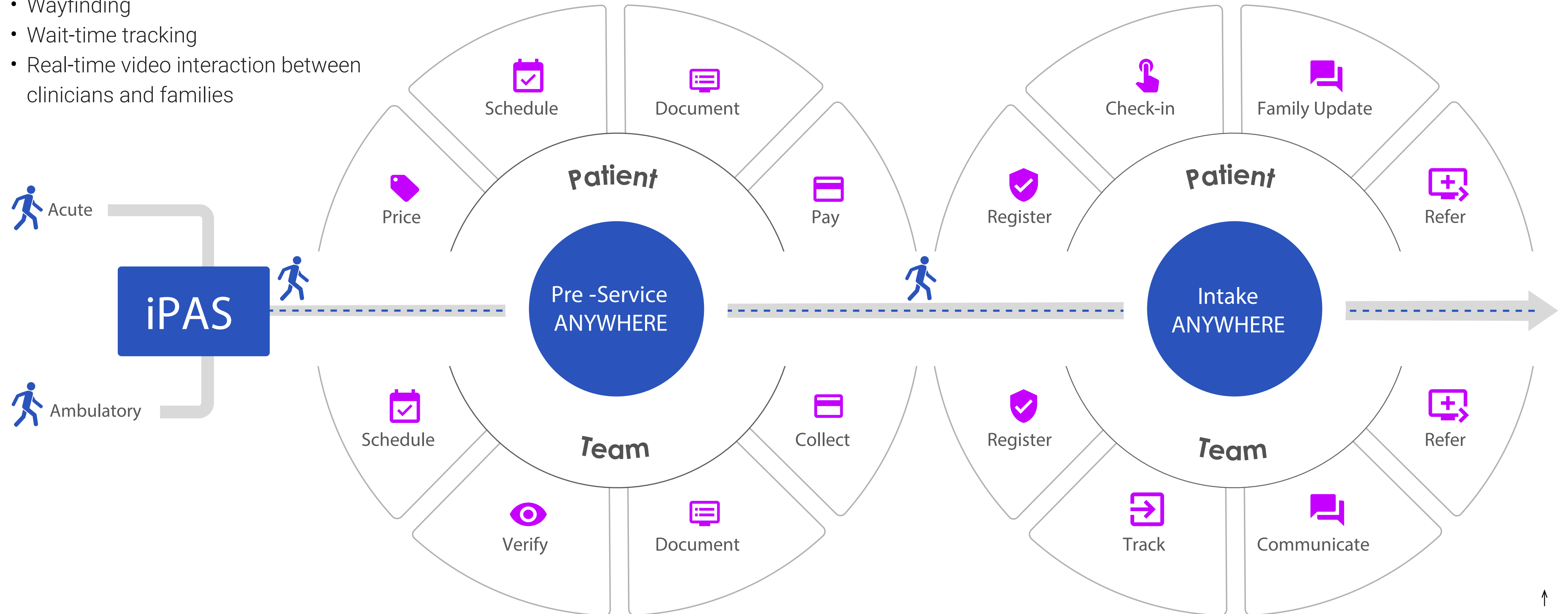
Virtual Intake Management allows patients to use their mobile devices to remotely interact and communicate with healthcare providers for scheduling, financial clearance, and registration. It gives patients greater flexibility in engaging with providers and eliminates or reduces the need for unnecessary contact.

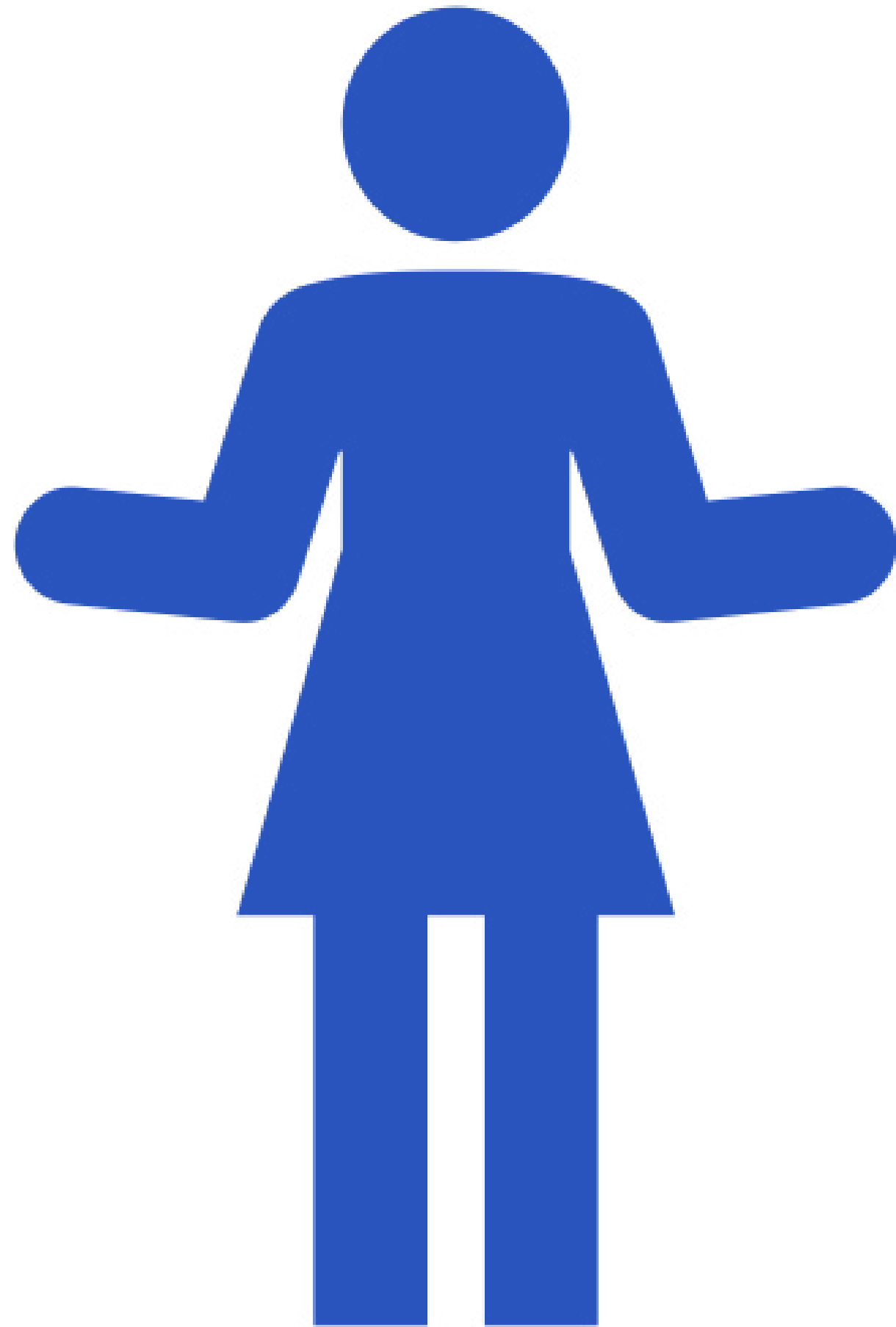
Virtual Intake Management connects patients to their provider's administration team and clinician for a holistic, seamless, integrated, experience. What's more, it connects a patient's family to staff and clinicians too.



KEY CAPABILITIES OF VIRTUAL INTAKE MANAGEMENT

- Online pre-registration and document completion
- Two-way, interactive text messaging
- Virtual check-in
- Text to pay for services
- Wayfinding
- Wait-time tracking
- Real-time video interaction between clinicians and families

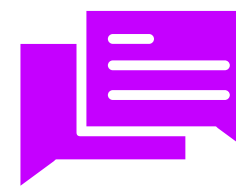




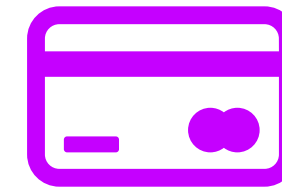
VIRTUAL INTAKE MANAGEMENT BENEFITS THE PATIENT



Online pre-registration and document completion make intake faster, easier, and more convenient.



Two-way text messaging improves communication, streamlines scheduling, and keeps patients safely out of waiting rooms.



Text-to-pay for services makes it simple to understand and pay medical bills.



Wayfinding helps patients get where they need to go, reducing delays and stress



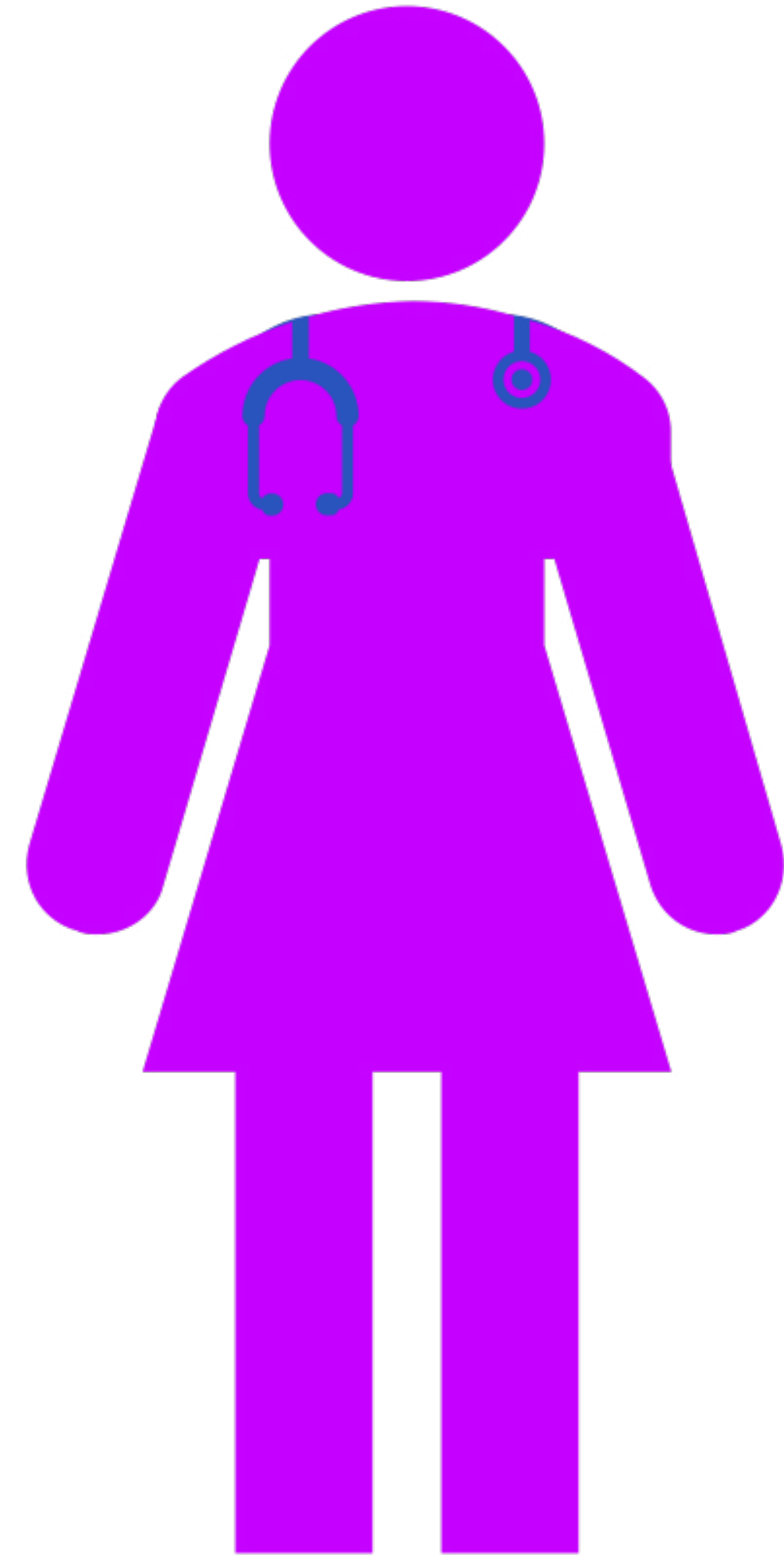
VIRTUAL INTAKE MANAGEMENT BENEFITS THE FAMILY

Numerous patients, including those at certain ages or with certain disabilities, have family members or other loved ones directly involved in their care. Clinicians must keep these loved ones informed about the patient's care plans and progress.

Unfortunately, many facilities have been forced to ban non-patients from appointments to prevent the spread of disease. This can make clinician-family communication more difficult.

With Virtual Intake Management, families can:

- Receive text messages for service updates or pickup instructions
- Participate in video calls with the patient's provider or staff members
- Make better decisions about the patient's care and well-being with better communication and coordination



VIRTUAL INTAKE MANAGEMENT BENEFITS CLINICIANS

Virtual Intake Management allows providers to improve patient satisfaction by creating a consistent positive experience. Clinicians can connect with patients and families virtually to increase convenience, improve communication, and ensure patient safety. They can improve patient flow by reducing bottlenecks in registration. And they can build consumer loyalty and brand equity with a differentiated, patient-centric practice.

Happy Patients = Happy Clinicians



VIRTUAL INTAKE MANAGEMENT BENEFITS PATIENT ACCESS TEAMS

Virtual Intake Management empowers patient access teams to be more productive, successful, and satisfied, with the ability to:

- Increase cash by giving patients easy ways to pay
- Ensure a safer environment
- Decrease duplication of efforts
- Streamline the patient check-in process
- Decrease no-show rates by automating appointment reminders
- Improve employee satisfaction and retention

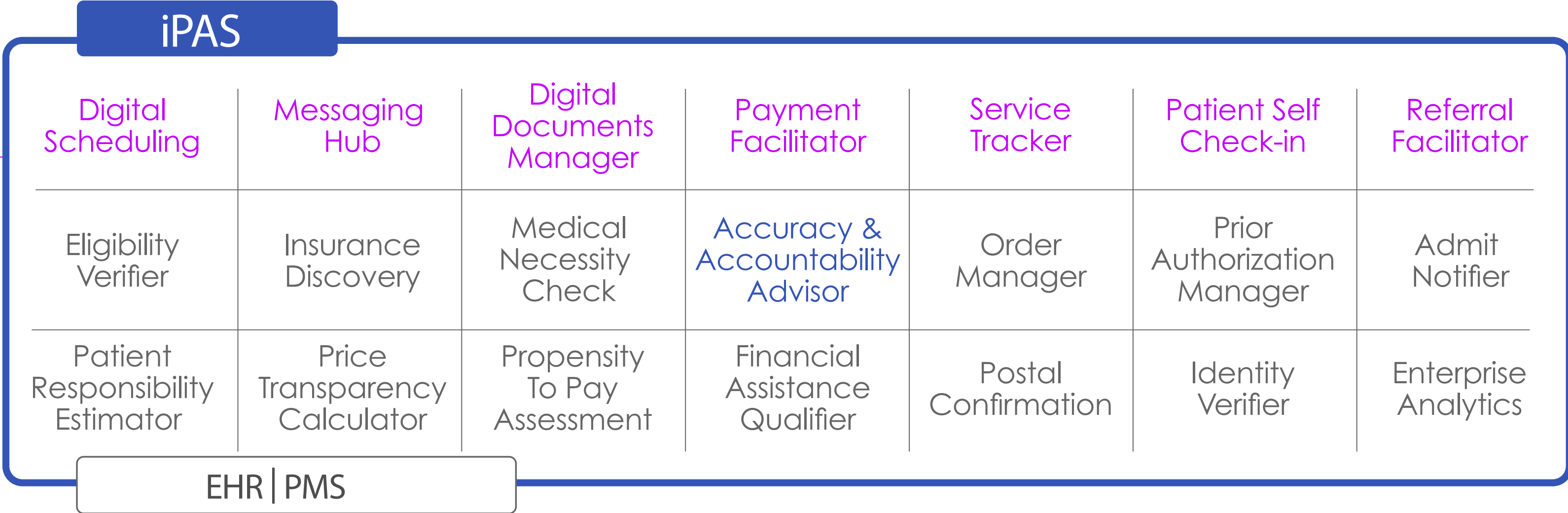
One healthcare organization that implemented a text-to-pay option found that patients began paying their bills an average of **seven days faster** than before.

CREATE AN EXPERIENCE YOUR PATIENTS WILL LOVE.

With Virtual Intake Management, patients can complete pre-service and intake steps from anywhere on any device. By providing convenience, safety, and choice, it delivers the consumer-inspired, digital experience your patients expect, now and beyond COVID-19.

Learn more at [PELITAS.com/virtual-intake-management](https://pelitas.com/virtual-intake-management).

Virtual Intake Management





ABOUT PELITAS

PELITAS provides technology solutions to help hospitals and private practices improve patient experience, maximize revenue, and eliminate inefficiencies throughout the revenue cycle. Awarded Best in KLAS for two years in a row, its Integrated Patient Access Solution (iPAS) is designed to financially clear patients at the first point of contact by increasing the quality of registrations, maximizing point of service payments, and using cloud-based technology to facilitate collaboration between the patient, provider, and payer. In 2020, PELITAS earned Best Places to Work by Modern Healthcare. Learn more at [PELITAS.com](https://www.pelitas.com).

PELITAS NAMED BEST IN KLAS® FOR PATIENT ACCESS TECHNOLOGY TWO YEARS IN A ROW

