

clearstep

Accelerated Digitization of Healthcare Presents New Opportunities for Healthcare Organizations



80%

Of healthcare consumers prefer to engage with their providers through digital channels

55%

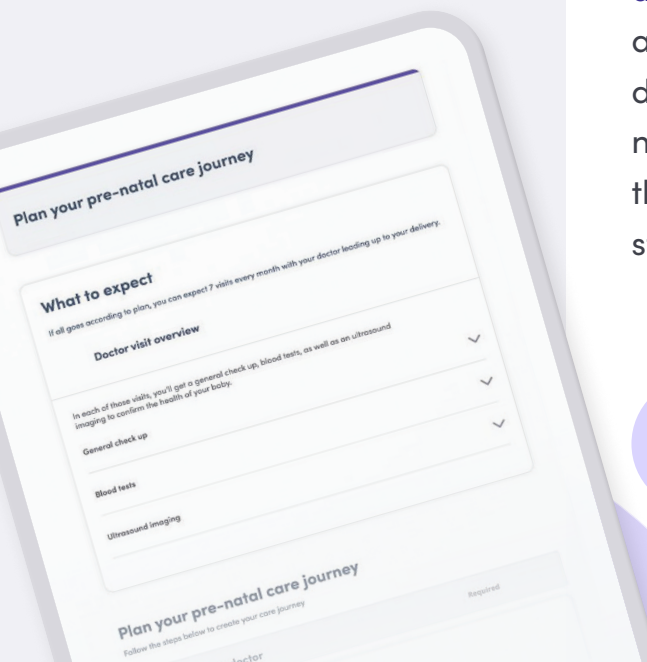
Of patients are more satisfied with telehealth/virtual care visits than in-person appointments

75%

Of surveyed leaders aren't satisfied with their organization's digital health plans

Over the past two years, the digitization of the healthcare industry has accelerated significantly, leading consumers to now expect seamless, “White-Glove” digital health experiences. According to a recent survey, as many as **80% of healthcare consumers** prefer to engage with their providers through digital channels, at least some of the time. Similarly, **55% of patients** said they were more satisfied with telehealth/virtual care visits than with in-person appointments. These trends are forcing healthcare organizations to tackle a new problem: How do you create a delightful experience before someone even gets care?

Although healthcare organization leaders recognize the importance of creating an elevated digital experience for their patients, it's proving difficult to discern how to develop a comprehensive, competitive digital strategy. **75% of surveyed leaders aren't satisfied with their organization's digital health plans**, and the emergence of so many vendors attempting to tackle these issues has only compounded difficulties in determining the best approach. As leaders navigate the complex digital health landscape, placing the patient consumer's sentiment at the forefront of their strategy is key to achieving a positive digital experience.



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I found it quite accurate in the line of questioning. Like I was truly being cared for.

HCA USER



A proven consumer-centric solution

40

Average Net Promoter Score (NPS)

4x

The industry average NPS score for healthcare products

45%

Of all NPS submissions rated their experience as a 10

Clearstep builds technology to make it easy for our client's patients to access the most useful, clear next steps for health and care. Because our solution is white labeled, we present a seamless digital solution on behalf of our customers that results in getting patients the correct level of care in the most efficient way. Additionally, since Clearstep sits at the front of our users' healthcare journey, we can capture a user's sentiment up until the point they receive care. Over the past year, we've collected more than thirteen thousand submissions of feedback across our customers, a majority of which highlight an overwhelmingly positive experience.

Across our product suite, Clearstep holds an average Net Promoter Score (NPS) of 40, almost **4x the industry average NPS score for healthcare product benchmarks**. Digging further into the submissions of our users affirms how much they enjoy using Clearstep. 45% of all NPS submissions rated their experience as a 10 with three out of every four users that submitted leaving an NPS rating of 8 or above. In addition to collecting NPS scores, we also provide users the opportunity to leave free response feedback on their experience. Many of those responses validate that we're not just providing a superior experience but truly helping them navigate the best next steps for care.

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This is super helpful. I really liked this tool as I am never sure who I should make an appointment with when I have something other than a general checkup/physical.

BAYCARE USER

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This helps me figure out if I'm getting scared for no reason or if I'm right in my thinking & gives me a better judgement call from someone that knows more medical wise than I do so it def puts my mind at ease.

TRISTAR HEALTH USER

Continuous commitment to improving our users' experience

While our priority is to advance our customers' digital strategy, we maintain that our primary mission is to get people to the right care when they need it. So as we review our solution's usage, we're constantly identifying and researching any points of friction to incorporate improvements into our product roadmap. For example, when we noticed some users leveraging our solution that weren't within geographical range of our customers' care resources, we took action to mitigate and resolve user frustration with not seeing available care near them. So, in the instance of users who are out of range of our customers' care resources, we implemented APIs that dynamically present the closest ERs and Urgent Cares which ensures we're prioritizing the patient's needs while also providing a positive digital experience on behalf of our customer.

An enjoyable patient experience

As a trusted digital experience partner of several of the country's largest healthcare organizations, we understand the complexities of finding the right technology solutions to optimize your health system's *Digital Front Door*. Clearstep's business is built around the belief that getting care should be easy for all patients. Feedback left by our customers' patients not only highlights the positive digital experience they receive when using the white-labeled tool but more importantly, how impactful it is to be directed to the correct care at times of uncertainty.

clearstep

Ready to chat? Email us at info@clearstep.health or visit us online at clearstep.health

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I love reaching out to someone professional instead of getting advice from friends or guessing. This is a great tool.

CVS USER

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This helps soothe a mama's brain from rushing their baby to the ER in the late-night hours.

BAYCARE USER

