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Upleveling your patient experience
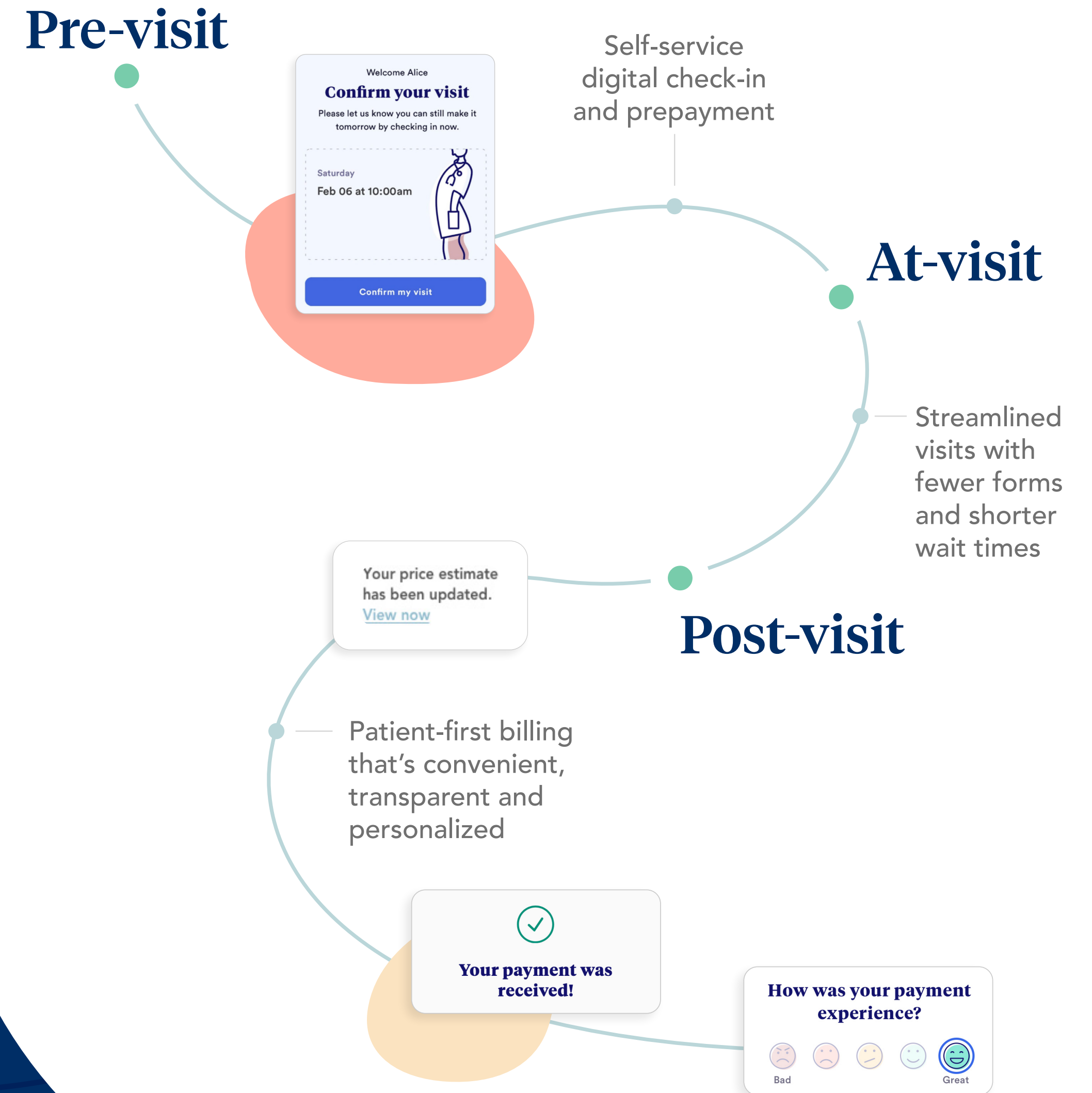
THE ESSENTIAL GUIDE

49%

of consumers wish the digital healthcare experience was smoother and more intuitive, similar to experiences with Amazon, Netflix or Uber.

Consumers live in an omnichannel world. When they engage with a brand, they expect meaningful communications, thoughtful recommendations and fast, personalized service wherever they are. It all has to feel seamless, all on their terms.

When administrative processes and bills enter the healthcare journey, your patients are thinking like consumers. And the stakes are really high. Because a bad financial experience can overshadow a great clinical encounter or worse, jeopardize retention of customers for life.

Continue reading to learn about technology solutions that can up-level your innovation roadmap, help you engage patients through a consumer lens and ultimately, make your brand shine.

Creating a seamless patient journey

Pre-visit

Welcome Alice
Confirm your visit
Please let us know you can still make it tomorrow by checking in now.

Saturday
Feb 06 at 10:00am

Confirm my visit

Self-service digital check-in and prepayment

At-visit

Streamlined visits with fewer forms and shorter wait times

Your price estimate has been updated.
View now

Post-visit

Patient-first billing that's convenient, transparent and personalized

✓
Your payment was received!

How was your payment experience?

Bad   Great

Pre-visit

Touchless technology became a mainstay in 2020, driven by the COVID-19 pandemic. Patients no longer feel safe in waiting rooms and frankly, never wanted to wait at all. Providers can eliminate manual intake processes at visits by engaging patients pre-service, including:

Actionable visit reminders: Leverage pre-service digital touchpoints—like appointment reminders—to encourage self-service and initiate the check-in process.

Digital self check-in: Enable patients to check in online in advance of visits to help reduce direct contact with staff and ensure timely appointments.

Contact-free data verification and prepayment: Capture demographic, contact, insurance and payment information ahead of time to avoid the physical exchange of identification and credit cards while proactively mitigating back-end billing friction.

25%
of consumers said that pre-visit activities have been the worst part of their healthcare experience

23%
of consumers wish they could check in for appointments using a virtual waiting room, like they can with restaurants

35%
of consumers want more clarity on what they owe and why, including insurance coverage details

Post-visit

From customized recommendations on Netflix, to cart suggestions on Amazon, consumers have elevated expectations when it comes to optimized experiences. Providers can drive meaningful engagement after point-of-care with:

High touch, digital-first communication: Employ thoughtful patient bill reminders using all available digital communication channels and make it easy for patients to self-serve online.

Individualized pathways to resolution: Patients want to pay their medical bills, but often need the flexibility to pay on their own terms. Providers can empower patients to resolve bills by offering more ways to pay, such as prompt-pay discounts, payment plans and extended billing cycles.

Clear, easy-to-navigate statement designs: Remove barriers to bill engagement by making statements comprehensible. Providers can mitigate confusion by avoiding jargon and consolidating visits across care settings.

Actionable feedback loops: Identify targeted opportunities to improve patient satisfaction by asking how patients feel about their pre- and post-visit experience, leading to improved relationships and better business results.

31%
don't think their healthcare providers have done enough to improve their patient billing and payment processes

60%
of consumers would prefer to make a digital payment through a portal

28%
want more options to view and pay a bill

Want to learn how Cedar raises the bar on all things patient experience? **Get in touch today.**

About Cedar

Cedar is a healthcare financial engagement platform for health systems, hospitals and medical groups that clarifies and simplifies the financial experience for patients, improving bill resolution and payment outcomes for providers. Recently recognized as a leading solution provider in the patient financial experience space by KLAS Research, Cedar facilitates patient-centric financial engagement across the care journey. To learn more, visit **www.cedar.com.**

Sources

2020 Healthcare Consumer Experience Study from Cedar and Forrester Consulting