

Ways to Maximize Revenue Growth through Patient Engagement

Protecting revenue is a challenge that every medical practice faces. Unengaged patients and no-show rates are often one of the biggest contributors to revenue loss. A patient that misses their appointment or shows up unprepared results in significant disruption: scheduling for the day needs to change, staff become frustrated, and most importantly, your organization loses the revenue from that potential patient.

Fortunately, there's a simple solution. An effective patient engagement strategy is key for connecting with patients, reducing no shows and thus, maximizing revenue growth. Here's how.



Step 1

Connect the way your patients want to connect

Roughly 67% of Americans own a smartphone¹ – reach them where they are. Send interactive communications via email, voice, and text for the best read and response rates.



Step 2

Send strategic patient communication

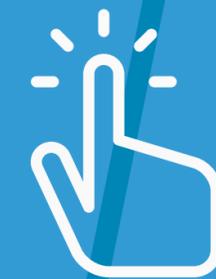
Customization is key: each appointment type should have its own messaging specific to the patient and preparation, including what to bring and when to arrive. 52% of consumers are likely to switch brands if a company doesn't customize communication.²



Step 3

Engage through multiple and preferred channels

Sending multiple messages (email, voice, and text) versus just one message via one channel has proven to reduce no show rates by 54%.³



Step 4

Empower patients with pertinent information

Patients are more involved in their health than ever before, yet only 16% of doctors issued proactive information and communications to help patients schedule preventive care appointment.⁴



Step 5

Engage beyond the standard appointment reminder

Use a patient engagement solution to connect with patients beyond just their next appointment, including sending promotion of health programs, billing reminders, or informing patients of office closures. 47% of patients say they want more personalized experiences.⁵

Find out how Stericycle Communication Solutions can implement a top of the line patient engagement strategy for you.

Visit us at <http://solutions.stericycle-communications.com/mq-get-started.html> or give us a call at 1-855-669-7080.

Sources:

1. Lessons From Retail for Mobile Engagement, 2016
2. State of the Connected Customer, 2016
3. Internal data project, 2016
4. Satisfaction with Doctor Visits on the Rise, 2016
5. 5 healthcare imperatives as patients demand more personalized treatment, 2016