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Patient Centered Healthcare in the 21st Century
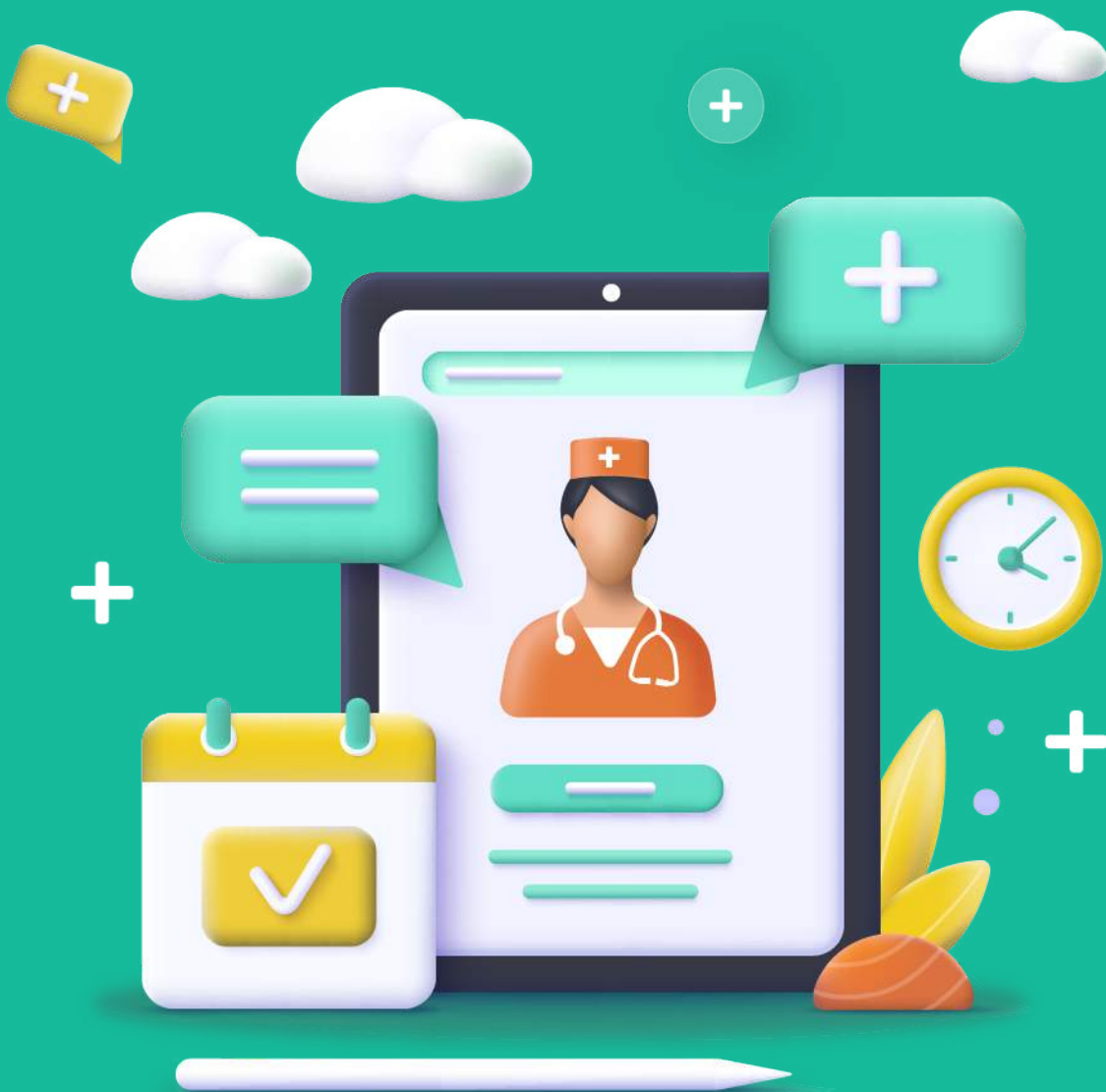
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Table of Content

INTRODUCTION

Welcome to the telehealth crossroads

NEJM Catalyst reiterates what we learned from our quick visit to the long-running gameshow...

"In patient-centered care, an individual's specific health needs and desired health outcomes are the driving force behind all health care decisions and quality measurements."

They add this important idea:
"Patients are partners with their health care providers, and providers treat patients not only from a clinical perspective, but also from **an emotional, mental, spiritual, social, and financial perspective."**

Success depends on a partnership between individuals and their healthcare providers. The individual's needs and aspirations drive both healthcare decisions and how outcomes are measured.

The objective of patient-centered healthcare is to make patients more engaged, and therefore, more satisfied with the delivery of their care. And the hope is efficacy increases.

LeadSquared: Helping Healthcare Improve Patient Satisfaction and Volume.
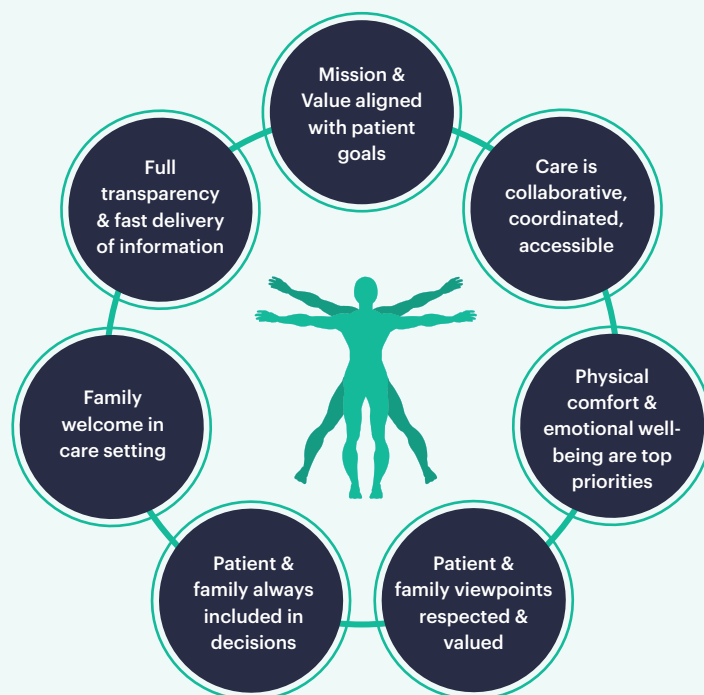
7 elements of patient-centered healthcare

Starting at 12 o'clock in the image above, seven elements are revealed:

1   The health care system's mission, vision, values, leadership, and quality-improvement drivers are aligned to the patient's goals.
2   Care is collaborative, coordinated, and accessible.
3   Care focuses on physical comfort as well as emotional well-being.
4   The patient's and family's preferences, values, and socioeconomic conditions are respected.
5   Patients and their families play a role in decisions at the patient and system level.
6   The presence of family members in the care setting is encouraged and facilitated.
7   Information is shared in a timely manner so patients and their family members are empowered to make informed decisions.

The benefits of patient-centeredness

According to Welkin Health, four evidence-based benefits of patient-centered healthcare serve patients and providers alike.

Improved outcomes		Improved patient satisfaction	
Improved reputation for your organization		Higher staff satisfaction	

7 essential patient-centered care best practices

Ensure accessibility		Respect your patients' needs and preferences	
Coordinate care		Inform your patients	

Provide emotional and physical comfort		Involve family and friends	

Ensure continuity of care

CRM is the information center for patient-centered care

> **We're seeing a huge appetite from patients to interact with us digitally and connect with care. We've shifted the paradigm from reactive — answering when a patient calls us — to proactive and engaging patients when we can see that they need care. We're developing a unified strategy to orchestrate the patient's journey across a lifetime of care and thousands of patients are already seeing the impact.**
>
> **Lisa Yerian, MD, Chief Improvement Officer at Cleveland Clinic**

How is Cleveland Clinic executing in its effort to accomplish what Dr. Yerian said?

In short, the answer is by **integrating its EHR system with CRM.**

"As Epic is our clinical record of truth, the CRM system is our engagement record of truth. Anytime you can think of consistent engagement, that's where you can see the CRM system coming into play," says Beth Meese, Executive Director of Digital Health & Enterprise CRM at Cleveland Clinic.

Building an effective patient-centred healthcare practice is a mix of varied strategies, here are the 5 techniques to help you stand out with your

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CHAPTER 1

Improve patient Experiences

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Improving patient experience starts by changing your approach. You need to be dedicated and caring towards your patients and not just behave friendly. Your frontline staff needs to be trained so that they offer customer service at par with B2C companies.

There are other nuances you must be aware of to improve patient experience. Do you know what steps to take?

Today, we will present some actionable strategies to improve patient experience.

First and foremost, **get yourself online!**

1. Create Online Patient Portal

A professional website with a smooth patient portal is the most basic step you can take to improve patient satisfaction. Over 66% of US healthcare enterprises provide online booking that helps 64% of patients book appointments over the internet.

It's beyond doubt patients want to do things themselves. This is true for all businesses, as 67% of consumers will choose self-service over speaking to a representative.
Your website should help patients-t

- Find information about your services
- Access list of available doctors
- Know about requirements for tests
- Book appointments online
- Find your clinic or hospital

You can link your website with your healthcare CRM to **automate appointment bookings**. Patients can also be mapped automatically to the best doctor based on their requirements.

2. Improve Collaboration and Communication

Poor communication between doctors, staff, and departments waste a lot of time. Patients have to wait unnecessarily in the waiting room while the treatment gets delayed. According to a 2014 report, poor communication wastes-

33 min
during patient admission

40 min
during emergency response team coordination

35 min
during patient transfers

Most healthcare organizations adopting technology has overcome this problem to a great extent. Solutions like HIPAA compliant medical CRMs allow collaboration between teams and departments. Everyone can stay on the same page, thanks to 360-degree patient profiles with real-time information.

You can also use secure messaging, instant notifications, and push notifications on mobiles to facilitate communication and improve patient outcomes.

Fast and seamless communication with patients in healthcare reduces wait times and financial losses. Most importantly, they help patients get treated quickly, enhancing their patient experience.

3. Make Your Facility Navigable

Navigating a healthcare facility is not always easy. In fact, the difficulty patients face in finding their way has been a topic of great debate in healthcare. Numerous studies have shown how difficult patients find to determine the right door or staff to approach. The larger the facility, the higher may be the navigation challenges.

Using signs and maps is an easy way to make your facility patient-friendly. You can put signs with names of doctors on the doors, on X-ray rooms, sample collection rooms, and so on. Although it sounds simple, it is one of

the best ways to improve patient experience in hospitals.

If possible, you can also consider investing in reconstruction to make your facility more navigable. Architects can actually design facilities that provide cognitive clues to patients and help them navigate.

Improving navigation helps you to-

- Improve care delivery
- Increase operational efficiency
- Enhance safety
- Improve response times

In the end, everything adds up to build a better patient experience.

4. Keep Patients in the Loop

Patients want to be treated like any other customer. They want health care providers to care for them, offer a good service, quality care, and keep them informed and updated. In a healthcare organization, this becomes crucial to ensure not only good service but also proper medical care.

Consider the last-minute appointment changes. You need to notify the patient and reschedule immediately to prevent losing your business. Or, maybe a slot is free, and you can fit in another patient waiting to get an appointment.

You should always keep your patients informed and in the loop. Using a

health CRM system allows you to automate the whole process while increasing operational efficiency. For instance, patients receive instant notifications when a doctor adjusts his calendars.

You can even automate appointment scheduling, consultation reminders, follow-ups, and emails to keep patients engaged and **improve patient flow in clinics and hospitals.**

5. Help and Educate Patients

Providers who invest in educating the patients reap more benefits and customer satisfaction. If you are able to help patients lead a healthy life, you will certainly get due appreciation.

For instance, in times of COVID, you can create videos, blogs, and snippets on how to stay safe. You can even create weekly health tips and guides and send them to your patients.
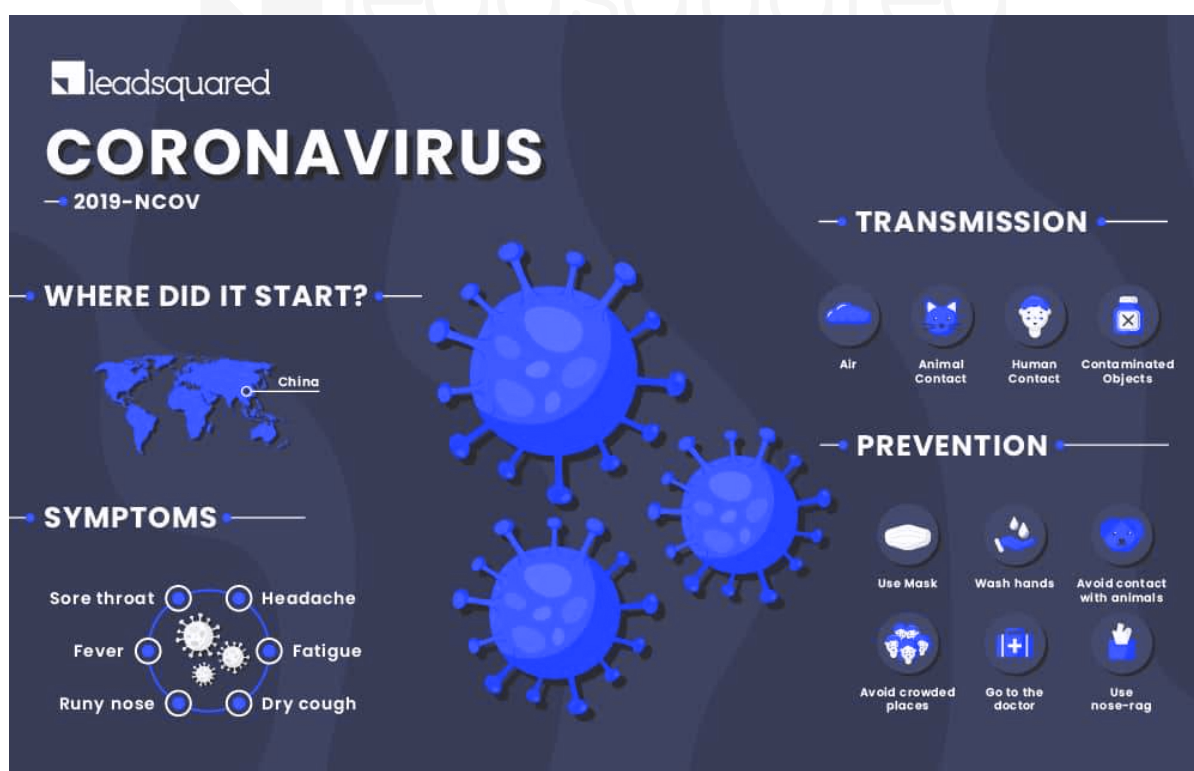
In your facility, you can put up posters and boards. If you can allocate some budget, invest in digital signage. The displays can show texts, videos, and images that broadcast essential health tips or ways to avoid diseases.

Helping patients stay healthy improves patient experience significantly. They are more likely to become loyal customers and choose your service when they do fall sick.

You can use your CRM to **automate emails and messages**, and even schedule them in advance.

6. Collect Patient Feedback

Your patients are the best source to know what's lacking. Consider conducting patient satisfaction surveys or gathering feedback on your services to identify areas of improvement. You can even automate the process through your **healthcare CRM** and send feedback forms post-appointments.

Focus on negative feedback more to improve your service. If you have introduced something new or made changes to your system, ask what the patients think. You can also ask them to provide an online review as it will enhance your online reputation.

Gathering feedback from patient interactions also helps you satisfy disgruntled patients and show you really care.

7. Adopt Technology

Using **HIPAA compliant healthcare CRMs** like LeadSquared helps you streamline your operations. You can offer a seamless service to your patients, ensuring proper and timely care. LeadSquared also improves collaboration and helps you save time and money. You can even manage your whole team and take advantage of mobile extensions to track field activities as well.

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CHAPTER 2

Develop an effective patient engagement strategy

Offering effective healthcare programs means more than just treating patients for illnesses and injuries. Often, the most important thing a healthcare provider can do is implement a patient engagement strategy, making patients participants in their own treatment plans.

Once patients become fully invested in their treatment, they are more willing to listen to their doctor's advice. They're able to work with their providers to make informed choices about their healthcare. And they're able to competently manage their symptoms and illnesses for the long term.

Becoming active custodians of their own health also enables patients to recover faster, resulting in more savings for healthcare institutions. According to a study conducted by McKinsey & Company, enabling patients to become stewards of their own care through automation can lower administrative costs by $24 to $48 billion annually.

Let's explore each aspect of an effective patient engagement strategy to determine how healthcare providers should develop strategies for increasing patient proactivity.

What is a patient engagement strategy?

Patient engagement strategy actually consists of multiple strategies designed to:

- Assess patient willingness to participate in their own healthcare plan
- Educate patients about their condition
- Engage patients in shared decision-making about treatment plans
- Provide support outside of healthcare institutions

Together, these strategies create empowered patients who view them-selves as willing participants in their healthcare. Let's take a closer look at each strategy and examine the resources needed for their success.

Stage 1:
A patient accepts their role in their own care is important.

Stage 2:
A patient gains the knowledge and confidence to manage their symptoms or illness.

Stage 3:

A patient uses a treatment plan developed with providers to manage their own health.

Stage 4:

A patient keeps managing their own health even when treating chronic or painful conditions.

Healthcare professionals often use the Patient Activation Measure (PAM), a 22-question survey patients complete online or at the beginning of an appointment, to determine their level of patient activation.

Responses to the questions help determine a patient's current ability to navigate the health care system, collaborate with providers, make treatment choices, and self-manage illnesses and health problems.

Based on the results of the PAM, healthcare providers develop and refine individual strategies to fully activate a patient. From there, patients become more engaged in their treatment plans.

Educating patients about their condition and treatment options

Providing patients with the knowledge and skills they need to manage their conditions means more than just supplying them with information. Today, patients consume content through a variety of channels and mediums — and different patients respond better to different content. When developing your educational materials, keep the following in mind:

Provide clear, concise content to keep patients accountable

Medical records and educational resources are often filled with technical terms and complex acronyms that make it difficult for patients to understand their own conditions, health issues, and treatment plans.

To educate patients more effectively, use clear, simple language to inform patients about their medical test results. Make sure to define all technical terms, particularly for patients with low activation levels.

As patient activation levels increase, their health literacy rises and they become more adept at comprehending complex information. Be sure not to "talk down" to patients as they become more invested in their treatment.

Patients also need to be kept accountable for their role in their treatment. Include reminders in your content for them to make and keep appointments and keep up with their educational materials.

Deliver content in the manner patients prefer

Patients have many options for receiving content. Effective ways of communicating with a patient include:

- Online patient engagement platforms
- Face-to-face meetings
- Phone calls
- Emails
- Social media
- Direct mail

Understanding how your patients learn best helps determine the best ways to deliver your educational content.

For instance, some patients may gain more knowledge by watching an online video on social media while others may prefer chatting with a doctor or nurse over a phone call or at a face-to-face meeting where they can ask questions.

Although online resources have made it easier to provide information to large audiences, not all patients are computer literate. Knowing how your content is best received helps you focus your educational efforts and communicate in the most cost-effective and efficient way.

Involve patients in healthcare decisions

Once patients are fully informed and comfortable talking about their conditions and treatment options, they need to become active participants

in their care management and wellness goals.

Participating in shared decision-making enables patients to help select a treatment path with their healthcare providers. They become more invested in their care, which can lead to better health outcomes.

During shared decision-making, clinicians should not only discuss treatment options but also become familiar with patient concerns, values, and personal goals for treatment outcomes. Shared decision-making helps shape the information a provider shares and enables the patient and provider to arrive at a treatment plan the patient will help manage over the long term.

As shared decision-making requires an investment of time from both provider and patient, it's useful to streamline the process with patient engagement tools such as surveys for communicating patient questions and concerns.

Continue providing support

Keeping the channels of communication open between patients and healthcare providers is essential to keeping patients engaged. Healthcare practices need to provide ways for patients to get their questions and concerns answered on a regular basis. Receiving reminders to keep engaging in healthy behaviors and schedule appointments and checkups is also vital.

Since providing such support for all patients creates a strain on hospital resources, it's useful to implement automated phone calls and online appointment reminders to touch base with patients. Be sure to use an excellent healthcare customer relationship management (CRM) platform to support your call center.

Investing in automation not only increases patient outreach but also frees up time for call centers to focus on patient concerns requiring a more personal touch, such as sudden irregularities in health.

Final thoughts regarding patient engagement strategy

Developing and implementing an effective patient engagement strategy empowers patients by helping them realize they can take control of their own health.

By assessing patient activation levels, educating patients about their care, engaging in shared decision-making, and providing regular patient outreach, healthcare institutions build better relationships and trust between patients and their providers. This in turn results not only improves healthcare outcomes but also lowers healthcare spending, which benefits everyone.

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CHAPTER 3

Map your patient journey
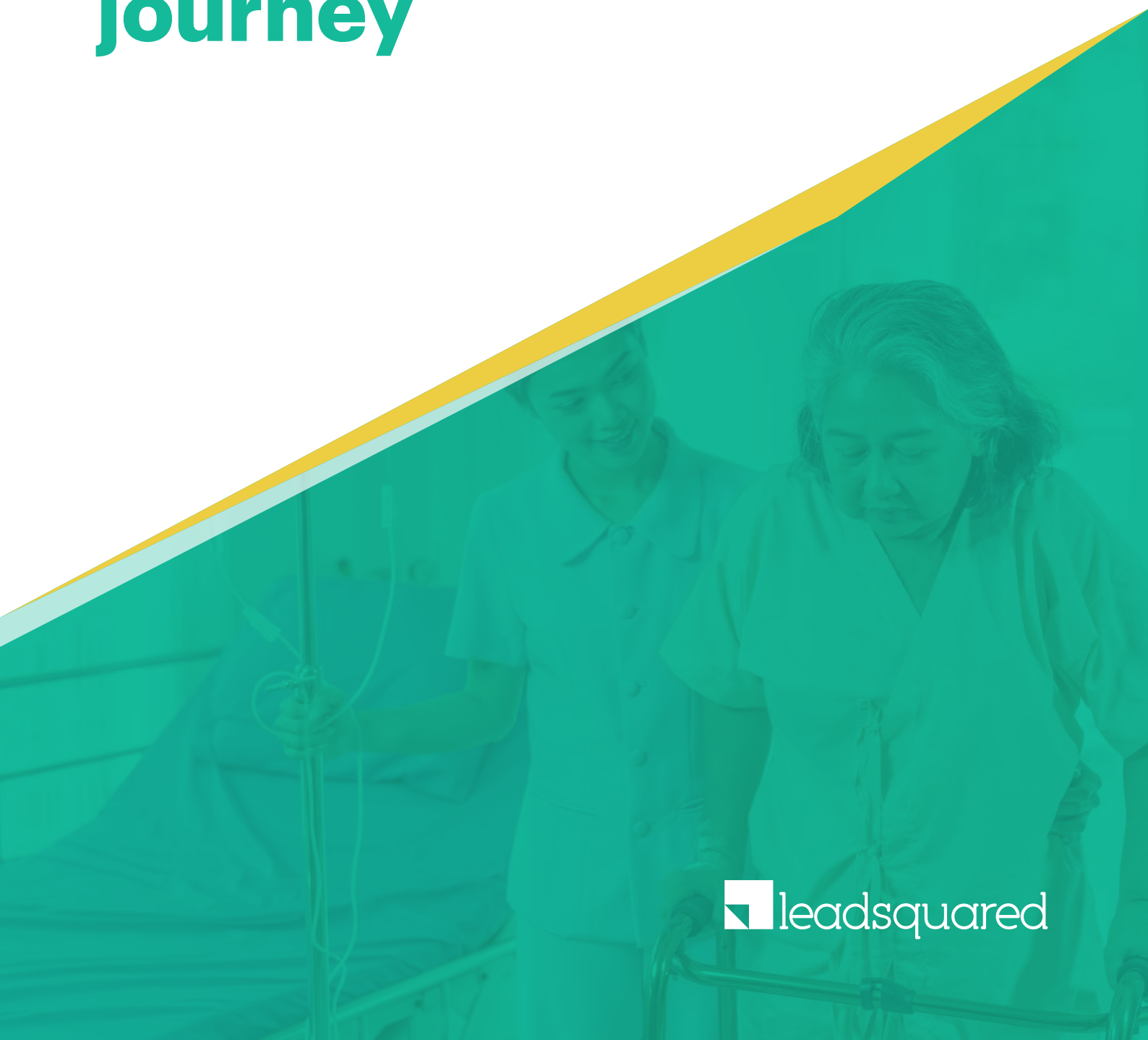
Are you creating brand confusion with your healthcare practice?

Recently, I've written about **branding your healthcare practice** and the importance of creating an **outstanding patient experience**. The two go hand-in-hand when it comes to the patient journey mapping to avoid brand confusion and creating consistent experiences for your patients.

What is the perfect patient journey?

We'll break down patient journey mapping into four smaller segments: Awareness. Rapport. Trust. Loyalty.

Step 1: Build awareness

The road to new patients discovering your healthcare practice begins with building awareness. Until visitors to your website find you, they are essentially strangers who don't know you exist or what services you offer.

With **up to 80% of consumers searching online** for a new therapist, medical provider, and other health-related questions, your practice needs a **strong online presence**. You can create this through content that provides value to consumers that is also SEO-friendly—meaning their search terms can be easily directed to your web pages.

Step 2: Build rapport

Once your prospective patients find you and you make a good first impression with your website, you can begin to build rapport. Do this by providing content that resonates with them, such as explaining common symptoms, or offering a "Take the Quiz" feature to assess their health and wellness.

Remember, if patients are searching for a new therapist, hospital, or other type of healthcare organization online, it's because they have internal reasons compelling them to do so. They are seeking to solve a healthcare concern, and through your website, you can let them know your practice can be the one to address these concerns.

You also want to make it very easy for patients to **book an appointment online with your patient portal.**

> **More than two-thirds of patients say they are more likely to choose a healthcare provider that offers the ability to book, change, and cancel appointments via the practice's website.**

If you don't offer this feature, instead of building rapport along the patient journey, you may be causing frustration from the get-go, and patients will look elsewhere for the care they need.

Step 3: Build trust

Once you've begun to establish a new relationship with your prospective and brand new patients, the next step is to build trust. Start by ensuring your providers and team make a great first-impression.

As patients schedule their first appointment online, for example, send out a triggered email that welcomes them to the practice and let's them know you value their selection of your practice over the many other choices they have in healthcare providers.

Many providers send a welcome email saying something like, "We're glad you chose us!" or "Welcome to the practice family." **Personal messaging** makes patients feel valued, and less like a number on your patient roster – an important factor in retaining business.

Continue to build trust by educating patients about the convenient services you offer, such as digital appointment reminders, online bill-pay, and **telehealth appointments.** Through consistent messaging and by providing services they want, you let patients know that your office is their new, trusted partner in their healthcare journey.

Step 4: Build loyalty

Once you've attracted new patients to your practice, be sure to offer an excellent patient experience. Then, **ask your patients for reviews** so other

individuals at the first step of the patient journey can read about how great your practice has been for those with similar healthcare needs.

70% of consumers will leave a review when asked.

Patients are happy to leave reviews when they have a great experience. It's as simple as asking. A great way to ask for reviews is by **automating the process**. Send a text message or an email asking happy patients to take a minute to rate your practice. Make it so easy for them to leave feedback that all they need to do is click a link, select a star rating, and type a sentence or two.

Another way to build loyalty is through a referral program that rewards current patients for recommending your services to their friends and family. A gesture as simple as offering a gift card to a local coffee shop is a great way to express gratitude and build loyalty with existing patients. So, even once their current healthcare needs are fulfilled, they are more likely to contact you in the future should a new need arise.

Think of these four steps—build awareness, build rapport, build trust, build loyalty—as a circular process in which you're continually creating consistent messaging and branding, offering a positive patient experience, attracting new patients and luring current patients back.

Now, let's go back to my original question:

Are you creating brand confusion?

Carefully consider each of these four steps with your patient journey mapping. At any step along the way, if your brand messaging is inconsistent, your patients have a less than wonderful experience, or more literally, the image you project in your marketing materials isn't what your patients are receiving, you have some work to do

To get started with your own assessment, ask these questions:

- **Can prospective patients easily find us online?**
- **Is our practice website user-friendly and making a good first impression?**
- **Do we make it easy for patients to contact our office with questions or to request an appointment?**
- **Does our content (blogs, articles, emails, ads) answer common questions about the concerns patients are searching for?**
- **Do we appear helpful, trustworthy, and authoritative in our field of expertise?**
- **Are our scheduling team, phone staff, and providers welcoming, friendly, and knowledgeable?**
- **Do we truly value our patients, and if so, do we adequately express our gratitude?**
- **How is our email messaging? Do we need to create a better newsletter, triggered emails, or follow-up educational materials?**
- **Do we communicate consistently with emails, texts, and appointment reminders?**
- **Do we ask patients for feedback via text, email, or surveys?**
- **What areas of our practice need immediate improvement?**
- **Are we effectively using our happy patients to spread the word to friends and family?**

Finally, consider what makes your healthcare practice stand out among the competition to all those entering the first step along the patient journey. Convey more of that. Do more of that – whatever it is – and you'll begin to see a positive increase in your reputation as a provider of choice in your particular specialty.

CHAPTER 4

Measure patient satisfaction

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What are patient satisfaction surveys?

Patient satisfaction surveys enable patients to offer their assessment of different areas of their medical care experience. Such areas might include:

- Accessibility of finding your practice (both online and in-person)
- Ease of scheduling an appointment
- Responsiveness of the staff
- Communication with the patient
- Technical skills of the doctors, nurses, and staff
- Cleanliness and noise level of your practice

Given the range of patient experiences satisfaction surveys assess, it's important to determine early which aspects of patient satisfaction to measure and develop valid questions for translating subjective impressions into meaningful and quantifiable data.

Some healthcare practices use third-party providers to help develop, administer, and interpret patient satisfaction surveys. Hospitals use the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey (also known as the CAHPS Hospital Survey), a national, standardized, publicly reported survey of patients' assessment of their hospital care.

However, many healthcare providers also combine required HCAHPS questions with their own assessment questions to gain a more in-depth perspective on their patients' experiences.

Building your patient satisfaction surveys

How your survey questions are structured and phrased affects the responses you receive from your patients. Keep the following best practices in mind:

Limit the number of questions on your surveys

Patients don't have the time or interest to answer dozens of questions. Try to keep each survey under 10 questions.

Offer a rating system for most of your questions

Allowing patients to rate their experiences on a satisfaction scale (for instance, "rate the ease of scheduling an appointment on a scale of 1 to 10") enables you to collect quantitative data you can analyze to assess patient impressions of your services.

Be sure to use consistent scales on all of your surveys. You don't want to use 10-point scales on some surveys and five-point scales on others since you won't be able to compare the results.

Include open-ended questions

While open-ended questions should be kept to a minimum, such questions provide patients with a way to provide more in-depth responses about their experiences.

For instance, an answer to the question, "What could we do to improve our explanation of your treatment plan?" might elicit a detailed response about your staff's overuse of confusing medical terms. This could lead to policy changes on the language used by your staff, improving communication between patients and providers.

Focus on the patient's experience in your questions

Patient satisfaction surveys help you see your practice from your patient's perspective. Look at the different touchpoints of their entire experience, from making an appointment to visiting your healthcare practice to receiving follow-up communication, and develop your questions around those areas.

Avoid asking questions about aspects of care you cannot change

Satisfaction surveys are meant to help make positive changes to your practice. Learning your patients are dissatisfied with aspects of your care you can't alter is an ineffective use of your resources.

Sample questions to include in a patient satisfaction survey

To help you develop your own surveys, here are some of the top questions to ask on patient satisfaction surveys. Keep in mind all of the following questions can be answered on a rating scale or offered as open-ended questions.

How quickly were you able to schedule an appointment?

Ease of appointment scheduling is a big factor in assessing patient satisfaction. Consider also asking questions about how easily patients could use your website to schedule an appointment or how responsive your staff or automated system was if patients made appointments over the phone.

How long did you need to wait to be seen by our healthcare providers?

Being stuck in a waiting room for extended periods of time leads to dissatisfied patients. Learning how much time your patients spend waiting (beyond their appointment times) helps identify issues with staff and scheduling.

What is your impression of the cleanliness and appearance of our facility?

The HCAHPS includes a section where patients evaluate a practice's cleanliness. You may also want to offer additional questions concerning noise levels, especially if your patients need to stay at your facility for extended periods of time.

Overall, how satisfied were you with your care?

Overall satisfaction should be assessed on all patient satisfaction surveys. Even if patients were satisfied with aspects of their experience, like facility cleanliness, their opinion of their overall care determines whether or not they want to come back to your practice.

How likely are you to refer our practice to friends and family members?

Getting patients to leave positive online reviews of your facility helps expand your patient population. Knowing patients will encourage others to come to your practice reveals your staff is following best practices and providing quality care.

Administering and assessing a patient satisfaction survey

Patient satisfaction surveys can be administered in many different ways, including:

- Phone surveys
- Written email surveys
- Focus groups
- Personal interviews

To make the process of collecting patient feedback easier, invest in a **HIPAA-compliant healthcare customer relationship management (CRM) system** like LeadSquared. CRMs enable you to send feedback forms and surveys via emails, texts, and other notifications, expanding your reach.

94%
Patients said they were satisfied with the Health Center

94%
Patients said they were satisfied with their Health Provider

94%
Patients said they were satisfied with the respectfulness of staff

90%
Patients said they were satisfied with the time spent waiting

92%
Patients said they received a timely appointment

92%
Patients said they were satisfied with the phone operator staff & call center

94%
Patients said their medical needs were addressed today

93%
Patients said their were satisfied with the follow up & coordination of care

LeadSquared: Helping Healthcare Improve Patient Satisfaction and Volume.

A healthcare CRM also helps analyze patient satisfaction surveys by automatically calculating feedback scores and turning them into actionable reports. Automation is much more efficient and accurate than manually analyzing surveys and helps quickly identify issues with patient satisfaction.

Once you determine the changes you need to make in your system, CRMs help implement them. For instance, you can insert **lead capture forms** on your website and connect them with your healthcare CRM to make it easier for patients to book appointments online. Likewise, connecting toll-free contact numbers to the **call distribution mechanism in your CRM** redirects calls to free agents, reducing issues with missed calls.

Final thoughts

Patient satisfaction surveys help assess the quality of care provided by your healthcare practice. Knowing patients are satisfied with their care is particularly important in today's digital age since patients share their opinions in online reviews, encouraging or discouraging more patients from using your practice.

When developing your satisfaction surveys, be sure to focus on the needs of your patients. Ask questions dealing with the patient experience and offer rating scales and open-ended questions enabling them to give insightful responses on the area of care.

Invest in a healthcare CRM to reach out to a wide range of patients through emails, texts, and phone calls. An effective CRM also lets you implement positive changes to your healthcare system quickly, ensuring your surveys lead to greater patient satisfaction and better patient-provider relations.

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CHAPTER 5

Select the best system for your practice

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What's the first thing that comes to mind when you provide care for a patient?

Doctors agree that giving immediate and effective treatment is the #1 priority. Even better, if it is something you can prevent and treat in its early stages.

But to carry out these processes manually is exhausting.

The way we consult a doctor has changed since the pandemic broke out. While patients quickly adopted virtual consultation, several hospitals did not have the personnel or equipment necessary to do so. Most of all, they had no system to manage and oversee patients and their needs.

This brings us to the crux of this article: patient management. A patient management software can help you improve your practice's efficiency and effectiveness. But before we get into that, let's delve into what a patient management system does.

What is patient management system?

A Patient Management System or PMS is a tool to manage your administrative tasks and store patient records. It aims at improving your practice efficiency, delivering timely care, and improving patient experience and outcomes.

A patient management system typically performs the following functions.

- Automates appointment scheduling
- Provides e-forms or intake forms for patients to fill before admission.
- Records interactions
- Manages referrals
- Allows payments
- Maintains electronic records of your patients and their medical history
- Makes it easy for patients to access test results, prescriptions, etc. through patient portals.

These are just some of several features you can use with a patient management system. But you might wonder, why should we digitize these processes? What change can this software create in the lives of doctors and patients? To understand the benefits of a PMS, we need to know the challenges healthcare workers face.

Challenges faced by healthcare professionals

Today, patients want advanced and efficient care at short wait times. At the same time, doctors and healthcare professionals want to concentrate on treatment rather than paperwork and reports.

Below are some of the most common challenges they face due to the lack of a PMS:

- Inconsistent appointments, inefficient processes, and higher healthcare costs.
- Have to manually record information of dozens of patients.
- Lack of reliable patient history records and gathering.
- A lack of information sharing between departments or locations
- Changes in treatment are rarely communicated on time.
- Payment processes can be long-winding and involve different insurance companies.
- The patient experience worsens with long wait times and inefficient care.

This is just the tip of the iceberg when it comes to the healthcare. In the meantime, patients have higher expectations of doctors and the health-care sector.

Your prospective patients consult Google before they choose a provider. For instance, 94% of patients read online reviews when selecting a doctor or provider. Therefore, your online presence has become necessary.

Today, healthcare institutions face a tough competition online as well. Almost every provider has a website. Thus, what differentiates you are patient experience and satisfaction.

So, what can you do to meet these expectations?

The answer is—implement a Patient Management System.

The features and benefits of a patient management system

As we have seen, administrative tasks take up a lot of time, which could otherwise be spent on patients and delivering better care.

Hospitals and private practices aim at reducing operational costs to increase profitability. A patient management software is a great aid in this pursuit. Let's look at some of its key features that automates operations.

1. Schedule appointments at ease

Appointment scheduling is an inescapable aspect of any in-person interaction. Recent research shows that:

- Around 48% of patients prefer to arrange appointments over the phone.
- In contrast, 43% prefer to book appointments online. This is a percentage that is increasing every year.

Several hospitals/clinics are yet to install online channels of communication. This can decrease your chances of patient acquisition.

A patient management system can ensure that you effectively schedule any future appointments. It can track and record information from various sources. Thus, allowing you to follow up with patients and reduce no-shows. It makes it simple to book appointments for patients as well. Patients can check the doctor's availability and book an appointment online.

Appointment automation immensely reduce wait times and evenly distribute leads among providers. It also manages patient-to-medical-staff communication to confirm diagnostic and treatment sessions.

Some patient management systems like Healthcare CRM integrate with EHR to access and update patient information. Others collect and process critical patient data for use in the billing software.

2. Record patient information and their medical history

Providers should track, store, and access their patients' medical records.

While both EHR and patient management system can store patient records, they serve different purposes. EHR systems are built to make heath records sharable and accessible across the healthcare ecosystem. Whereas a PMS tool ensures that you have access to all the patient interactions—even if they have consulted multiple departments.

With a PMS software and EHR, you easily get access to patient records, such as:

- Demographic information
- Vitals and personalized statistics like age and weight
- Medical history
- Drug and allergy information
- Vaccination status
- Laboratory test records and results
- Radiological pictures
- Payment details

Before selecting a patient information management system, figure out what you need. For instance, you should be able record, update, and archive critical patient data. It should take place within the system for access during future encounters.

3. Track all your patient interactions and touchpoints

The PMS keeps track of and optimizes patient contact. It carries out such actions before they even enter the hospital. Electronic intake forms are typically generated by the patient check-in software module.

These forms are for them to fill out ahead of their visit. These processes speed up a patient's first clinic or hospital appointment while simultaneously cutting down on time spent completing paperwork in person.

Patients will check-in online once they arrive, and the system logs their wait times. The patient's wait time information provides metrics for performance evaluations.
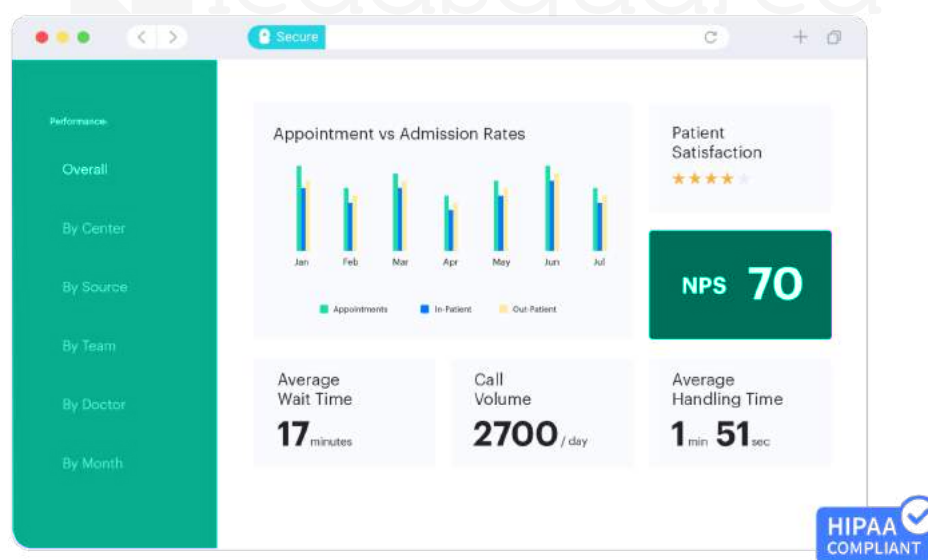
Patient management software keeps track of:

- Exam room availability and the progress of each exam.
- Users can take notes immediately within the system
- Patient diagnosis and health concerns.
- Tracks the medical provider's performance and care.

Patient engagement tools are another great asset to your PMS. Most engagement tools are features within the software.

Hospitals, medical offices, and other institutions need to meet healthcare consumer expectations. Most patients expect medical professionals to provide excellent personalized care. They want their providers to:

- Show compassion
- Acknowledge their needs
- Communicate quickly
- Provide easy access to relevant information.

Patient engagement tools make it easier to urge patients to take an active role in their care. It promotes the development of a collaborative patient-doctor connection. It eventually helps improve patient satisfaction and experience.

4. Medical transactions and billing software for seamless invoicing

Nobody likes to talk about money in healthcare, yet it's an unavoidable part of the profession. Billing features in patient management systems help to relieve the strain of invoicing. Additionally, Research estimates the CAGR of medical billing software to grow at 5.1% from 2020 to 2027.

This feature in a PMS keeps track of all previous and existing payment details. Along with this, it records prescription details for patients. Hospital billing features validate insurance eligibility when a patient checks in.

This ensures that everybody is aware of co-payments and insurance coverages. PMS automates the revenue cycle after contacts, prescriptions, procedures, or other services. This is to standardize every patient's bill and revenue received. Some advanced systems even allow buying prescribed medicines from the network pharmaceuticals.

The software also sends out automated payment reminders when pay

ments are due. In a nutshell, a patient management system:

- Keeps track of claim status
- Manages patient accounts
- Automates the billing process
- Sends payment reminders
- Allows online payment

Another benefit of the payments module of patient management system is it automates reminders through SMS, email, WhatsApp, etc. Thus, you won't have to check accounts and remind patients to fulfil payments regularly.

5. Predictive reports and improved patient relationship management

Patient progress reports assist you in predicting what your patients might require. The predictions can be based on their:

- Actions and lifestyle
- Medical and genetic history
- Hereditary conditions and allergies
- Current health and existing illnesses
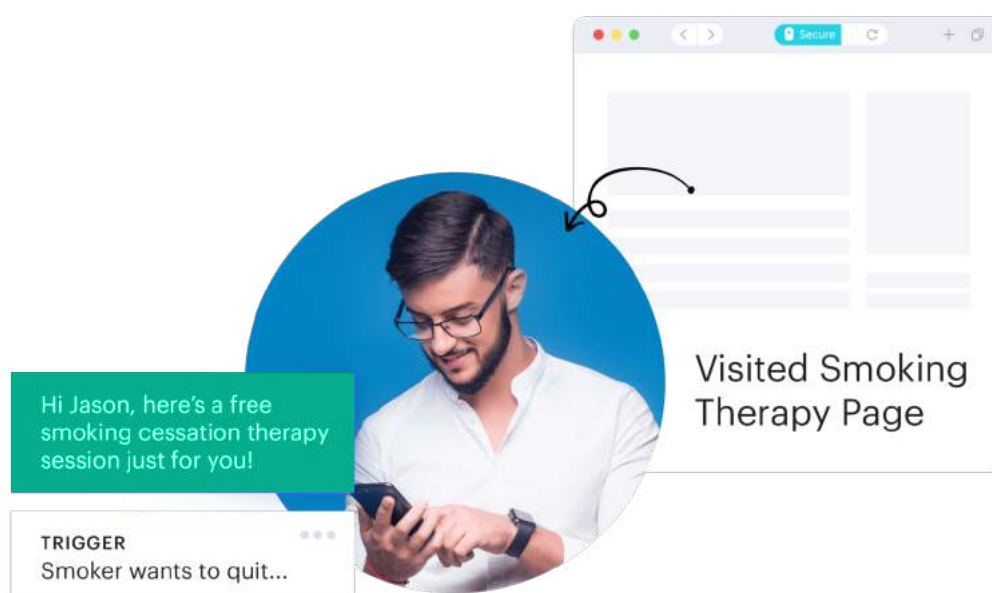
The software helps predict future health concerns after analyzing such factors. It helps you boost patient retention rates. Also, it enables patients to take efforts to avoid preventable diseases. Most doctors will agree that it's far easier to overcome any illness when you curb it in its early stages.

Along with predictive reports, PMS helps you create meaningful doctor-patient relationships. Most patient management systems integrate with a CRM tool or are healthcare CRMs.

Patient relationship management is an essential aspect of hospital management. It helps you identify and close gaps in the treatment journey.

A PMS does this by providing speedy actionable insights about patient needs. For instance, imagine prospective patients leaving the health system following a consultation. This is a signal that you may need to reconsider your engagement plan.

Having access to these data will enable you to create well-informed engagement. This makes patients feel heard and involved, thereby enhancing your patient retention efforts. Patient management software raises the bar in terms of delivering care. It helps medical facilities of all sizes to:

- Provide personalized patient care with the help of analytics.
- Reduce patient wait times through the accurate distribution of patients to available providers.
- Schedule appointments based on availability and patient needs.
- Improve revenue cycles by digitizing billing processes and linking up with insurance providers.

By now, you must have realized the benefits a PMS can bring to your practice. Perhaps, the next question in your mind would be—which is the best patient management system?

The best patient management software for your practice

You'll find several tools for the healthcare industry. But remember to implement software that is user-friendly and reliable. HIPAA compliance is a must for security purposes when it comes to a PMS.
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implement software that is user-friendly and reliable. HIPAA compliance is a must for security purposes when it comes to a PMS.

Patients worldwide expect total confidentiality, and doctors provide the same. This can get tricky when you add a patient information collection tool.

The most popular tool for managing patient profiles and relationships with them is the healthcare CRM software. The global **healthcare CRM** market is expected to reach $37,624.0 million by 2030, registering a CAGR of 14.1% from 2021 to 2030. The growth is due to the range of services and tools it provides for automating patient journeys and improving communication between patients and providers.

If you're on the lookout for a secure and efficient healthcare CRM, try LeadSquared!
LeadSquared CRM is a HIPAA compliant patient relationship management software. It allows you to:

- Automatically distribute appointment requests and other inquiries. You can do this depending on your specified criteria within the CRM. (you can include criteria such as age, gender, location, etc.)
- With account management, group members of one family together as a unit.
- Personalize communication at each phase to improve patient involvement and communication.
- Build multiple journeys (automated workflows) for the types of services you provide.
- Access all patient demographics, social profiles, and behavioral data.
- Collect post-appointment patient feedback

> **" We've roughly doubled the amount of leads we're able to manage. A lot of that is due to the time-saving factor of working with LeadSquared. We're able to cut down our turnaround time responding to inquiries and reach out to and communicate with many more leads. "**

LeadSquared: Helping Healthcare Improve Patient Satisfaction and Volume.

Some Useful Resources for you

[Patient-centered healthcare practice](#)

[Improve patient Experiences](#)

[Develop an effective patient engagement strategy](#)

[Map your patient journey](#)

[Measure patient satisfaction](#)

[Select the best system for your practice](#)

[Healthcare marketing strategies to get more patients](#)

[Healthcare marketing automation](#)

[How to improve patient flow in clinics](#)

[Workflow automation explained](#)

[Industries healthcare. What is healthcare CRM](#)

[Healthcare branding examples tips and effective tactics](#)

[Outstanding customer experience in healthcare](#)

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