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Notable original research: What patients *really want* from healthcare

Part 2: A Survey of 1,005 American Patients

About Notable

Notable transforms how patients access care and how providers get paid with healthcare's leading intelligent automation platform. Deployed across 1,000s of sites of care, Notable is leveraged by leading health systems, including Intermountain Healthcare and Medical University of South Carolina (MUSC). Through flexible integration and unmatched artificial intelligence, Notable empowers patients with guided experiences and staff with touchless workflows. Customers use Notable to drive patient acquisition, retention, and reimbursement, scaling growth without hiring more staff. Based in San Mateo, CA, Notable is backed by leading investors, including ICONIQ Growth, Greylock Partners, F-Prime, Oak HC/FT, Maverick Ventures, and 8VC. Learn more at notablehealth.com and follow us on Twitter @notablehealth.

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Introduction & Methodology

Introduction

Healthcare executives have invested in digital solutions, but have been disappointed in the results. Likewise, patients are underwhelmed — *63% of patients* say their provider's digital tools have not met their expectations.

In fact, digital patient experiences are so poor that patients may forgo needed care. Notable's original research found that *61% of patients* have skipped going to the doctor in the past year because scheduling an appointment was too much of a hassle.

In the following report, learn what patients believe about their current healthcare experiences and how technology can meet their expectations using intelligent automation.

63%

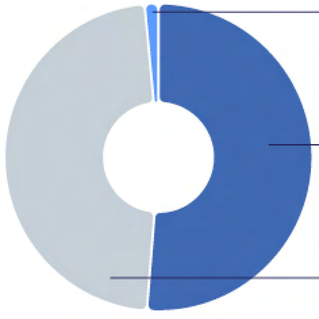
Say their provider's digital tools don't meet expectations

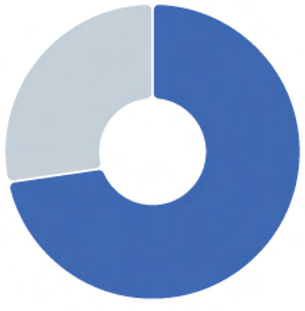
61%

Have skipped going to the doctor because of scheduling hassles

Methodology

Our new report, "What patients really want from healthcare" evaluates patient attitudes toward technology and automation. The survey was conducted by OnePoll from **March 3 through March 5, 2022** and had **1,005 patient respondents**. Respondents were ages 18 and up, spread across all regions of the United States. 51.5% of respondents were female, 46.5% male, and 2% other/prefer not to say. **73.6%** had received medical care in the past year.





73.6%

Have received medical care in the past year

Key Executive Takeaways

1.

Providers have invested in tools, but they fall short of patient expectations

2.

Hassles that undermine patient engagement abound

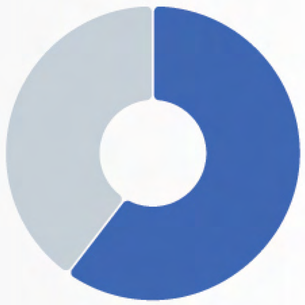
3.

Patients expect more from digital

4.

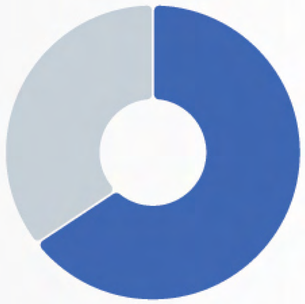
Intelligent automation can meaningfully improve how patients access care

Providers have invested in tools, but they *fall short* of patient expectations



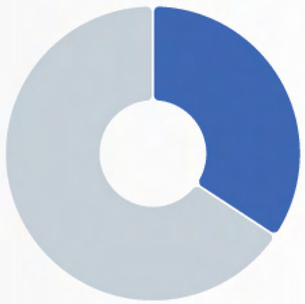
63%

of patients say their provider's digital tools don't meet expectations



70%

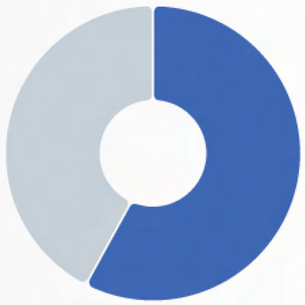
of patients tried online scheduling in the past year but were redirected to a phone call



30%

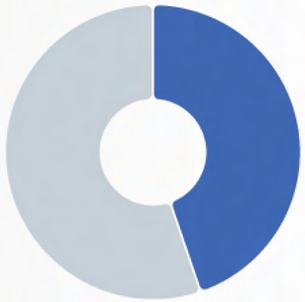
of patients haven't used digital services in the past year to book an appointment, fill out forms, or pay

Hassles that undermine patient engagement abound



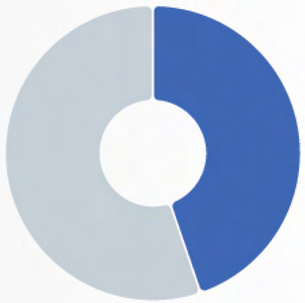
61%

of patients have skipped going to the doctor in the past year because it was too much of a hassle to schedule an appointment



41%

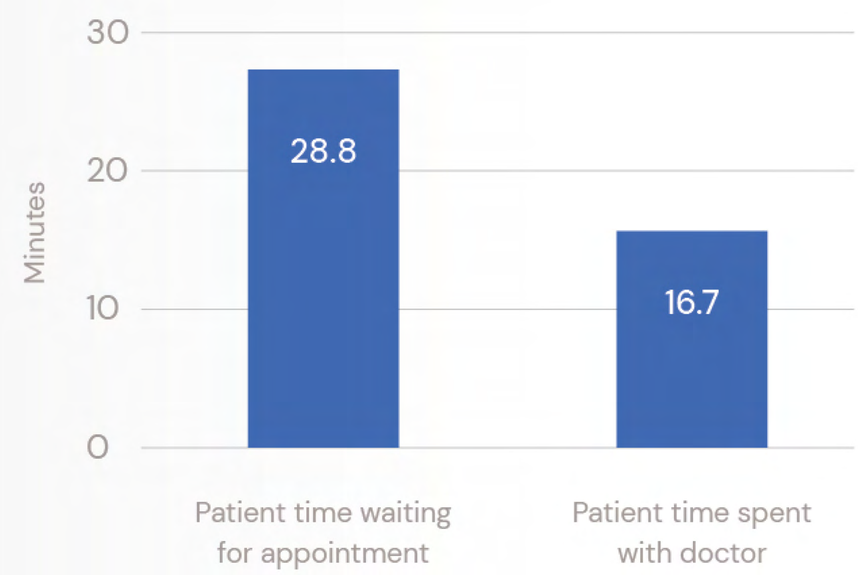
of patients have switched providers due to a poor digital experience



41%

of caregiver time at the patient appointment is spent facing the computer screen

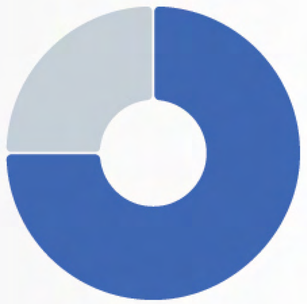
Time waiting *far exceeds* time seeing clinicians



1.7x

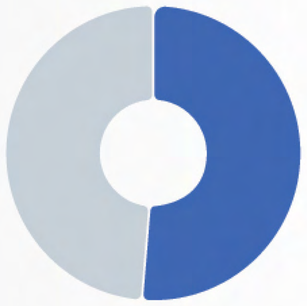
Reported comparative time spent waiting vs. seeing a physician

But patients expect a *digital, hassle-free* experience



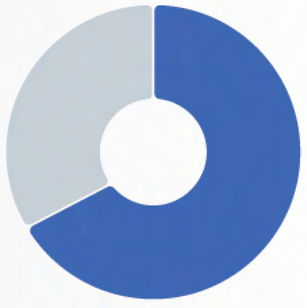
75%

of patients would rather complete intake paperwork online



52%

of patients are currently using digital services to book medical appointments, fill out forms, or pay



67%

of patients have used a website, portal, or an app to schedule appointments or receive medical information

72% of patients are *hopeful* that tech can improve patient experience

What patients *want*

Self-serve — *without phone calls*

"I would love to be able to book appointments online with my PCP but there is always a snag."

"Technology could help to better automate the scheduling of my appointments and simplify the check in process and therefore potentially reduce the time I'm waiting to see the doctor."

Richer, more focused medical visits

"Checking in online before my appointment allows more time directly with the doctor. He usually has any test results and can offer a treatment plan right away."

"Get all that crap out of the way and the actual visit will be direct, quicker and spend less time at the appointment."

How healthcare providers *can help*

Simplify payment processes

"Easier options for paying bills."

"Better options of appointment time, and payment ease."

Initiate *proactive digital intake* and follow up

"They need to follow up using text or email to track how I feel, it will be best online instead of using a phone or more visits."

"Have everything online and email or text when needed."

Conclusions & Recommendations

Conclusions

Patient expectations are higher than ever before, and organizations must meet these expectations. Organizations that fail to do so may face patient leakage to competitors.

With non-traditional entrants in the healthcare space, on-demand care has become ubiquitous, whether in a retail setting or virtual. When patients can choose providers that offer a better digital experience, they will. And they may never return.

Absent convenient options, patients might forgo care altogether if it's too difficult to access.

Patients see a deep need for true self-service options, from online scheduling to online payments (see the blog to learn more). Systems that offer only phone-based scheduling during business hours are competitively disadvantaged and will lose patients to digital and retail health providers. Facing margin pressures, no health system can afford losing these volumes or investing in added talent to support inefficient point solutions that provide a quick digital fix. Organizations must use intelligent automation to build digital systems that will prompt patients to provide the right data in the right format and use automation to place it directly in the EHR in the right place. The future of patient and care team experience is resting on this investment.

Recommendations

Based on our work with leading healthcare providers, Notable recommends organizations take three steps to accelerate their digital transformation journeys...

1. Complete a current state assessment.

Assess what digital engagement tools are currently in use at your organization and how patients feel about them. Some organizations have invested extensively in an array of digital tools, but patients may still experience confusion or frustration. Other organizations have made investments in EHR-based digital tools that are hard to use and must be managed manually by staff. Analyze the data on how your digital engagement tools are performing, seeking out feedback from both patients and caregivers.

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2. Start by improving patient intake.

A seamless patient intake process is non-negotiable for patients. While many organizations have invested in portals for intake, patients experience app fatigue and may forget usernames and passwords. Similarly, patients are frustrated by having to re-enter the same information at every visit. A remembered experience is table stakes when crafting a delightful patient experience. Finally, the intake experience should be as cohesive as possible, with patients being able to move from an appointment reminder to form completion to payment in a single digital interaction.

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3. Improve both patients and caregiver experiences with intelligent automation

While many organizations begin by optimizing existing investments, especially the EHR, these tools may fail to satisfy patients, while also creating more work for already overwhelmed staff. Similarly, point solutions produce clunky experiences that may prompt patients to look for more convenient options. Through deep personalization and consumer-grade experiences, intelligent automation is the only solution that can provide patients with the seamless healthcare experience they expect.

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Contact us

Notable is the leading intelligent automation company for healthcare. Customers use Notable's platform to automate patient intake, scheduling, authorizations, and more.

To learn more or get in touch with us, go to notablehealth.com to review our solutions, read our customer studies, or schedule a demo.

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