Maximizing Patient Acquisition:
Transform Your Prospects into Patients

TODAY'S SPEAKER

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Sr Director of Sales & Director of Partner Channels | Clearwave
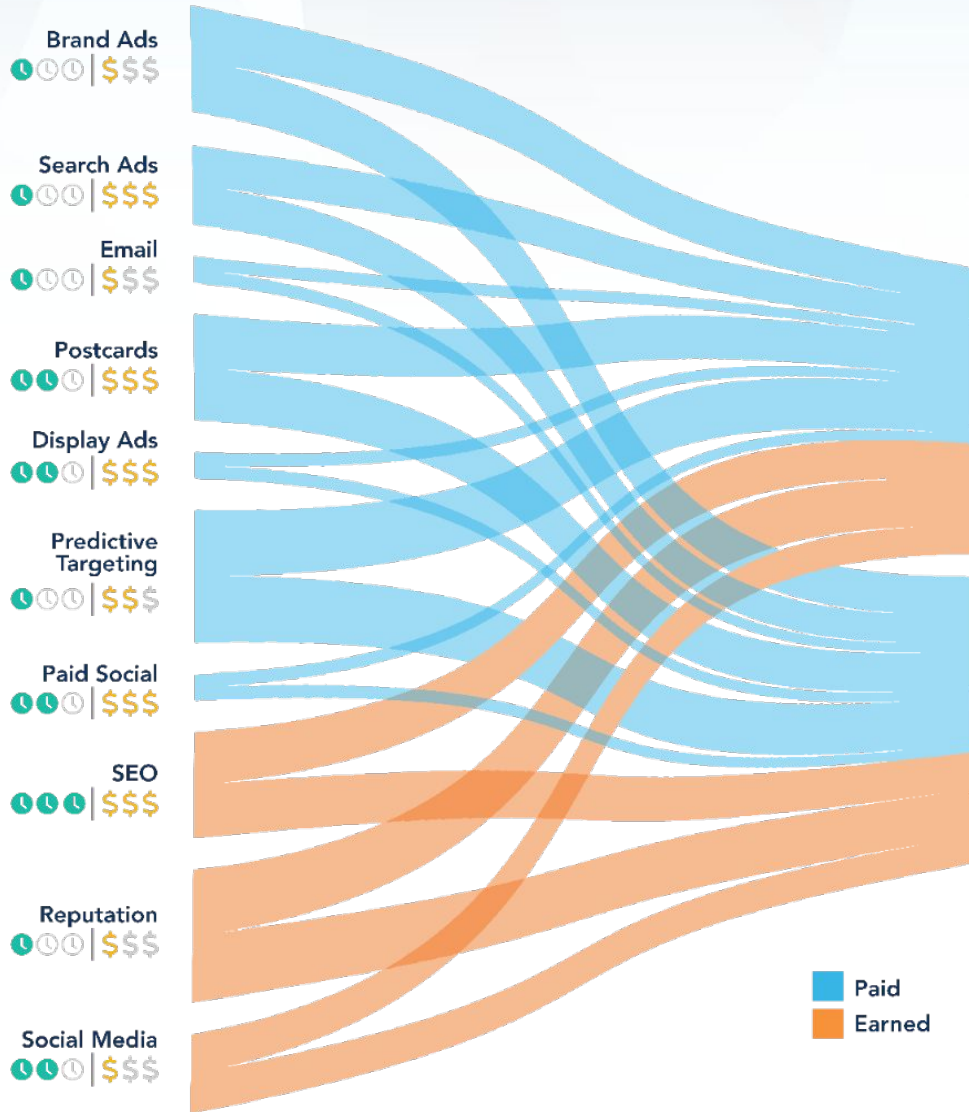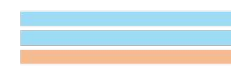
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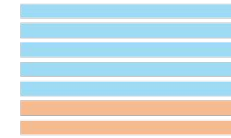# A Proven Patient Acquisition Approach

Bring in more patients than ever before. Convert more leads into patients, at lower costs. Leverage the power of Clearwave and SocialClimb together.

Why has healthcare been slow to adopt patient self-service?

You've Attracted All The Right Prospects, Now What?

What Do Your Providers Say About Patient Self-Service?

"Our **workflows will be too** difficult to replicate digitally."

"We **don't want to increase** last-minute appointment bookings."

"We **don't have time** to figu... out how to create workflo... from scratch."

...don't want **my patients** booking with **other providers**."

"**The logic won't work** to prohibit certain appointment types from booking."

"If you open up all my slots, the **urgent patients can't get in.**"

Current State of Patient Self-Service

What patients are saying...

89%   "Ease of Access" is a major factor when choosing healthcare providers.

79%   Are more likely to choose a provider with online, mobile & self-service interactivity.

82%   Prefer a provider who offers online scheduling.

61%   Stop booking due to challenges like being directed to make a phone call.

60%   Will select one doctor over another if they can book online.

Sources:
[2023]: U.S. HEALTHCARE INDUSTRY OVERVIEW
Patient Engagement Stats Your Practice Should Know
Healthcare IT Today: "Demand Grows for Advancements in Healthcare's Digital Front Door"
Healthcare IT Today: "Patient Scheduling and Pre-Visit Intake: Let's Give Patients What They're Asking For"
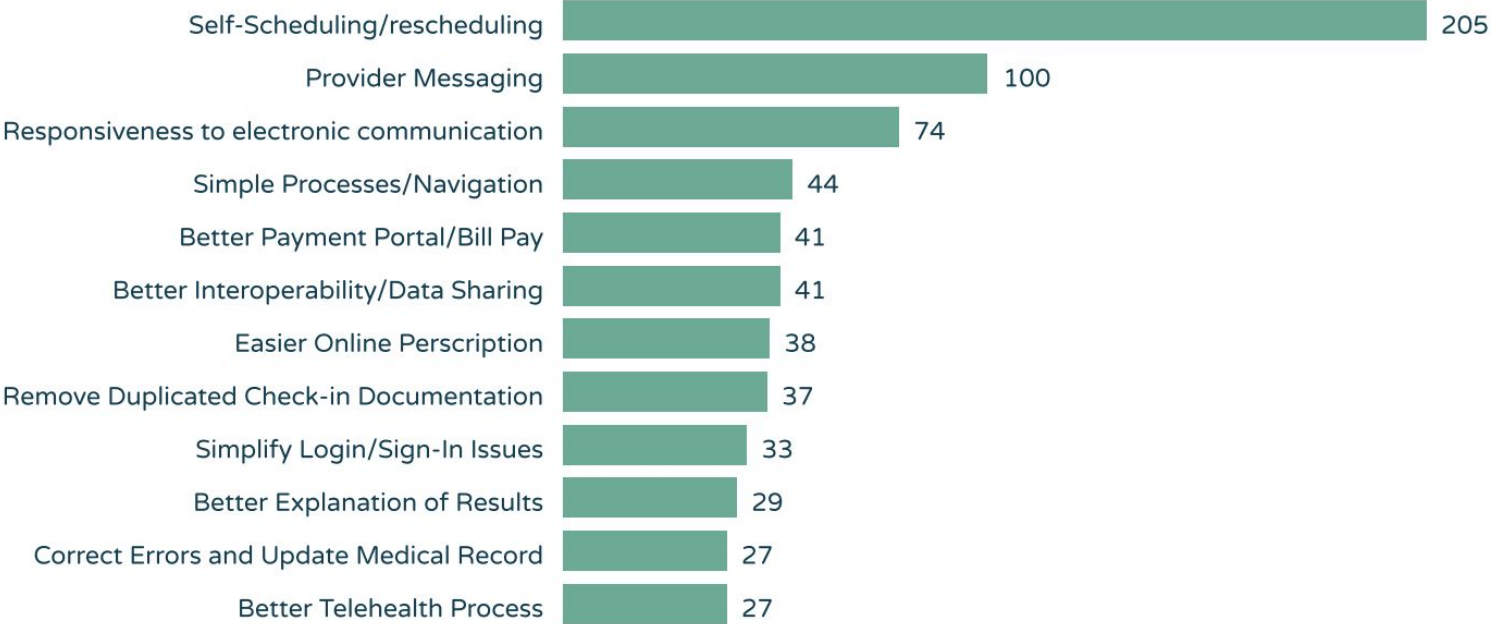MGMA 2022 BETTER PERFORMERS Report

Patients Demand Self-Scheduling

When asked the capabilities patients want from their providers ...

Patients Are Starting to Get Angry about Self-Scheduling

Technology/Capabilities Wanted in the Future

Capability	Value
Self-Scheduling/rescheduling	205
Provider Messaging	100
Responsiveness to electronic communication	74
Simple Processes/Navigation	44
Better Payment Portal/Bill Pay	41
Better Interoperability/Data Sharing	41
Easier Online Perscription	38
Remove Duplicated Check-in Documentation	37
Simplify Login/Sign-In Issues	33
Better Explanation of Results	29
Correct Errors and Update Medical Record	27
Better Telehealth Process	27

Data from KLAS Patient & Consumer Innovation Summit 2023

2024 Outlook

Patient Engagement Provider Perception Report: Alignment with Capability Gaps and Future Investment

Patient Engagement Capabilities Currently in Use (n=93)
- Key factors in patient access

Capability	%
Patient portal	100%
Virtual visits/telehealth	96%
Communication tools	89%
Patient experience improvement/patient surveys	85%
Patient finance tools	83%
Patient education	80%
Patient self-registration/check-in	72%
Patient self-scheduling	71%
Remote patient monitoring	58%
Provider search/matching	57%

"The number-one thing we are really looking at is how to **create stickiness for our patients in terms of improving access** and improving the ability for patients to do certain tasks, such as **scheduling online appointments, doing electronic check-ins,** doing anything and **everything related to access,** and doing telehealth visits."

—Chief Medical Information Officer

Source: KLAS' Patient Engagement 2023 report.

PATIENT & CONSUMER INNOVATION SUMMIT 2023

KLAS RESEARCH

Key Findings

Most commonly adopted solutions:
Cybersecurity — 84% have adopted

Least commonly adopted:
Virtual nursing — 13% have adopted

Most in-demand:
Self-service patient scheduling — 75% adoption will increase from 34% to 75% by the end of 2024

Most overstated in value:
Virtual nursing — 35% say value is overstated

Most understated in value:
Cybersecurity / Behavioral health (tied) — 33% say value is understated

Most positive future impact:
Remote patient monitoring — 86% say positive or very positive

Least positive future impact:
Virtual nursing — 19% say negative or very negative

Highest ROI:
Self-service patient scheduling — 76% say positive ROI

Lowest ROI:
Hospital at home — 60% say no positive ROI

Highest satisfaction:
Cybersecurity — 72% say they are satisfied

Lowest satisfaction:
Hospital at home — 27% say they are not satisfied

Solutions evaluated:
- Autonomous medical coding
- Behavioral health
- Clinical surveillance
- Cybersecurity
- Digital care coordination/care journey orchestration tools
- Digital care navigator/chatbot on website
- Digital patient intake
- Data lakes and data fabric
- Hospital at home
- Patient acquisition and activation
- Patient and employee wellness
- Patient engagement
- Remote patient monitoring
- Self-service patient scheduling
- Telemedicine/e-visits
- Virtual nursing

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Common Self-Service Myth's Debunked

1. *Older populations won't use self-service kiosks or scheduling.*

- Today's patients are accustomed to self-service (i.e., airport kiosks, reservations, rideshare, etc.)
- Custom logic leads patients through the process with relevant questions.
- Without self-service patients are booking elsewhere, creating dips to acquisition & retention.

Myth Busting in Action!

Patients were asked their familiarity with self-scheduling & likelihood of using this tool in the future...

Demographic	Used Before	Would If Offered
Millennials	80%	99%
Gen X	69%	97%
Baby Boomer	55%	92%

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Common Self-Service Myth's Debunked

**2.** *Staff schedulers will follow provider booking requirements better.*

Manual Doesn't Guarantee Accuracy.

- How many errors do you see, despite a manual approach?
- Pre-determined digital workflows eradicate any chance for inaccuracies.

Myth Busting in Action!

"When patients book online, we know it will be accurate, which **isn't something you can always guarantee** in an over-the-phone interaction."

- Director of Operations
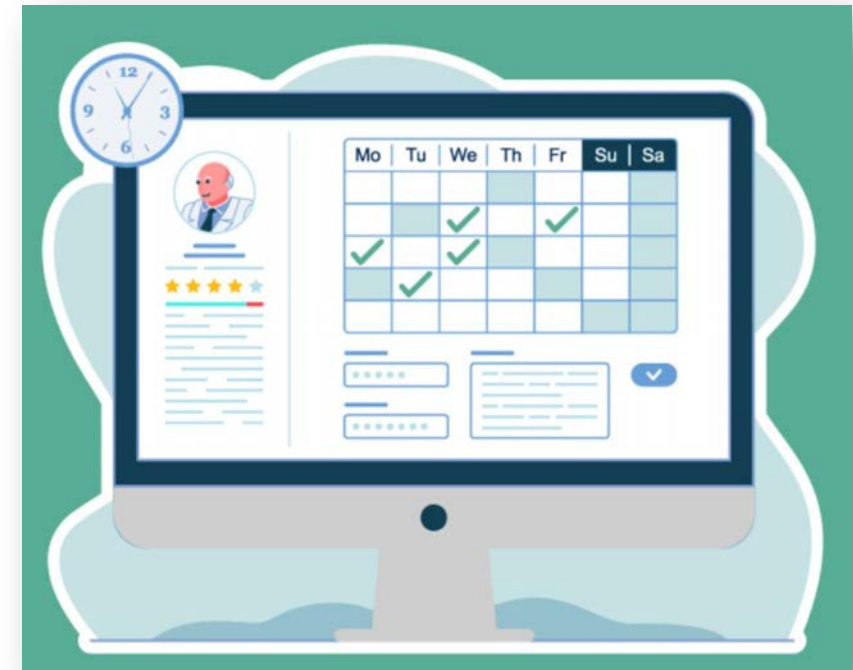
Common Self-Service Myth's Debunked

3. *Patients will get booked incorrectly due to insurance eligibility challenges.*

Build Automated Eligibility Checks into Scheduling Workflows to Ensure

- Both the patient and your practice avoid 'surprises' in the long run.
- Bookings align with self-pay, Medicare/Medicaid policies.
- Patients are directed to the correct services based on their coverage.
- Practices can see eligibility information before care is rendered.

Myth Busting in Action!

"We **added a pop-up consent** in our scheduling workflows. When someone indicates that they're uninsured, we can have patients review & acknowledge our financial policies via the online scheduler."

- Director of Operations, The Orthopedic Group

Common Self-Service Myth's Debunked

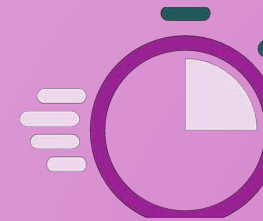**4.** *Patients won't pre-register for appointments if given the option.*

- Patients want to complete health forms, check-in and medical history on the go/at home.
- Remove barriers to increase adoption (i.e., make pre-check passwordless & portal-free.)

Myth Busting in Action!

80% Of patients would switch providers over convenience factors

68% Of patients say fast check-in is important

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Meet Patient Demands & See More Patients!

Feel Today's Pain

- Are your current processes scalable?

- Is your scheduling approach costing you patients?

- How long are patients waiting to check-in?

- What do your patient reviews look like?

- Can you afford to keep the status quo?

Envision Tomorrow's Future

Increase patients & profits

Increase your ability to compete

Improve your digital reputation

Drive higher patient & staff retention

Build the foundation to scale & grow

The Doctor Will See you Now!

Thank You

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