STORY BY KATHY FORD

MEETING NEW *expectations*

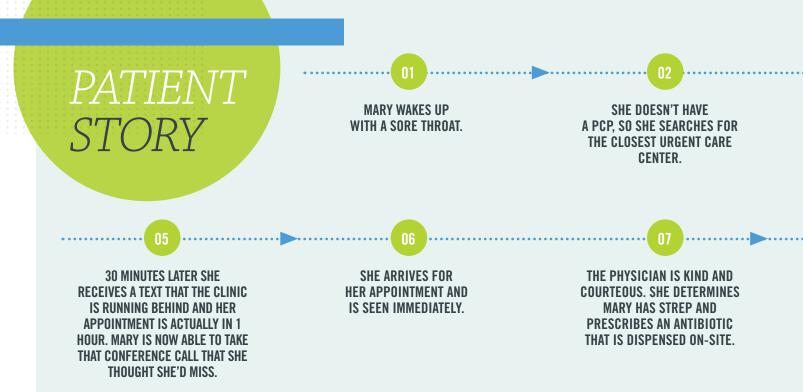WHAT HEALTHCARE IS LEARNING FROM UBER AND NETFLIX

Need a dinner reservation for Saturday night? You simply go to OpenTable and a few clicks later you've got a table—and the restaurant knows if it's a special occasion, or that you prefer to sit by the window. Need a ride to the restaurant? Simple. Open the Uber app, request a car and you will know exactly where that car is and how long it will take to get to you. After dinner, you want to watch a movie or binge-watch your favorite show? Just stream it on Netflix. Hungry again later and want a pizza? Order from Domino's online—in fact 60% of their orders now come in that way.

Such changing customer relationships and technology are now starting to impact healthcare. With the shift in cost to the patient, those patients are making provider choices with more of a consumer mindset. Therefore, health systems need to provide positive, consistent patient experiences to retain their current patients and attract new ones. When patients have a pleasant experience—ease of appointment scheduling, care update notifications, low wait time—they perceive their actual

care to be better. The flip side is true too—when patients have to wait, it's hard to get appointments, and they are not well informed—they may perceive their care to be poor, regardless of the skill of their providers.

So, while providers are dealing with changing technology and demographics, in the not-too-distant future there quite simply won't be enough of them to meet the need. By 2025 it is estimated that there will be 565 million PCP visits annually in the United States—but with an estimated shortage of 55,000 PCPs that demand will be difficult to meet. That's where Community Scheduling and Workflow comes into play. TeleTracking's proven operational solutions are expanding across the care continuum with a cloud-based solution that provides patient self-scheduling and workflow tools for ambulatory settings.

As the experts in capacity and access management, TeleTracking is now uniquely equipped with Community Scheduling and Workflow to extend that know-how to ambulatory settings, putting a consumer-focused tool in the hands of a health system to help them drive their ambulatory business. The primary care physician is the front door of the healthcare system. If you have a positive experience there, you're going to stay at that office—and within the overall health system if you need greater levels of care or your care needs change.

PATIENT STORY

01
MARY WAKES UP WITH A SORE THROAT.

02
SHE DOESN'T HAVE A PCP, SO SHE SEARCHES FOR THE CLOSEST URGENT CARE CENTER.

05
30 MINUTES LATER SHE RECEIVES A TEXT THAT THE CLINIC IS RUNNING BEHIND AND HER APPOINTMENT IS ACTUALLY IN 1 HOUR. MARY IS NOW ABLE TO TAKE THAT CONFERENCE CALL THAT SHE THOUGHT SHE'D MISS.

06
SHE ARRIVES FOR HER APPOINTMENT AND IS SEEN IMMEDIATELY.

07
THE PHYSICIAN IS KIND AND COURTEOUS. SHE DETERMINES MARY HAS STREP AND PRESCRIBES AN ANTIBIOTIC THAT IS DISPENSED ON-SITE.

HERE'S HOW COMMUNITY SCHEDULING AND WORKFLOW BRINGS THE PATIENT EXPERIENCE TO LIFE:

● A patient researches a provider through search, Yelp, Google reviews, etc. and schedules an appointment based on their preferences via the health system website or mobile app.

● The patient then receives automated appointment reminders and delay alerts, along with the ability to fill out forms in advance of the appointment to help ensure they show up on time and are prepared.

● If the patient needs to change the appointment, they can simply make the change via their phone or computer for a more convenient time. They can also confirm they will be arriving for their appointment by way of bi-directional text support.

● We all know how annoying it is to be stuck in the waiting room—just like Uber, the office can send alerts that there is a delay, along with the estimated wait time.
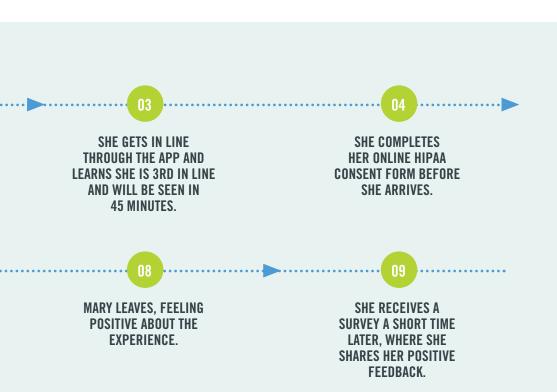
● For urgent care settings, patients can actually get in line remotely [like with No Wait for restaurants] and receive a message that their turn is coming up, for just-in-time arrival.

All of these features are designed to create an engaging patient experience. And we know that engaged patients are more likely to come to their appointments on time and be prepared—so there are fewer delays and fewer no-shows, which saves providers money and improves the experience for everyone. In addition, a reputation for a positive patient experience helps providers and health systems retain existing patients and attract new ones.

What does all of this mean for healthcare executives? As we said earlier, the healthcare model is changing and increasingly complex care is being delivered in the ambulatory setting—which means new issues with silos, fragmentation, timely access, inefficiency, and visibility. Community Scheduling and Workflow addresses these issues with scheduling and workflow tools that improve patient engagement and maximize office efficiency. Reputation also matters and that's where the analytic capabilities and the transparency provided through things like post-appointment surveys can help quickly identify issues so they can be addressed. The information can also be used to drive strategic business decisions.

In this ever-changing market, it's more important than ever to have the right tools and the right approach to be responsive to the needs of patients and provide them with a positive experience. By being forward-thinking and staying ahead of the curve, we are able to help providers and health systems meet their patients' expectations for mobile convenience—the ability to communicate in the way they want, have control over the process, and receive real-time updates so they know exactly what's going on when there's a delay.

KATHY FORD
*Director,
TeleTracking
Product Management*

Kathy Ford is an industry veteran with more than 20 years in healthcare. She has held roles in sales, marketing leadership, executive level portfolio ownership, including M&A responsibilities at companies such as GE Medical Systems, McKesson, Siemens Medical, Carestream Dental, and NantHealth. Kathy's true passion has been leading the ideation and commercialization of over 100 clinically impactful solutions across the global healthcare market. She is most proud of the solution created just three years ago with the startup, Jellyfish Health, LLC, where she was the Chief Product Officer. Kathy serves on the board for Continuity Health, LLC, an innovative solution focused on remote patient monitoring for those with chronic conditions and debilitating diseases that are at high risk for readmission.

03
SHE GETS IN LINE THROUGH THE APP AND LEARNS SHE IS 3RD IN LINE AND WILL BE SEEN IN 45 MINUTES.

04
SHE COMPLETES HER ONLINE HIPAA CONSENT FORM BEFORE SHE ARRIVES.

08
MARY LEAVES, FEELING POSITIVE ABOUT THE EXPERIENCE.

09
SHE RECEIVES A SURVEY A SHORT TIME LATER, WHERE SHE SHARES HER POSITIVE FEEDBACK.