



# The health care consumer of the future is arriving faster than anticipated

Deloitte consumer survey<sup>1</sup>



## How improved communication can enhance the patient experience



of healthcare systems consider better patient experience as the “top desired outcome from digital transformation.”<sup>2</sup>

Strong and effective communication is at the heart of the patient experience.

**75%**  
Patients who say they are more loyal to a provider that invests in patient experience<sup>3</sup>

Enabling a better access experience = Lower patient leakage to competitors<sup>4</sup>



only **62%** HCAHPS patient rating for “Top Box” communications about medication purpose/possible side effects<sup>5</sup>

### Opportunities for Improvement



**55%**

of leaders from 67 U.S. health systems said their organizations use some form of digital front door technology<sup>6</sup>



Up to **65%**

of referrals do not result in a documented visit<sup>7</sup>



**86%**

of hospitals surveyed reported patient engagement an essential or high priority for 2023<sup>8</sup>



**52%**

is the average HCAHPS “Top Box” score for “Care Transition”, the lowest of all attributes<sup>9</sup>

### How technology can improve the patient experience

#### Appointment Management

**90%** of patients value automated communication.<sup>10</sup>

#### Care Gap Prevention

In nearly all of **162** studies, researchers report that automated text messages for medical compliance, patient appointment reminders, and medical education are effective, cost effective, timely, and preferred.<sup>11</sup>



#### Digital Care Programs for Readmissions Reduction & Ongoing Care

Researchers from the University of Pennsylvania found the use of automated texts sent to patients after hospital discharge led to a **41%** reduction in the odds of 30-day use of acute care resources and reduced odds of readmission to the hospital by **55%**.<sup>12</sup>

#### Digital Front Door

Patient experience begins at the front door. Give your patients the “TeleVox Experience”! From Iris, our AI concierge, to care programs, enhance your patient experience with an industry leader at your side.

(1) <https://www2.deloitte.com/us/en/insights/industry/health-care/consumer-health-trends.html>  
 (2) <https://www2.deloitte.com/us/en/insights/industry/health-care/digital-transformation-in-healthcare.html>  
 (3) [Chimecentral.org/sessions/tbd-751/](https://chimecentral.org/sessions/tbd-751/)  
 (4) #1 Cause of Patient Leakage: Competitors providing easier access to their services - <https://www.definitivehc.com/blog/leaky-health-system-prioritize-keeping-patients>  
 (5) <https://www.hcahpsonline.org/globalassets/hcahps/summary-analyses/summary-results/october-2022-public-report-january-2021---december-2021-discharges.pdf>  
 (6) <https://healthjournalism.org/blog/2022/05/digital-front-doors-a-deep-dive-into-this-growing-health-care-trend/>  
 (7) 3 Patel, M.P., Schettini, P., O’Leary, C.P., Bosworth, H.B., Anderson, J.B., & Shah, K.P. (2018). Closing the referral loop: An analysis of primary care referrals to specialists in a large health system. Journal of General Internal Medicine, 33(5), 715–721. <https://doi.org/10.1007/s11606-018-4392-z>  
 (8) <https://chimecentral.org/wp-content/uploads/2022/11/2022-DHMW-National-Trends-Report-.pdf>  
 (9) <https://www.hcahpsonline.org/globalassets/hcahps/summary-analyses/summary-results/october-2022-public-report-january-2021---december-2021-discharges.pdf>  
 (10) [www.TeleVox.com](http://www.TeleVox.com)  
 (11) Schwebel FJ, Larimer ME. Using text message reminders in health care services: A narrative literature review. Internet Interv. 2018 Jun 21;13:82-104. doi: 10.1016/j.invent.2018.06.002. PMID: 30206523; PMCID: PMC6112101.  
 (12) Text messages can reduce hospital readmissions: JAMA Study ([www.chiefhealthcareexecutive.com/view/text-messages-can-reduce-hospital-readmissions-study](http://www.chiefhealthcareexecutive.com/view/text-messages-can-reduce-hospital-readmissions-study))  
 Bressman E, Long JA, Honig K, et al. Evaluation of an Automated Text Message–Based Program to Reduce Use of Acute Health Care Resources After Hospital Discharge. JAMA Netw Open. 2022;5(10):e2238293. doi:10.1001/jamanetworkopen.2022.38293



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