

SIX WAYS TO IMPROVE PATIENT ENGAGEMENT

As people become increasingly connected to technology, they expect more from health care providers. A growing number want better access to their doctors and greater involvement in their treatment plans. Fortunately, technology is making it easier for physicians to enhance patient engagement in innovative and exciting ways.



52%

52% of all web browsing is performed on mobile devices¹

47%

47% of patients look online to find physicians¹

38%

38% search the Internet for medical facilities and hospitals¹

75%

More than 75% of people book medical appointments online¹

60%

Using an online portal and apps can improve patient engagement by 60% or more²

67.8%

Sending digital medication reminders can improve medication adherence by up to 67.8%²

90%

Online patient involvement can produce a satisfaction rate of 90% or higher²

¹ digitalauthority.me/resources/state-of-digital-transformation-healthcare
² blog.evisit.com/21-fascinating-patient-engagement-stats

What drives engagement? For many patients, it includes more communication with providers, readily available information about their health, support from a medical team, and easier ways to track symptoms. You can improve engagement by:



1. Offering telehealth appointments

—
This is convenient and can enhance your connection with the patient



2. Sending regular emails that include relevant health information



3. Using apps for medication reminders

—
Improves overall health and adherence to a prescription regimen



4. Updating online portals where patients can make appointments and review medical information



5. Considering a concierge medicine model

—
This method allows you to spend less time on paperwork and more with patients



6. Encouraging the use of Health devices



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