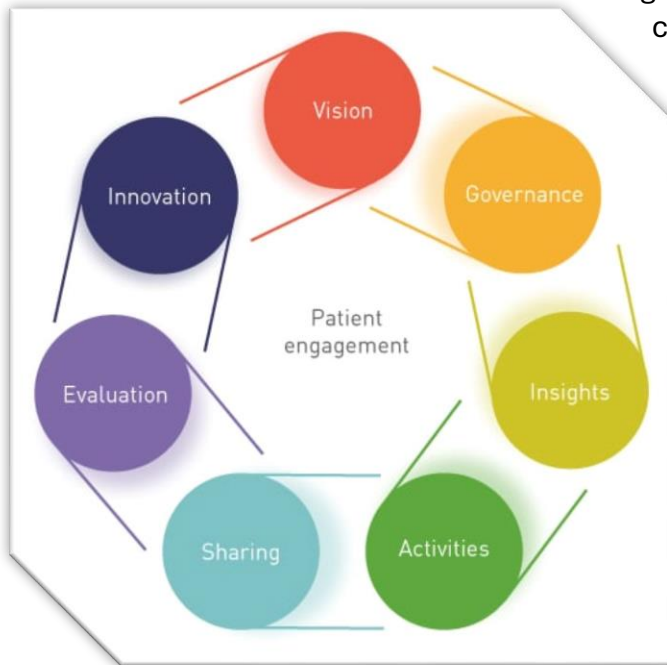


Why Patient Engagement Requires a Full Platform

In the healthcare consumer experience, reality does not always meet expectations. Patients are demanding a virtual care, digitized healthcare experience. Although these tools have been in the market for some time, providers are not yet using them to their full potential to enhance the patient's journey. As a result, patients are not selecting—and staying loyal to—healthcare providers, which ultimately leaves revenue on the table. To cater to these digital demands and accelerate healthcare delivery, healthcare organizations need platforms that enable patient self-scheduling, appointment reminders, digital patient intake, and a



consistent communication experience

that eases patient interactions with their healthcare provider. Targeted patient communications with appointment reminders, information to help consumers prepare for appointments, and tips for encouraging preventive care are vital to getting the patient in for virtual care. Meanwhile, streamlined patient intake technology can boost operational efficiencies to meet patient and provider needs. Together, these digital tools provide a connected patient experience.

A growing population of patients are looking for providers that offer flexible

appointment options beyond in-office visits. Virtual care options like telehealth and on-demand services have grown significantly, offering patients a seamless experience from the comfort of their own home or through the use of mobile kiosks strategically placed in remote locations.

Many patients prefer to use digital tools to check in to their appointment in advance. Digital check-in offers a convenient way to speed up the intake process and spend less time in the waiting room. Now facing COVID-19 concerns and now, monkeypox, patients want contactless check-in



options that help avoid touching pens, clipboards, and other surfaces that can carry viruses.

Patient engagement technologies, like patient self-scheduling, can help fulfill these patient expectations, yet providers are slow to adopt these solutions. Ninety percent of patients, including Baby Boomers, told Salesforce they want access to self-scheduling tools, yet only 53% of providers actually offer them—and many of those are simply online request forms that are not designed to consider provider rules and preferences or integrate into existing workflows.



The patient experience is not linear. It is cyclical as patients move from self-scheduling to preparing for the appointment, receiving care, and back to scheduling their next check-up. The digital patient experience

needs to reflect that pattern and support an ongoing cycle that continues to evolve. Therefore, to better meet patient expectations, I have joined Sirach Health and Wellness to not only offer patients an opportunity to tap into these digitized resources but to also offer a streamlined healthcare experience through the use of virtual care solution kiosks.

If you are in the Tucson, Arizona community, please click the link <https://www.sirachhealthwellness.com/book-online>) to sign up for your personalized subscription to receive care from licensed and board-certified clinicians.



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