

Your digital front door is everywhere your patients meet you

Health care stakeholders need to think beyond the patient portal when it comes to digital access and engagement. An effective digital front door strategy can improve patient activation, communication, and satisfaction at every major touchpoint along the care journey—well before a patient even seeks care. Here we outline how your team can leverage technology to redefine service quality.

Awareness

Consumers meet the health system before they're actively seeking care. Advertising, social media, and preventive health tools all contribute to consumer awareness so patients know where to go when they need care.

Health system goals

- Emphasize easy access
- Deliver high-quality consumer content
- Meet consumers where they live, work, and socialize

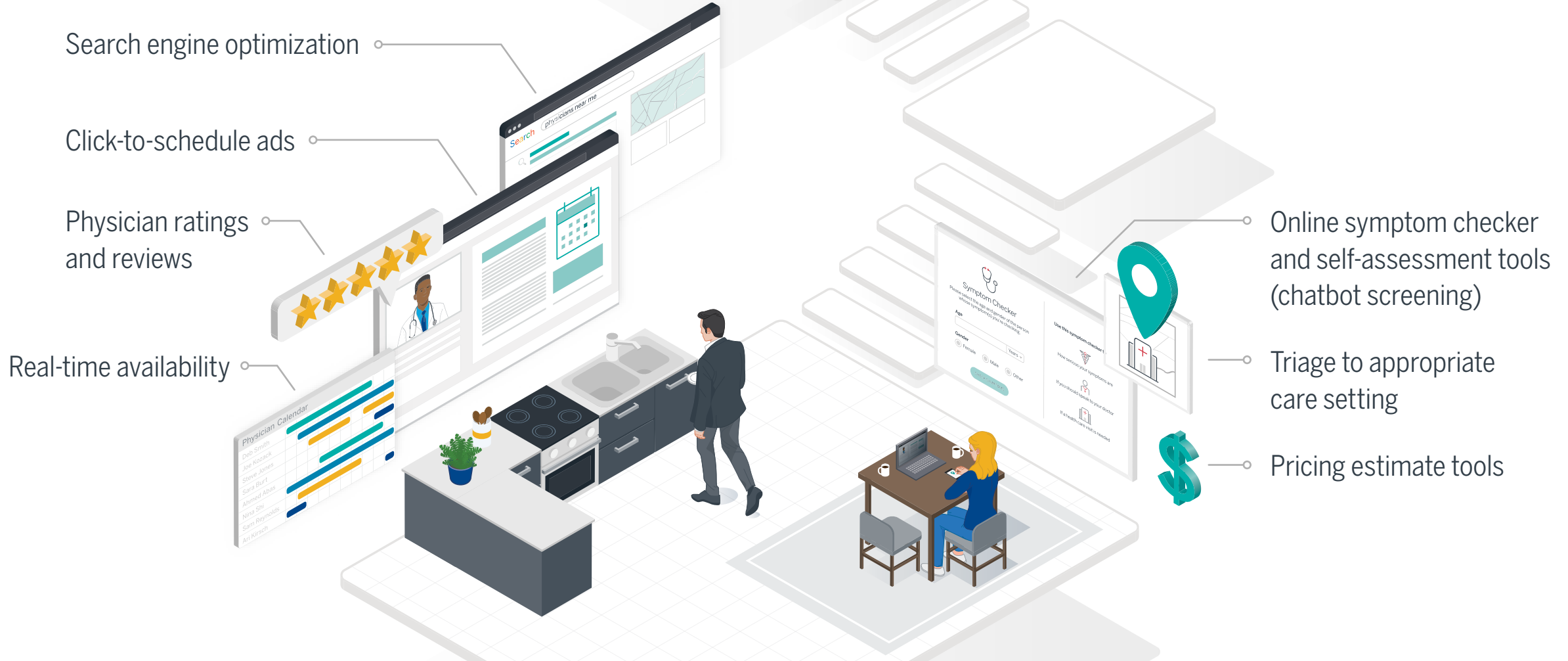


Search

Searching for care should be a stress-free process. Any online presence should have intuitive design and navigation, be mobile-ready, and provide visibility into care team expertise, systemwide services, and cost of care.

Health system goals

- Activate and modernize entry points
- Optimize physician search
- Make pricing transparent

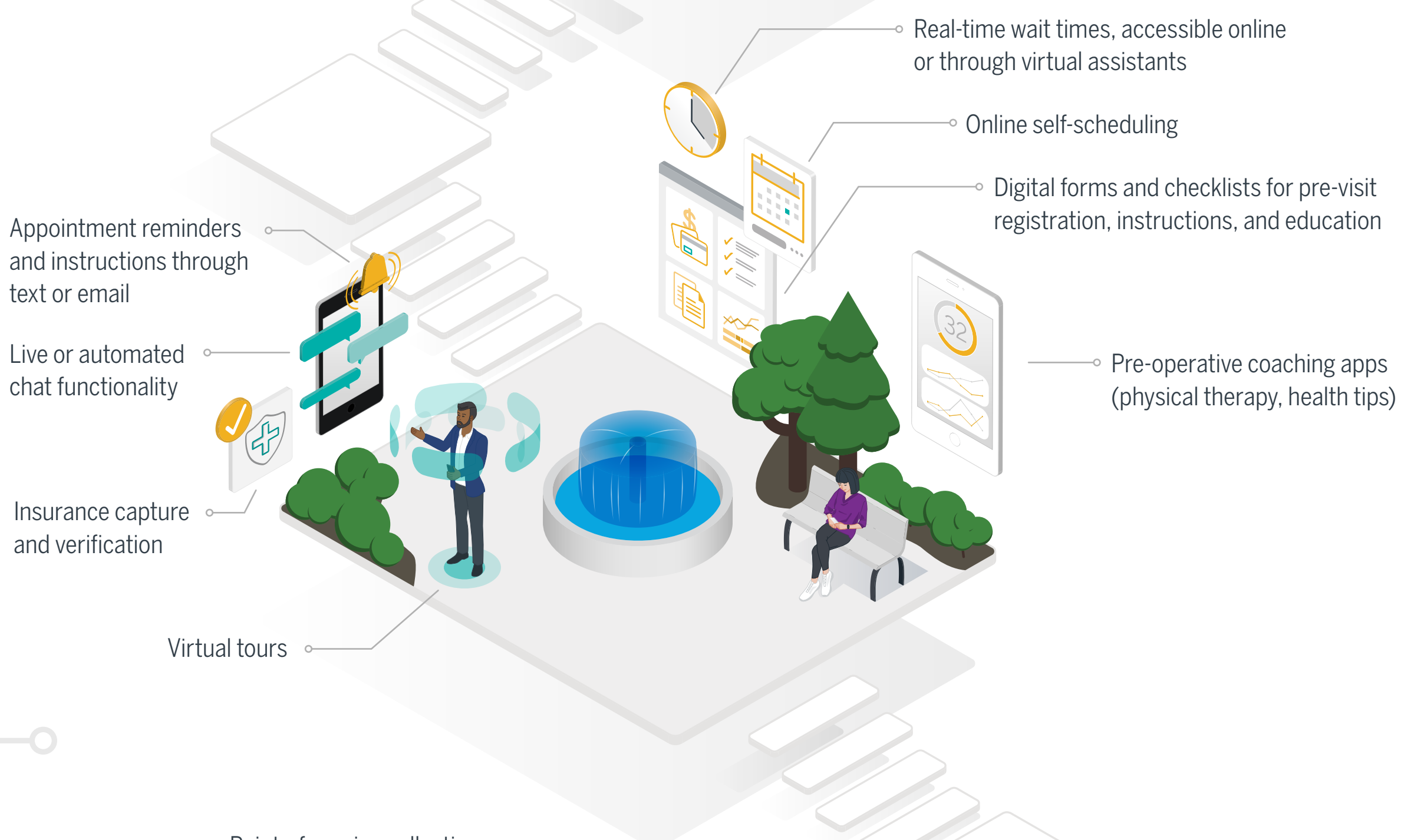


Schedule and pre-care

Apart from having an easy scheduling experience, the pre-care stage allows your teams to ensure patients are educated about their visit, have all of their administrative requirements met, and are informed of their financing options.

Health system goals

- Provide convenient, omni-channel access to care
- Reduce no-shows and ensure patient has completed all pre-visit steps
- Initiate payment planning and financial support



Receive care

Digital touchpoints can cover a range of needs at the site of care, including mobile check-in, digital wayfinding, and data collection through ambient listening devices. Leverage technology to create a seamless experience that will satisfy your patients.

Health system goals

- Streamline registration and intake process with minimal wait time to see provider
- Improve patient experience, safety, and communication
- Collect as much data as possible to assess patient health status



Post-care

As the patient leaves the site of care, ensure there are defined digital pathways for collecting patient-generated health data and outcome measures. Online rewards and incentives can drive ongoing engagement and maintain healthy behaviors, while referral management and data exchange with community partners supports social services integration.

Health system goals

- Ensure patient is set up for success regarding post-visit next steps
- Reduce complications and readmissions
- Build a sense of patient loyalty

Ready to expand your digital front door?
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