

Leveraging Tech to Improve Outcomes, Lower Costs, & Enhance the Patient Experience

Patients are increasingly empowered through technology and want a great consumer experience. This paper explores contemporary consumer demands and technology-based solutions that medical practices can offer to significantly enhance the patient and staff experience.

1.

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Every facet of life is affected by technology, including healthcare. With new advancements, patients' consumer expectations offer a big opportunity for medical practices to deliver a substantially better healthcare experience. By providing a seamless, technology infused process, care centers can improve outcomes and lower the cost of care while simultaneously improving the overall patient experience. A successful technology platform is adopted because it provides convenience, autonomy, and efficiency, and delivers a meaningful ROI. Patients want to be able to easily provide and/or have access to their health information while also providing all the necessary administrative information required so that they can receive care.

Although still used in most waiting rooms, patients hate filling out clipboards, kiosks, or tablets at the point of care. When a patient arrives at a doctor's office and is made to complete paperwork using a pen and paper, this antiquated process delivers a highly inefficient and undesirable experience for both the patients and staff alike.

This inefficiency of point of care systems is costing care centers 14 to 22 minutes per patient not including the plethora of ad-hoc issues that arise when something is not in order when the patient hits the waiting room with nothing completed in advance. Often, a patient will arrive uneducated, unprepared, or unable to provide the necessary information to see their provider. Preventing this situation results in a much more efficient and seamless process for both patients and staff.

Most medical organizations have embraced technology via their EHR systems. While EHR's and EMR's are excellent for practice data management, they were never designed with patient engagement in mind. Automating workflow requirements that support patient engagement is an underestimated core competency in the care continuum. Finding a company like Yosi Health that provides hyper personalized, automated intake solutions address one of the biggest problems in health care – the traditional waiting room.



THERE ARE 3 KEY AREAS WHERE TECHNOLOGY CAN ENHANCE THE PATIENT EXPERIENCE

- ↳ Making it Easy to Choose You
- ↳ The Pre-Visit Experience
- ↳ Post Visit Reputation Management

2.

MAKING IT EASY TO CHOOSE YOU

Using technology to find the right provider often starts with an online search. Practices need to position themselves appropriately online to attract patients by insuring they address the information the patient seeks.

PATIENTS ARE LOOKING FOR



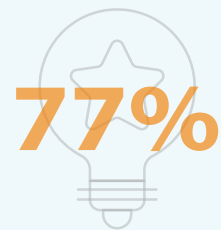
ONLINE REVIEWS

A 2020 survey showed that 77% of patients use online reviews when looking for a new doctor. Harvard Business Review cites that 48% of patients are influenced by physician ratings and comments from other patients when choosing their doctor with 88% of people trusting those online reviews.

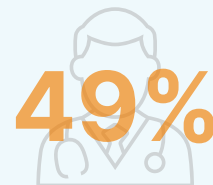
INSURANCE COVERAGE

Patients want to know the health care provider they are looking for is in network with their health plan to ensure they'll pay less out of pocket expenses. A Kaiser study showed that 32% of patients who had trouble paying their medical bills had an out of network provider with 21% unaware their provider was out of network. Unexpected medical bills are a worry for 65% of the population according to a KFF Health Tracking Poll conducted in February 2020. Providing patients peace of mind for costs and coverage gives patients certainty when seeking care.

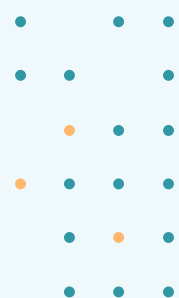
DID YOU KNOW?



77%
of patients use online reviews when looking for a new doctor?



49%
of patients would be more likely to give a physician a favorable review if online forms were available?



3.

MAKING IT EASY TO CHOOSE YOU



HEALTHCARE NEEDS

Finding a doctor who meets the healthcare needs of a patient is an important priority. Patients may be seeking emergency care, internal medicine, a specific procedure, or an office that can service multiple testing needs. Care organizations can benefit from providing all the services and procedures they offer as publicly available information.

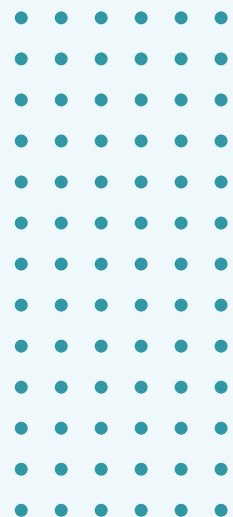


CONVENIENCE

Patients are increasingly seeking more convenience not only in terms of location, but also how easy it is to make an appointment and to prepare for their visit. This is where technology plays a key role in having availability for online scheduling which, in the best-case scenario is integrated with a providers EMR system. A survey conducted in 2021 by Lobbie Institute cited that 49% of patients would be more likely to give the physician a favorable review if online forms were available. Currently, the traditional point of care administrative registration/intake process is the opposite of convenient. So much so that it is responsible for 94% of patient complaints and bad reviews. Convenience should not only extend to the patients, but the administrative staff as well.

THE PUSH FOR PAPERLESS

Federal authorities set a deadline of December 2022 for the healthcare industry to support smartphone-based apps to store medical records electronically. This process will greatly reduce the duplication and administration burden of paperwork being repeatedly completed and transposed into a EMR system. This system will also make the information easily shareable between different providers and facilities.



4.

THE PRE-VISIT EXPERIENCE

Traditional point of care registration and intake is at odds with patient expectations of a great consumer experience. 95% of patients anticipate that online forms will be available in the future, with many seeking that opportunity now. In fact, 76% of patients would choose a doctor based on the availability of online forms.

Lobbie's survey cites only 11% of providers currently offered an online option for completing medical forms. In the same survey, 83% of patients said they would prefer to complete paperwork online via phone, tablet, or PC before they arrive at the practice. This option affords the patient the convenience of completing forms on their preferred device and at their preferred time and location.

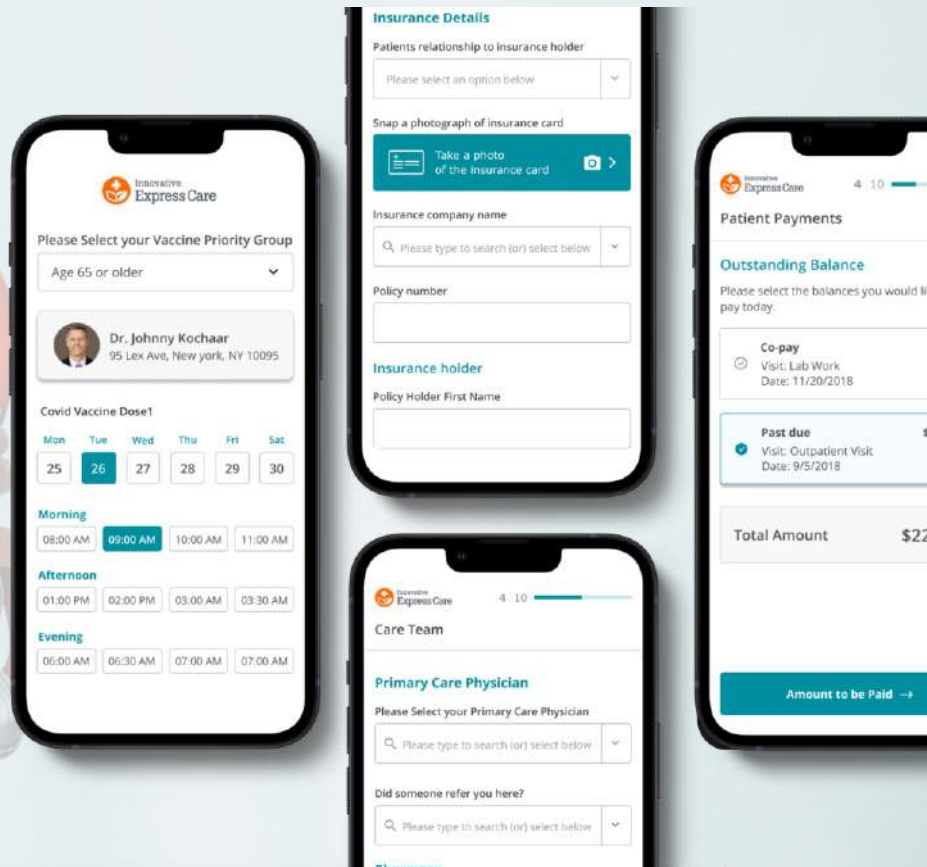


On the practice side of things, online forms significantly reduce administration time and efficiency for data entry, minimizing errors. Transcription of handwriting can be difficult to decipher resulting in misspelled names, addresses, insurance information, and clinical data, etc. Furthermore, serious errors can occur in the transcription process that can result in erroneous scenarios leaving the patient and practice exposed.

Scheduling an appointment is the beginning of the care journey for many patients and most prefer to self-schedule for both efficiency and convenience. However, it's often the responsibility of the administrative staff to vet, qualify and place the patient in the correct time slot with the correct provider at the correct location based on organizational protocols and routines. But simply opening a calendar falls short of the necessary elements required to properly schedule a patient.

5.

THE PRE-VISIT EXPERIENCE



That's why companies like Yosi Health went deep into automating patient self-scheduling workflows and requirements. Patient self-scheduling technology should include question logic trees to guide the patient to the correct provider at the correct location in the appropriate time slot. Based on the series of provided answers, your online self-scheduling platform should also be able to direct the patient to call to the care center when appropriate.

Not all online forms are created equally and online form technology is only as good as the experience it delivers. For example, a health organizations website might have a downloadable pdf, or webform while an EHR/EMR practice portal might have the ability for the patient to provide registration and clinical information remotely. That said, the key component to maximum compliance is removing the barriers that are preventing maximum patient engagement.

Even the smallest barriers have significant negative impact on engagement. For example, if a patient must download an app pre-arrival, compliance generally falls below 20%. The best pre-visit experience is hyper-personalized to what the practice needs for each appointment type and must be easy and convenient for patients to complete. It's important to find an automated intake platform that supports ALL your appointment types and/or administrative intake requirements that are unique and necessary to your organization. For example, it needs to deliver the proper screening questionnaires to the correct



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patients at the right time. The platform needs to support HPI and review system workflows and collect all clinical data. The platform needs to eliminate any scanning of insurance or ID cards at the point of care. Patients also prefer paying their co-pays and/or past due balances via technology pre-arrival vs. paying at the front desk. Once completed, the best-case scenario is that all the patient data is pushed into the discrete fields in the organization EHR/EMR including images of the insurance and ID cards. If done correctly, the majority of the administrative are completed in advance. This significantly reduces time in the waiting and delivers more unencumbered time with the provider.

One more important aspect of the patient experience is to avoid intake platforms that deliver curated pharmaceutical advertisements on the patients' devices before, during, or after their digital administrative encounter. Remember, a great patient experience is a direct and convenient one.

6.

END-TO-END PATIENT JOURNEY

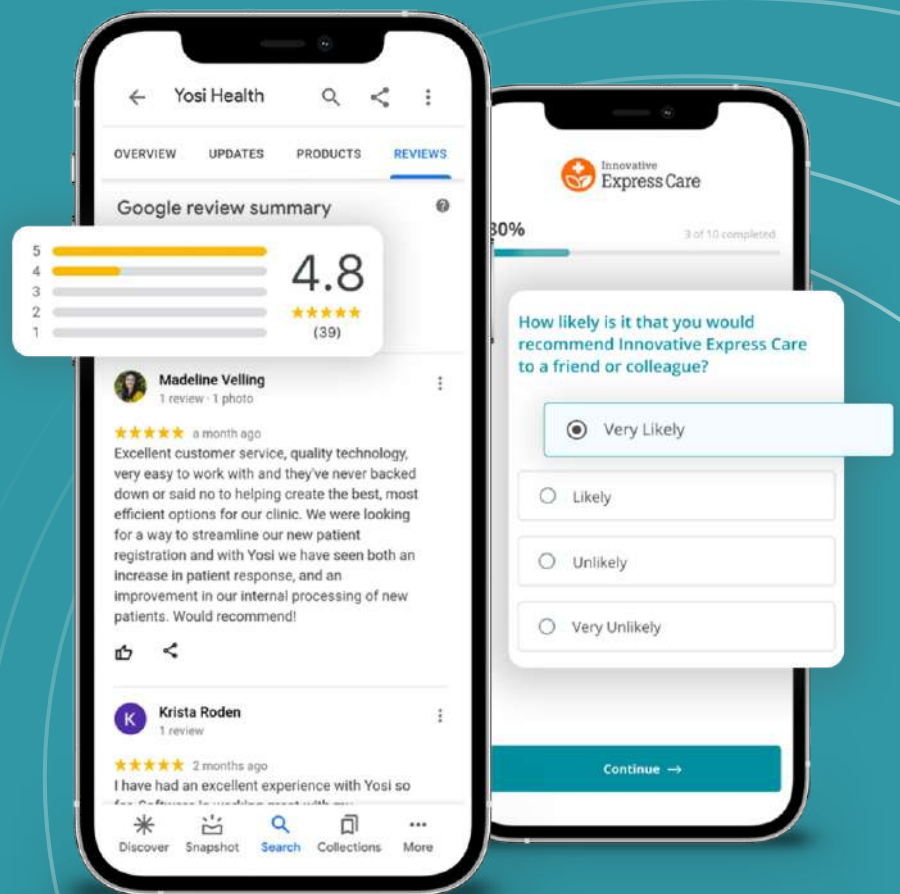
With 77% of patients using online reviews when looking for a new doctor, it's important that you have a high rating.

You want your patients sharing a positive rating after a great experience throughout their journey. By properly automating the administrative workflows with prearrival engagement, you have addressed the cause of most patient complaints in healthcare. You can use the same technology to get your patients to share their positive experience and provide a good review. By automating follow up surveys, you can not only get your patients to

share their experience, but it will provide feedback to your healthcare organization as well. Good reputation management technology will allow you to catch and mitigate any bad feedback prior to an actual review being posted.



A properly tech driven patient experience will deliver happier patients, happier staff, reduced no shows, and increased revenue.



7.

www.yosi.health

READ WHAT CLINICAL LEADERS SAY



After more than a month using Yosi our no-show rate has decreased 75% and our confirmation rate is up to over 60%. We went from having 10 no shows a week to 0-2. It is saving us thousands of dollars a day.

Yosi Health is the only virtual waiting room solution provider that proves time and time again to have great customer service. They immediately blew me away with how responsive they were. Yosi is entirely focused on making it easy for the patient – and they were offering the virtual waiting room solution at half the price of what we were paying. We've been incredibly happy ever since we made the switch.



Dr. April M. Tillery

Founder, All Woman Women's Healthcare

Our name is "innovative," so one of the things I like to do is use innovative technology like Yosi to enhance the patient experience and change the way healthcare is delivered. When we have such a high volume of patients, they can fully pre-register before they arrive and immediately be seen by a provider. They've really enabled me to continue pushing the envelope in everything I do.



Dr. Rahul Khare

Founder & CEO, Innovative Express Care

For some practices the added complexity of navigating technology and multiple platforms can cause some dissension. With Yosi Health, providers can access multifaceted solutions that embrace the entire patient experience from attracting patients, to filling out intake forms, attending the visit, and post visit follow up. When looking for a vendor, seek a solution that integrates with your existing EMR system for added convenience and leverage.


If you are ready to find out more about how your practice can improve the patient experience, increase revenue, and patient satisfaction


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