

The Perfect Patient Journey

& How Your Medical Practice Can Achieve It





Picture two patients. Both have arrived at their appointments 15 minutes early, as instructed. The first patient heads right to the registration desk and is checked in right away, then moves to the waiting room to read a magazine while waiting for his exam. The other stands in a long line and is asked to complete additional paperwork prior to completing the check-in process. By the time the second patient's check-in is finalized, it's already the time of her set appointment. The first patient's name is called by the nurse right on time. The second waits an additional 15-30 minutes after her appointment time before being called.

Now in the exam room with vitals checked, the first patient's doctor arrives, knows who he is, why he's there, and his past medical history. The doctor spends the visit face-to-face with the patient and records the entire visit quickly and thoroughly using a tablet. The first patient leaves the exam room on time with clear follow up items. The second patient's doctor arrives to the exam room behind schedule and frazzled because of it. The doctor spends the exam behind his laptop, hardly looking up at the second patient to ask questions or confirm details. The second patient is rushed through his exam and at the end, she is running late and confused about her follow up.

Which experience do your patients have more frequently? Which sounds more enjoyable for the patient? For the doctor?

This ebook will cover the importance of patient experience for your practice and how to make every visit a perfect one.



The Effects of Patient Experience

While most physicians understand that a patient's experience with his or her medical practice will impact the doctor-patient relationship, many don't make the connection between patient experience and financial success. It makes sense when you think about it: a patient who enjoys their visit is more likely to come back to your practice when in need.

Costs of Patient Acquisition & Retention

In previous estimates, iScribe found that the practice revenue brought in for a returning patient is \$3,200. Conversely, the cost of acquiring a patient for an average practice is \$2,000. While practice growth is important, it is more cost-effective for practices to maintain their relationships with existing patients while keeping marketing and administrative costs that are associated with patient acquisition to a minimum. Like any business, the best marketing asset at one's disposal is most often a satisfied existing customer — or patient in this case.

Branding & Referrals

When patients have a positive experience with your practice, they are more likely to refer their connection to your practice or leave positive reviews about your practice online. Both of these activities are positive influencers of your practice's brand and reduce the cost of patient acquisition dramatically. Conversely, when patients give bad reviews to their personal connections or online, it can deter new patients who may have otherwise decided to choose your practice.



Factors Impacting Patient Journey

No doctor goes into medicine with the goal of providing their patients with a poor experience (or hindering practice growth because of it). So how does it happen? Here are some of the key factors impacting patients' experiences with your practice.

Physician Productivity

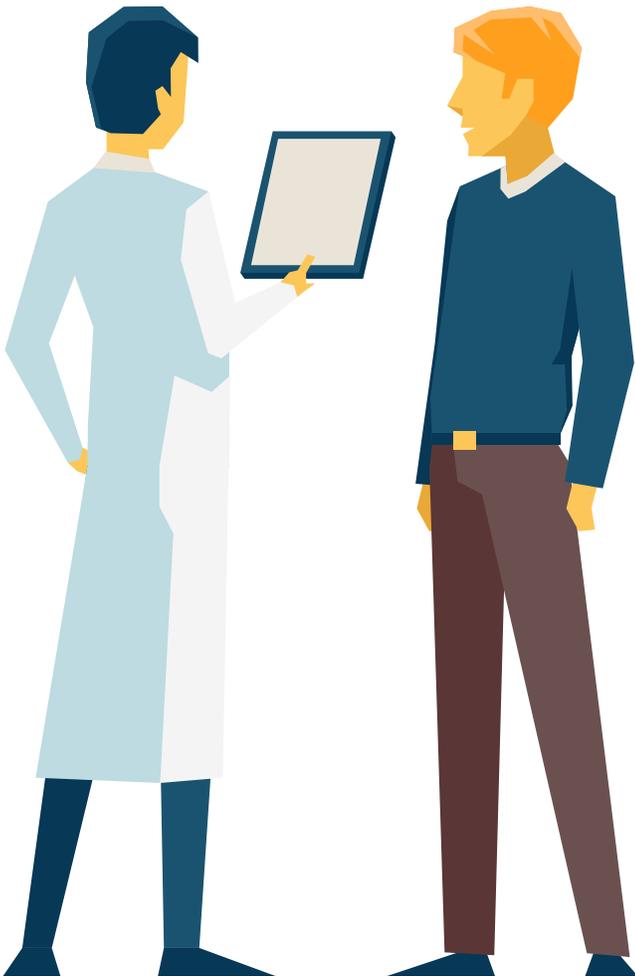
Consider a situation in which a doctor is running 15-30 minutes behind their planned schedule. The doctor is forced to either continue running their day late and keep patients waiting or to rush through appointments to try to regain time. Neither results in a positive experience for the patient. Additionally, when considering the impact that running late can have on one's mood, it risks being detrimental to a doctor's performance in the exam room.

Technology

Technology can be a practice's secret weapon in providing the perfect patient experience. First, it can drastically increase efficiency across all practice processes like registration, referrals from outside providers, or EHR documentation, and give providers the rare ability to remain on schedule. Secondly, technology can give patients the impression of modernity and security, which is often a factor for many patients — particularly millennials — when deciding whether they should return to a particular doctor.

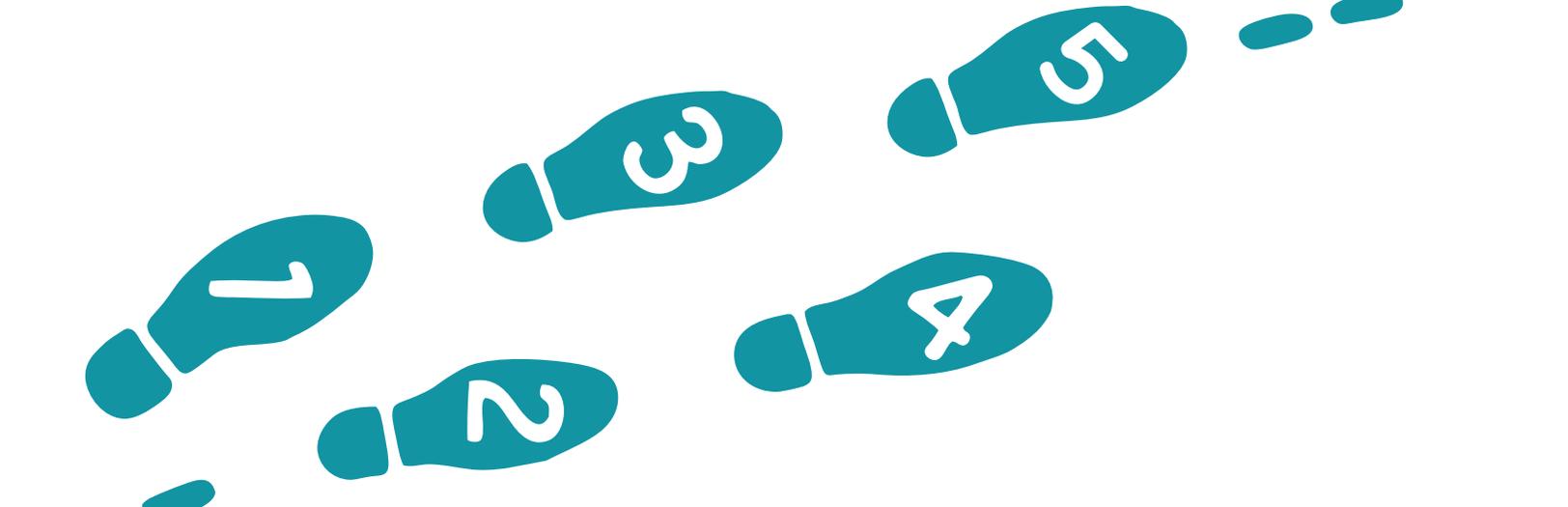
Customer Service

No matter how efficient or tech-savvy your practice is, if a patient experiences bad customer service, they are unlikely to return or promote it. While having a stocked waiting room is nice, friendly and understanding wait room staff, nurses, and doctors drive the experience patients have at your practice.



Exam Follow-up

The patient experience doesn't stop after the patient has left the building. Providing patients with clear next steps and following up with them in between visits strengthens the doctor-patient relationship. You can also automate follow up activity to garner patient satisfaction feedback and identify additional areas for improvement.



5 Things Your Practice Can Do to Create the Perfect Patient Experience

So how can your practice mitigate these factors? What changes can you make today in order to improve patient experience?

#1

Measure patient satisfaction via Net Promoter Scores.

After every exam, give patients a quick survey (ex: "How likely would you be to recommend this practice to a friend? Why or why not?").

#2

Develop and enforce customer service guidelines.

Train all staff to effectively identify and mitigate patient concerns at the time of experience.

#3

Respond to feedback and reviews.

Whether online on review sites or via one-to-one communication, address all feedback from patients, positive or negative.

#4

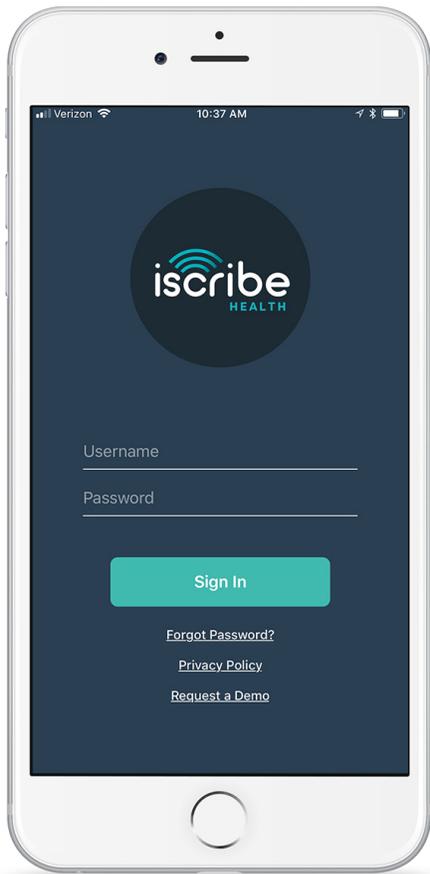
Delegate and automate.

Whenever possible (and secure), delegate and automate repetitive tasks like patient intake, document routing (both internal and external), or e-prescribing.

#5

Go mobile.

A mobile efficiency platform that integrates with your existing EHR system allows physicians to improve efficiency and productivity, create a better exam room experience for patients, and reduce time spent on documentation.



iScribe is a mobile EHR solution that integrates with your existing EHR system and allows physicians to document at the time of exam while greatly reducing after hours documentation. Our current clients are seeing a 33% average productivity increase while in some cases eliminating EHR and related desk work— keeping them running on time and more attentive in the exam room.

Try iScribe in your practice with as many providers as you like. Get started today!

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