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# USING TECHNOLOGY TO IMPROVE OUTCOMES

THROUGH PATIENT ENGAGEMENT AND PRACTICE EFFICIENCY

www.chirohealthusa.com

JUNE 2024

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## Patient Behavior

**63%**

**Patient Retention**

of patients say they would switch providers if forced to wait too long.

*Source: "Full report: Understanding perceptions about wait times," NRC Health, October 2022.*

**97%**

**Patient Satisfaction**

of patients have reported frustration about having to wait too long before seeing a doctor.

*Source: "Enhancing the patient experience with exceptional customer service," Physicians Practice, January 2017*

**68%**

**Insurance Coverage**

of patients skip or delay medical care, amid the highest rate of inflation in more than 40 years.

*Source: "Record High in U.S. Putting Off Medical Treatment Due to Cost, 2001-2022" Gallup Poll*

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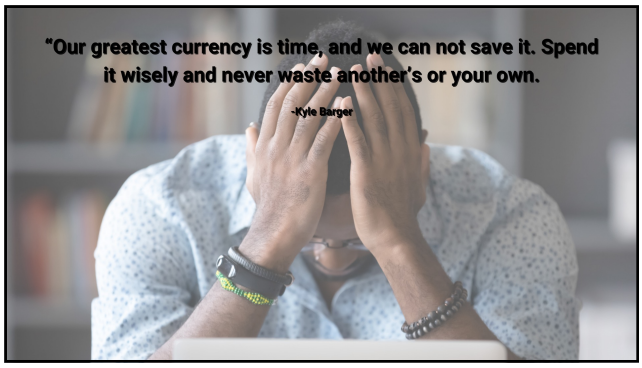


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PATIENT INTAKE FORMS

- Patient's today feel more comfortable completing forms online.
- Reduces the need to write the same information multiple times.
- Provides the the doctor and team time to prepare for an appointment.
- Provides the billing and insurance team adequate time to verify insurance.
- Eliminates wasted time and money by having forms uploaded directly to EHR.

ONLINE SCHEDULING

- Scheduling appointments over the phone requires an office to be open. Online scheduling can be done 24 hours a day.
- Most patients prefer to schedule online.
- Many online scheduling systems allow you to set up automated reminders for upcoming appointments and annual visits, and they have shown a 50% decrease in no-shows.
- Eliminates time and resources spent on scheduling appointments, making calls to remind patients about appointments, and rescheduling.

WAITING ROOMS

- Provide a comfortable waiting area for your patients.
- Provide WIFI in the waiting area so patients can check emails or log into social networks.
- Create a policy for no-shows and late arrivals and stick to it.
- Schedule adequately for new patient visits, reactivation visits, and routine office visits.
- If there are delays, notify your patients immediately.
- Your goal is to have patients in your waiting area for less than 5 minutes.

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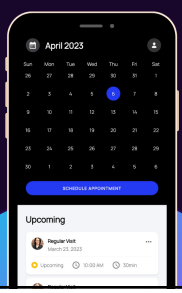


## Mobile Solution

A simple way to stay connected with your patients and give them instant access to your clinic, ensuring they receive the best experience possible while growing your brand.

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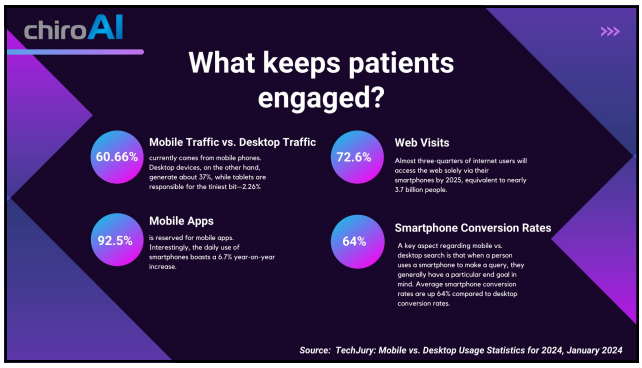
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What keeps patients engaged?
60.66%
Mobile Traffic vs. Desktop Traffic
currently comes from mobile phones. Desktop devices, on the other hand, generate about 37%, while tablets are responsible for the tiniest bit—2.26%
72.6%
Web Visits
Almost three-quarters of internet users will access the web solely via their smartphones by 2025, equivalent to nearly 3.7 billion people.
92.5%
Mobile Apps
is reserved for mobile apps. Interestingly, the daily use of smartphones boasts a 6.7% year-on-year increase.
64%
Smartphone Conversion Rates
A key aspect regarding mobile vs. desktop search is that when a person uses a smartphone to make a query, they generally have a particular end goal in mind. Average smartphone conversion rates are up 64% compared to desktop conversion rates.
Source: Tech.Jury: Mobile vs. Desktop Usage Statistics for 2024, January 2024

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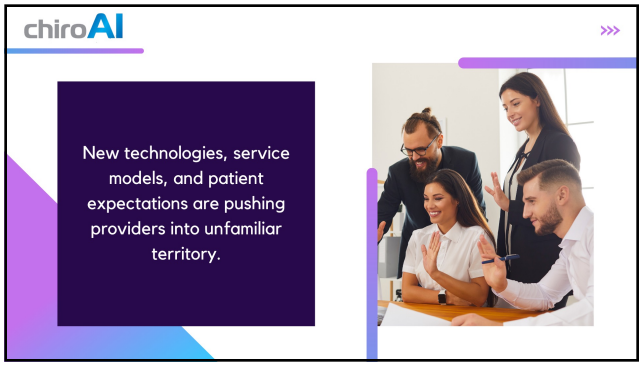
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New technologies, service models, and patient expectations are pushing providers into unfamiliar territory.

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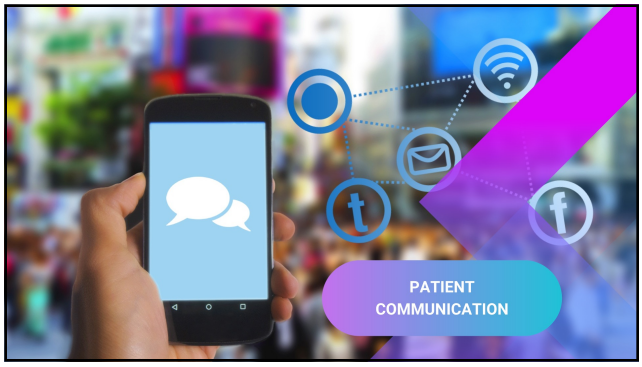
PATIENT COMMUNICATION

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## Patient Education

Research has consistently found that patients often forget information given to them by their physicians.

Patients can immediately forget 40% to 80% of the medical information and recommendations they receive. Only about half of the information they remember is typically recalled correctly.

For any recommendation to be effective, patients must remember what it is and how to achieve it.

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## Benefits of Patient Education

**01 Provide Context**

Effective communication about what an adjustment does and doesn't do is key. Patients think your cervical adjustments treat their headaches, and your lumbar adjustments treat their low back pain.

**02 Set Appropriate Expectations**

Most patients begin chiropractic care with a set of expectations you can't possibly compete with. They expect instant results, you do most of the work, etc.

**03 Build Trust and Create Ease.**

Effective patient education is an investment in building trust and creating a deep connection with each patient. Ultimately, this is about setting and respecting clear boundaries. Communicating this at the beginning of each new relationship is essential.

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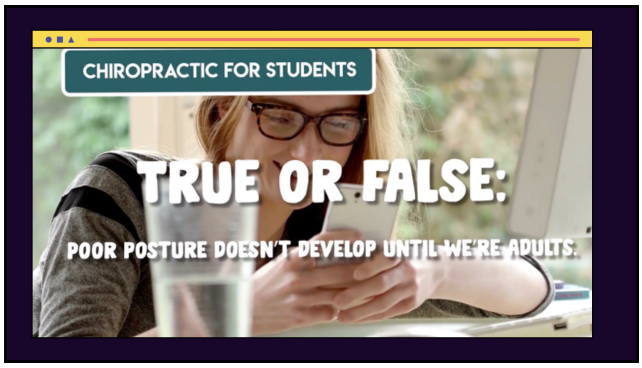
CHIROPRACTIC FOR STUDENTS
TRUE OR FALSE:
POOR POSTURE DOESN'T DEVELOP UNTIL WE'RE ADULTS.

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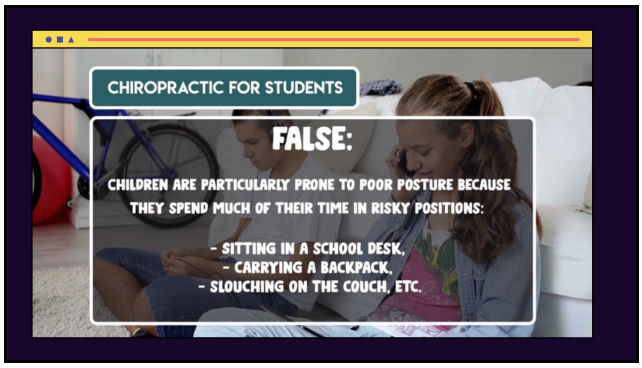
CHIROPRACTIC FOR STUDENTS
FALSE:
CHILDREN ARE PARTICULARLY PRONE TO POOR POSTURE BECAUSE THEY SPEND MUCH OF THEIR TIME IN RISKY POSITIONS:
- SITTING IN A SCHOOL DESK,
- CARRYING A BACKPACK,
- SLOUCHING ON THE COUCH, ETC.

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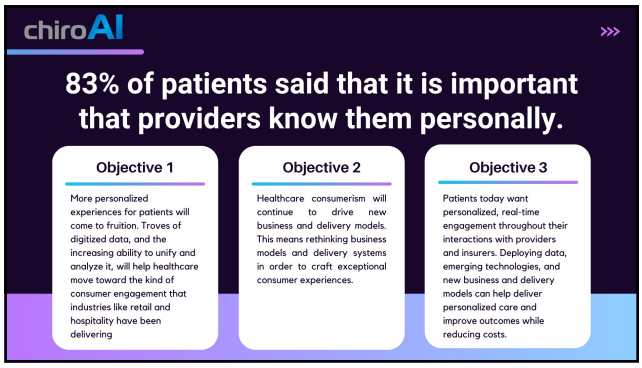
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83% of patients said that it is important that providers know them personally.
Objective 1
More personalized experiences for patients will come to fruition. Troves of digitized data, and the increasing ability to unify and analyze it, will help healthcare move toward the kind of consumer engagement that industries like retail and hospitality have been delivering
Objective 2
Healthcare consumerism will continue to drive new business and delivery models. This means rethinking business models and delivery systems in order to craft exceptional consumer experiences.
Objective 3
Patients today want personalized, real-time engagement throughout their interactions with providers and insurers. Deploying data, emerging technologies, and new business and delivery models can help deliver personalized care and improve outcomes while reducing costs.

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PATIENT BILLING

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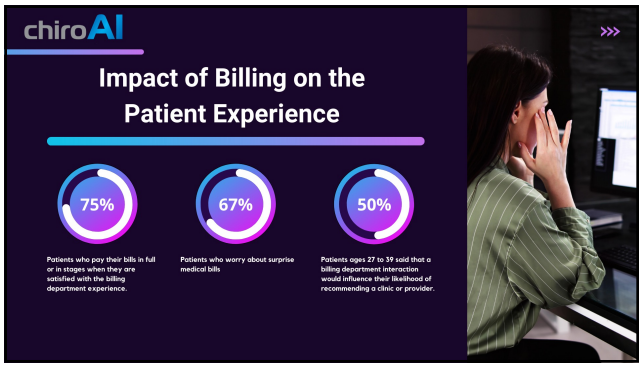
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Impact of Billing on the Patient Experience
75%
Patients who pay their bills in full or in stages when they are satisfied with the billing department experience.
67%
Patients who worry about surprise medical bills
50%
Patients ages 27 to 39 said that a billing department interaction would influence their likelihood of recommending a clinic or provider.

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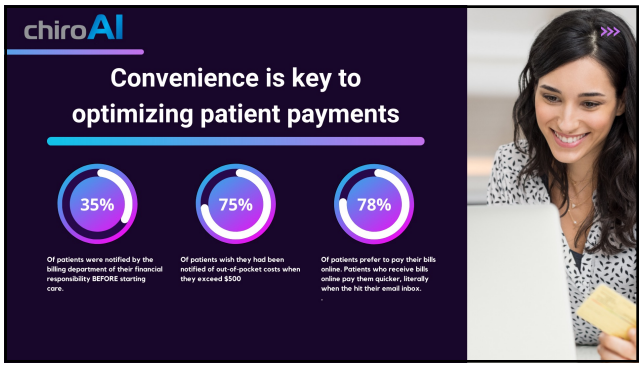
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Convenience is key to optimizing patient payments
35%
Of patients were notified by the billing department of their financial responsibility BEFORE starting care.
75%
Of patients wish they had been notified of out-of-pocket costs when they exceed $500
78%
Of patients prefer to pay their bills online. Patients who receive bills online pay them quicker, literally when the hit their email inbox.

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## Suggestions for Improvement

01 Financial Report of Findings

02 Auto Debit and Online Bills Pay

03 Affordable Care

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| Patient Name | | Actual Fees | | DMPO | |
|---|---|---|---|---|---|
| Adjustments Covered by Insurance (Copays) | 8 | $40.00 | $320.00 | N/A | N/A |
| Adjustments Not Covered by Insurance | 7 | $65.00 | $455.00 | $45.00 | $315.00 |
| Progress Exams | 2 | $75.00 | $150.00 | $50.00 | $100.00 |
| Traction | 1 | $300.00 | $300.00 | $150.00 | $150.00 |
| 15 Visits | | $1,225.00 | | $890.00 | |

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Total
Initial
Monthly
Savings
Option 1
$1,225.00
$425.00
$400.00
$0.00
Option 2
$1,225.00
$140.00
$325.00
$335.00
Option 3
$1,225.00
$850.00
$0.00
$375.00

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STRATEGY
PRODUCTIVITY
TEAM
PLANNING
WORKFLOW
DOCUMENTATION
BUSINESS ACTIVITY
COMMUNICATION
RESOURCES

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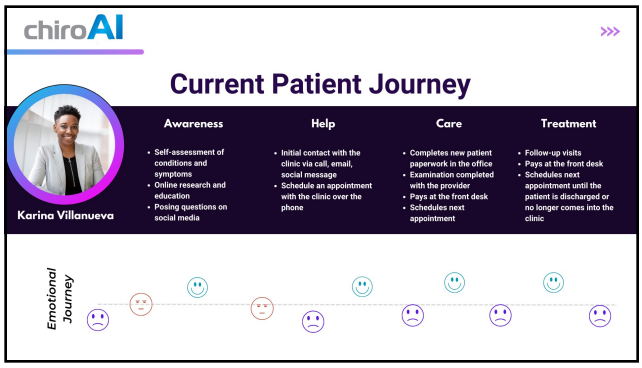
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Current Patient Journey
Karina Villanueva
Awareness
Self-assessment of conditions and symptoms
Online research and education
Posing questions on social media
Help
Initial contact with the clinic via call, email, social message
Schedule an appointment with the clinic over the phone
Care
Completes new patient paperwork in the office
Examination completed with the provider
Pays at the front desk
Schedules next appointment
Treatment
Follow-up visits
Pays at the front desk
Schedules next appointment until the patient is discharged or no longer comes into the clinic
Emotional Journey

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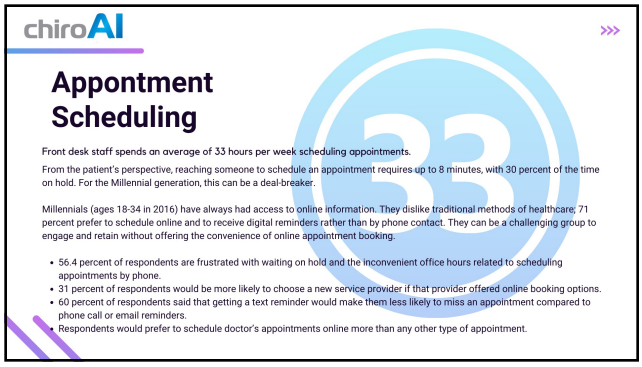
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Appointment Scheduling
Front desk staff spends an average of 33 hours per week scheduling appointments.
From the patient's perspective, reaching someone to schedule an appointment requires up to 8 minutes, with 30 percent of the time on hold. For the Millennial generation, this can be a deal-breaker.
Millennials (ages 18-34 in 2016) have always had access to online information. They dislike traditional methods of healthcare; 71 percent prefer to schedule online and to receive digital reminders rather than by phone contact. They can be a challenging group to engage and retain without offering the convenience of online appointment booking.
56.4 percent of respondents are frustrated with waiting on hold and the inconvenient office hours related to scheduling appointments by phone.
31 percent of respondents would be more likely to choose a new service provider if that provider offered online booking options.
60 percent of respondents said that getting a text reminder would make them less likely to miss an appointment compared to phone call or email reminders.
Respondents would prefer to schedule doctor's appointments online more than any other type of appointment.

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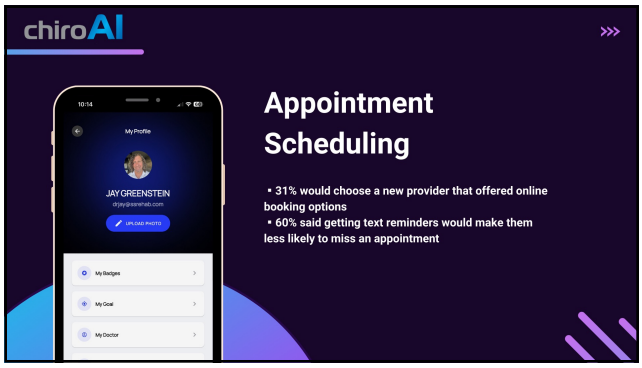
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My Profile
JAY GREENSTEIN
My Badges
My Goal
My Doctor
Appointment Scheduling
31% would choose a new provider that offered online booking options
60% said getting text reminders would make them less likely to miss an appointment

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## Intake Paperwork

Paperwork is the necessary evil of every office.

Patients feel frustrated writing the same information on multiple forms.

For doctors and staff, paperwork creates delays.

**51% of patients prefer doctors that let them fill out paperwork online**

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## Office Efficiency

Forms completed online and submitted electronically allow the clinic team to:
- Obtain insurance verification in advance of the appointment
- Have forms uploaded directly to the EHR so doctors can review prior to the patient visit
- Clinic staff is not left to decipher patient scribbles and reduces errors to the medical records

**Additionally, 61% of claim denials result from demographic or technical errors like inaccurate social security numbers, address, etc.**

## Patient Satisfaction

Forms completed online and submitted electronically improve patient satisfaction by:
- Reduces patient frustration by entering information like name, address, etc. time
- Reduces the wait time before seeing the provider
- Eliminates confusion when it comes to discussing insurance and payment options.

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## Patient Communication

**Improve Office Productivity**
Healthcare organizations can often become overwhelmed with the many important tasks that must be completed and may not have time to remind patients of upcoming appointments or update the list if someone cancels. Automated appointment reminders ensure patients receive these valuable reminders and minimize the risk of your staff juggling too many tasks simultaneously. They also increase your staff's ability to focus better on providing excellent patient care while cutting costs and increasing the bottom line. With an automated appointment reminder solution, healthcare organizations can be confident that patients receive the best quality of care.

**Increase Patient Satisfaction**
Using an appointment reminder solution can enhance patient experiences. With it, your office can seamlessly connect with patients and customize what message you want to deploy and when. With such busy schedules and lives, appointment reminders allow patients to confirm, change, or cancel appointments with the flexibility they may seek. Reminders allow patients to respond when it is most convenient for them, rather than answering a phone call, which can come at an inopportune moment.

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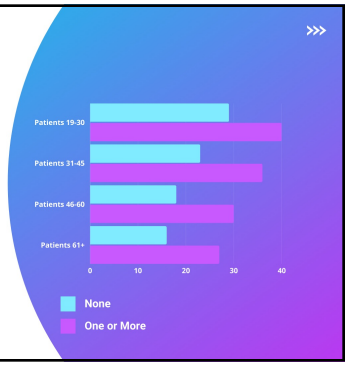
## How much are no-show appointments costing your practice?

Patients that had at least one no-show appointment in the 18 month period before their current appointment have a higher attrition rate than patients who had no no-show appointments in the 18 month period of time before their current appointment.

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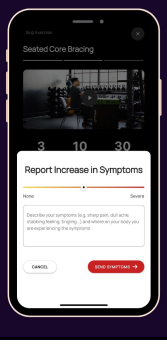
## Increase Patient Engagement

Patients remember less than 20% of verbal instructions.

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## New Patient Journey

Karina Villanueva

| Awareness | Help | Care | Treatment |
|---|---|---|---|
| • Self-assessment of conditions and symptoms<br>• Online research and education<br>• Posing questions on social media<br>• Download the clinic app | • Schedule an appointment with the clinic on the app**<br>• Completes and submits new patient paperwork online.<br>** Text thanking the patient for the appointment and confirming date and time is sent with link to complete the new patient paperwork | • Examination completed with the provider<br>• Provider reviews plan of care and introduces Amber.<br>• Amber reviews insurance verification and Karina's out of pocket costs, offers options, and schedules all appointments. | • Patients comes in to scheduled appointments for treatment, receives text reminders for upcoming appointments, and tracks progress in app. |

Emotional Journey

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SCHEDULE
A CONSULT

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