

COMMUNITY SCHEDULING AND WORKFLOW – PART 3

THE COMPETITIVE APPROACH TO *healthcare*



THE WORLD IS CHANGING AND SO IS THE TRADITIONAL PATIENT.

Today's patients are quickly making the transition to true consumers of healthcare—and as technology and societal demands evolve, we are also seeing the emergence of new venues to receiving care.

Today's consumers are savvier and more discriminatory in how they look for care. They also have high expectations about their experience, which is causing health systems to scramble for new ideas to improve patient experience and patient care. This process is challenging for health systems because if you ask 10 people what "patient experience" means, you'll get 10 completely different answers.

WHAT TODAY'S PATIENT WANTS

Since many times patients want the same experience they receive at their favorite restaurant or retail shop, health-care systems are looking at these industries and others for strategies that can also be effective in care environments. In this setting, the patient comes first. This is a far cry from the traditional model where the provider was "the client," and where patients didn't mind waiting as long as they received what they perceived to be a "good visit with their doctor."

In addition, health systems are also faced with catching up to what I call the "Amazon" society, where at the touch of a button you can order what you want, when you want. And if you don't like it, you can write a review expressing your displeasure for not just a few people to read, but the entire world to see on social media. So once again, providers are forgoing traditional methods of service to incorporate inclusive patient experience tools that are feature-rich with interactive capabilities.

PROVIDER ADAPTABILITY / CONSUMER CENTERED CARE

Providers are also starting to adopt and provide greater visibility regarding the cost of their services, to not just compete in the market place, but to also serve as a courtesy to their patients, provide overall value, and to meet the market demands that relate to consumerism and experience. Essentially, health systems are beginning to diversify their strategies to remain viable and competitive.

As I mentioned previously, these new approaches place the consumer front and center, addressing what today's market is demanding, while at the same time starting to envision the needs of tomorrow's consumers as well.



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Tracy has nearly 20 years of sales, field training and management experience, and has spent most of the last decade in the ambulatory space. His diverse background encompasses ambulatory EMRs, imaging, patient experience and outpatient access and flow. Tracy joined TeleTracking from Jellyfish Health where he was responsible for new sales and marketing strategy related to patient self-scheduling. Prior to Jellyfish, he held commercial roles with NextGen Healthcare, Konica Minolta, Greenway Medical Technologies, and Ricoh Americas Healthcare.

For example, this cohesive approach to current and future needs could start at a patient's home or job (outside the four walls of the health provider), beginning with the ability to schedule an appointment, as well as fill out the necessary HIPAA and financial consent forms.

TRANSPORTATION— THE FIRST STEP

With the ubiquity of ride-sharing, picture if you will that after you have scheduled your appointment via your smartphone, that you then have opportunity to select your mode of transportation to pick you up at your destination. And while you're in the car, you're being updated with your expected "wait time" and/or place in line via text message for your scheduled appointment.

These approaches consider the first interaction consumers have with a health system, which are typically online reviews—and since 72% of patients look at online surveys (softwareadvice.com), it's critical for organizations to monitor and respond to the voice of the consumer.

As for the transport aspect, this is the missing and somewhat autonomous link in the new healthcare scene, as it's not medical per se, yet many times it's the first step in the clinical treatment process. And whether it is provided by the clinical institution, independent group or individual themselves, it's usually seen and experienced by the care receiver as part of the medical appointment—not separately from the actual clinical piece and overall patient experience. That's why when rating the medical-clinical-care experience (transport time to and from home) it's bundled in the patient evaluation of the comprehensive visit experience and often

negatively impacts the clinical measurement currently demanded by ACA (Affordable Care Act) requirements.

Payers (insurance companies) struggle to grasp a solution to this part of the equation and to measure and evaluate the time and service quality since often it's beyond their control. By using existing technologies that help transform this service to an experience, it's possible to bring visibility to this part of the medical appointment process.

Many siloed applications can fill gaps such as wait times, surveys, online scheduling and forms integration in the patient experience journey, but don't provide the ability to solve strategic challenges as they relate to an organization's patient-experience goals as a true agnostic platform that can integrate with any clinical system.

TELETRACKING'S COMMUNITY SCHEDULING SOLUTION

This is where the Community Scheduling solution provides the opportunity to measure, evaluate and ultimately have impact on both the medical visit and the engagement of the appointment experience. The strategy incorporates all aspects of the visit from home to home and offers something innovative and different while helping to separate your health system from the competition.

Moreover, this integrated platform can better serve patient outcomes and health systems with surveys and reviews—just one more way of increasing overall visibility about the great care your system offers.