

Patient Experience:
3 Must-have
services



Abstract

Attracting and keeping patients is critical for a thriving practice but recent patient satisfaction surveys show there's a lot of frustration out there. Private practitioners who put patient satisfaction at the top of their list are going to see their practices grow, revenue increase, and happily maintain their independence. It's important to understand what makes patients happy to ensure that they remain under your care.

Introduction

Some patients put off the care they need. They aren't good about managing their chronic conditions, they miss annual check ups, and are reluctant to schedule appointments when problems arise. There could be lots of reasons for it—emotional, financial, even logistical. A lot of these reasons you have no control over; you just hope

they will take their health more seriously before it's too late.

However, recent patient satisfaction surveys identify some issues that are completely under your control. Long wait times, endless paperwork, and limited, rushed interactions have been identified as some of the biggest frustrations for patients.

If you want your patients to be conscientious about keeping their appointments and getting the health care they need, you're going to need to resolve some of these practice management issues. This guide will help you understand what your patients want and the key services you can offer to keep them healthy and – more importantly – happy.





No one likes to wait

It's a universal truth – no one likes to be kept waiting. A survey of 5,000 patients found that 97 percent were frustrated with wait times. Almost every single respondent had an issue with waiting. That's significant. When patients arrive on time, they expect to be seen on time. The risk practices take when chronically running behind schedule is that pretty soon, your patients aren't going to trust that they'll be seen on time. As a result, they won't bother to arrive on time, creating a daisy chain of delays that can turn your day into a scheduling disaster. Another consequence of the waiting game: patients will leave if they can find more efficient service elsewhere. This is supported by another patient survey that found 41 percent would change doctors if it reduced their wait.

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Paperwork is a hassle

A big bottleneck for both patients and practices is the large number of forms that patients need to complete before being seen. A major source of the wait times your patients experience is directly linked to the check-in process. New patient forms, medical histories, insurance verification, collecting co-pays, and scheduling can quickly eat into the time set aside for appointments. It's no wonder that patients have compared health care paperwork to the hassle of buying a new car.



Quality time is hard to come by

Recent reports say that the average physician visit only lasts between 11 and 15 minutes. And the majority of their time is spent verbally sharing their health history. A poll by NPR, the Robert Wood Johnson Foundation, and Harvard School of Public Health found about 3 out of 5 patients think their doctors are rushing through exams. When time is short, your patients don't feel like they're getting personalized, quality care.



3 Must-have services to keep your patients happy

Efficient check-in and quality time with their doctors are big priorities for patients. If your patients leave as a result of poor front office experiences, the long-term stability and financial health of your practice will be threatened. With all the financial pressures small private practices face today, fostering loyalty with patients is more important than ever. Physicians need to find ways to improve patient experience. Implementing efficient, up-to-date practice management technology can help with patient retention by streamlining workflows, providing convenient access to information, and leaving you more time to focus on your real passion—caring for patients.

#1 Improve scheduling to reduce wait times

AdvancedEHR is fully integrated with AdvancedScheduling and AdvancedBilling to make your software experience as seamless as possible. Staff can work in a single program, in a single database and enjoy the convenience of a single logon. This greatly reduces the need for multiple system data comparisons—a major source of frustration and wasted time. AdvancedMD makes it easy to collect or verify demographic and financial information when a patient is being scheduled for an appointment. AdvancedScheduling lets you easily tame the chaos and frustration your patients experience at the front desk. With one click, you can quickly open patient demographics to review and verify patient information. Patient and family balances are conveniently visible

immediately so you can collect any outstanding balances.

eEligibility allows you to automate the confirmation of patient insurance coverage prior to the appointment with daily batch processing or on-demand verification for on-the-spot checks. When an existing patient is selected in the Appointment Scheduler, demographic, insurance coverage, primary insurance copay, and current balance information are displayed so you can verify this information as part of the scheduling routine and prepare the patient to make payments on copays or outstanding balances. This means that patient intake can take less than a minute to complete. It's that type of efficiency that can reduce wait times and increase your patient satisfaction.

AdvancedMD makes it easy to collect & verify demographic, insurance, and financial information when a patient is being scheduled for an appointment.



#2 Replace paperwork with patient kiosks and portals

Your patients want to take completing forms out of the waiting room. By moving the process online, they can fill them out a time that's more convenient for them. A majority of patients surveyed said when choosing between physicians, 57 percent would select the one who offered the ability to fill paperwork out online prior to the in-person visit.

Patient Kiosks

Searching for patient records and inputting patient information can cost precious time, money, and materials. AdvancedPatient patient kiosk can enhance your practice and your patient's satisfaction.

Your patients will love the kiosk convenience, you'll love it because it saves both time and money.

- Increase patient satisfaction with the check-in process, payment options and patient portal
- Improve practice processes and workflows by removing paper filing and making patient information available at the click of a mouse
- Replace your practice's fax machine with the AdvancedMD fax dashboard
- Utilize cloud technology to reduce office costs, eliminate double data entry and increase health record security

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Patient Portals

Providing access to test results, clinical summaries, and account management online, a patient portal offers a level of convenience and transparency that patients want. As patient demands for greater access to records online, physicians who lack portal technology are going to face those front office bottlenecks. Patient portals will increase patient engagement and improve healthcare outcomes.

The AdvancedMD patient portal is integrated with our EHR and practice management (PM) software to deliver a single solution for patient interaction online. As an ONC-Certified EHR Software, AdvancedMD EHR improves patients' access to their own records. The built-in features of the Patient Portal also streamline processes that can often be time-consuming in person.

The freedom and flexibility of EHR is not just for physicians: patients will also experience the benefits of enhanced technology. Studies have shown physician-patient relationships are strengthened when patients have access to their own medical information. Patient portals provide a way to encourage transparency, trust, and shared decision making leading to higher rates of retention.

A patient portal gives patients the ability to manage a number of tasks online.

- View statements
- Make payments
- View clinical summary of care from past visits
- Access educational material
- Send and receive messages from the medical office
- Request prescription refills
- Request an appointment

AdvancedMD cloud electronic prescribing strengthens the relationship between physicians, patients, and pharmacies by automating the prescription management process. Additionally, ePrescribing delivers improved care and convenience and reduces risks by tracking potentially dangerous drug interactions. Patients experience an organized, streamlined process while managing their medications: ePrescribing allows physicians to send prescription requests and refills directly to the pharmacy (prescriptions are often

ready before patients arrive at the pharmacy).

Physicians and patients have a more accurate, comprehensive list of medications in one location to monitor concerns and reduce the risk of interactions. ePrescribing, when used with a patient portal, allows patients to request refills securely online. Patients no longer need to hassle with paper prescriptions, which can easily be misread by pharmacy staff.



#3 Improve the quality of care using cloud-based technology

Improved access to providers, records, and clinical information improves your ability to offer quality patient care. Patient satisfaction is now directly related to the digital platforms healthcare providers are can offer them these days. “Patient satisfaction will hinge heavily on hospitals’ ability to satisfy patients with a clear social media strategy, interactive, personalized websites and connectivity

between electronic health records and personal health records.” Patients are more comfortable with technology and want to use it to better improve the quality of their communication with healthcare providers. A global survey conducted this spring found that 58 percent of patients feel technology improves patient experience. Some recent statistics support this new trend.

A global survey of 3,000 patients found that 58% feel technology improves patient experience.

If using digital communication technology—email or text—were an option.

- 51% would reach out to their physician
- 46% would feel more comfortable asking questions
- 43% would feel less rushed when asking questions

Cloud EHR

Cloud-based services give you the flexibility to review charts or renew prescriptions anytime from a laptop or mobile device. AdvancedEHR software is available on any device, making the management of health records highly convenient and secure. Providers are no longer tethered to desks or office servers; portability features allow

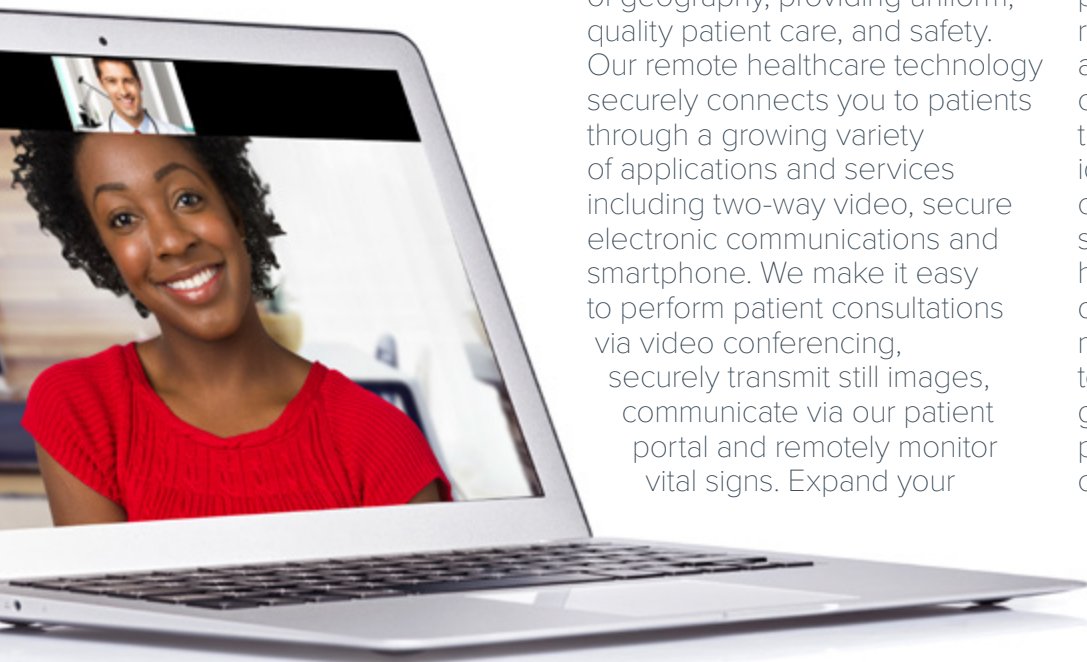
you the flexibility and freedom to access information wherever you may be interacting with patients. You can update notes, check medical records, and review test results conveniently while engaging with patients. The hassles of lost orders and paperwork are eliminated for your patients. Electronic transmission ensures that records arrive when

and where they are needed. In the case of hospitalization, files can quickly be sent to facilitate the best medical outcomes. The convenience of EHR means your patients get more valuable face time with you—probably the most important factor in patient satisfaction.

AdvancedMD has an entire integrated suite of products that will help your patients enjoy convenient, complete healthcare management without the frustration of traditional paper-based systems.

- AdvancedScheduling
- AdvancedEHR
- Patient Encounter
- AdvancedPM
- Patient Kiosk
- AdvancedTelemedicine
- Patient Portal





Telemedicine

Advanced Telemedicine gives clinicians the ability to easily connect to patients regardless of geography, providing uniform, quality patient care, and safety. Our remote healthcare technology securely connects you to patients through a growing variety of applications and services including two-way video, secure electronic communications and smartphone. We make it easy to perform patient consultations via video conferencing, securely transmit still images, communicate via our patient portal and remotely monitor vital signs. Expand your

reach to rural patients by offering specialty services and avoid unnecessary travel for both parties. Faster time to care can result in faster time to diagnosis and treatment, improving health outcomes with less costly treatments. Telemedicine is an ideal platform to deliver continuing clinical education, consult with specialists and partner with local healthcare providers to improve disease management. Home monitoring programs using telemedicine technology are going to help you consistently and proactively manage patients with chronic conditions.

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Patient monitoring

Providing superior care to your patients is your priority. Tracking and remembering to schedule screenings and other preventative or follow-up visits can be difficult for both the patient and the physician. HealthWatcher, a feature of AdvancedEHR,

gives your practice continuity-of-care protocols to improve safety, population health and compliance. You get alerts for appointment recalls, prescription refills and lab orders, and can assign protocols to individuals or groups. Screening and lab work can be completed before

appointments so you will be better prepared to discuss test results. HealthWatcher can help create a top-notch patient experience that will keep them happy and healthy. It's a powerful tool to encourage patient engagement.

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Conclusion

Convenient scheduling, online patient portals, electronic health records, telemedicine, and self-service technologies will help you keep your patients happy. It will improve efficiencies in your workflows and check-in process, give your patients the access to information they need, and will allow you to spend more time with your patients. An investment in automating your practice is ultimately an investment in ensuring sustainable, long-term patient satisfaction.

Learn how AdvancedMD can help you do great things for patients.

The AdvancedCloud suite is an integrated EHR, medical billing, scheduling, telemedicine, patient engagement, financial analytics reporting, and physician benchmarking. It is the only technology platform for private practices that has all the features and capabilities you need to create a better patient experience with the interoperability that ensures safe, efficient and seamless communication. Keeping your patients happy is easier than you think with the right medical office software.

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