

Improve your organization's bottom line with a

# POSITIVE PATIENT EXPERIENCE





Many people do not like going to the doctor. Negative experiences are frequent in healthcare settings and deter patients from seeking the care they need. Especially when the negative experience begins as soon as they set foot in the door with an **average wait time of 103 minutes** in the ER.

Nonetheless, it only takes a few minor adjustments to significantly improve your practice quality, as well as positively impact your patient satisfaction.

Today, the patient experience goes beyond efficiency and quality of care. It's also about excellent customer service, ease of booking, and, undeniably, shorter wait times.

Prioritizing these items can lead to improved patient satisfaction and retention.

**Having a positive Patient Experience (PX) is as important as the quality of the service and attention received in healthcare centers.**

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## HOW CAN HEALTHCARE PROFESSIONALS IMPROVE THE WAY PATIENTS INTERACT IN THEIR FACILITIES?

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**First, by understanding the negative influences on their experiences.**



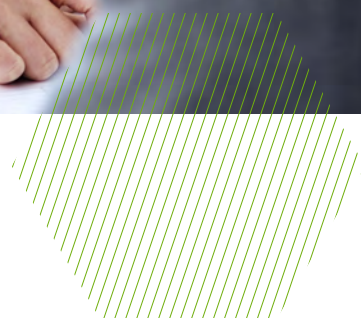
# WHAT AFFECTS THE PX NEGATIVELY?

**The Patient Experience** is the total of all encounters influencing patient perceptions along the care continuum. In the United States, active patient choices **can influence more than 60% of healthcare spending.**

Having that in mind, here are two key factors that are negatively affecting the PX:

- ✕ Clinical features, play a significant role and include things such as the quality of a doctor's dialogue with a patient while describing a diagnosis or treatment alternatives.
- ✕ Administrative interactions, such as an explanation of appointment requirements, billing, or even locating the facility.

The way hospital staff interacts with a patient is vital in how they perceive their experience. The human need for emotional connection and understanding is there through every step of the patient journey.





# WHY IS HAVING AN **EMOTIONAL** **CONNECTION** WITH PATIENTS CRUCIAL TO BOOSTING THE PX?



A study made by Academic Magazine shows that when treating patients, clinicians with stronger empathy had a higher success rate.

Healthcare professionals can use many ways to enhance PX through an emotional connection, for example:

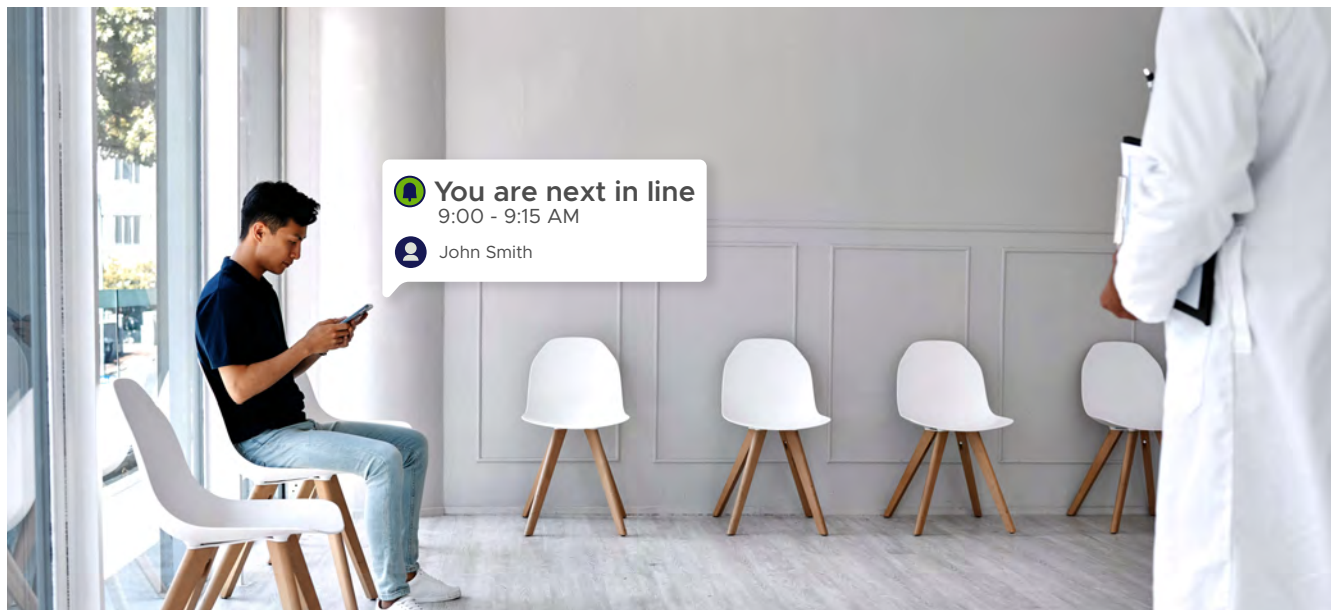
- ✓ Apologize for excessive wait times. This demonstrates that you care about and appreciate their time.
- ✓ Use icebreakers to relieve stress.
- ✓ Make an effort to pronounce names correctly; if you're unsure, ask.
- ✓ Listen carefully - and not simply from a medical standpoint.
- ✓ Give warmth and friendliness, and treat people as you would like to be treated.



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A **POSTIVE PX** NOT ONLY IMPROVES  
HOW PATIENTS SEE YOUR  
HEALTHCARE DEPARTMENT. IT ALSO  
HELPS THEM FEEL UNDERSTOOD  
AND CARED FOR.

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## DIGITAL SOLUTIONS ENHANCE THE PX EVERY STEP OF THE WAY



Understanding that the **Patient Experience** begins before an appointment even occurs is important. It starts with the access patients have to book their appointment, the reminders and notifications they receive not to forget their appointment, and follow up that allows them to share their feedback which helps the healthcare institution improve their service.

Like many other aspects of daily life, healthcare has moved to the digital realm. Looking ahead, healthcare

organizations that are prepared to satisfy patients' long-term needs will be the ones to succeed.

**Creating a digital, patient-centric care experience that prioritizes appointment scheduling, easy access to physicians, and online or mobile bill pay will be critical to staying ahead of the curve.**

Here are **two solutions that will change a negative patient experience into a positive one**, ultimately improving your bottom line:



# 1

## SEAMLESS VIDEO CONSULTATIONS

Since 2020, telehealth is becoming more popular, with **77% of patients** willing to see a practitioner online.

Many patients reported that they would rather have virtual appointments since they do not have to commute to surgery and wait in a doctor's waiting room.

Telehealth has the potential to reduce wait times, boost patient volumes, and significantly improve patient satisfaction. It will also save the patient money on travel costs and paperwork.



With **Assistant Anywhere**, patients can access their consultations remotely through video via mobile or web app, wherever and whenever it suits them. This video appointment solution provides patients and healthcare staff with real-time experience and a hyper-personalized digital interaction between both of them.

With Assistant Anywhere, there's no need to wait in a busy lobby for long periods of time. This software offers an end-to-end encrypted virtual waiting room where you can alert patients of their appointment time and follow their experience.





# 2

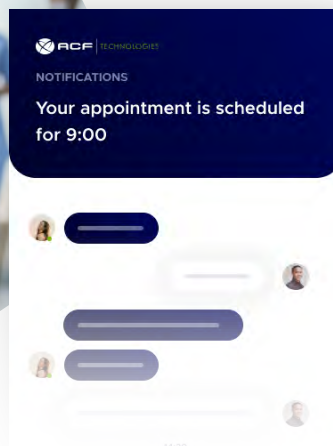
## ONLINE APPOINTMENT BOOKING

One of the essential components of current medical technology is how patients book their appointments. Offering patients the opportunity to schedule appointments when and where they want can greatly impact how they perceive your healthcare service.

In fact, according to Accenture's study, **70% of patients** are more likely to choose a doctor who offers online appointment booking. Another survey discovered that **47% of patients** would move from a doctor who does not offer online scheduling to one that does.

Hospitals can optimize their PX with an **Appointment Booking Software** which provides smart and automated appointment management solutions.

This software aims to empower patients by enabling them to take control of their time and avoid long wait times. It makes it easier for patients to:



- ✓ Book an appointment whenever it is convenient for them, without ever having to wait on hold.
- ✓ Track and receive push notifications regarding their appointments from any device.
- ✓ Reschedule or cancel their appointment with a few clicks.

As a result, no-shows are reduced and patient satisfaction is increased.

**ACF Technologies** makes it their goal to make every patient interaction effortless, efficient, and pleasant. With these solutions, the goal becomes a reality.

**Improve your organization's bottom line with an enhanced patient experience that offers differential services that adapt to today's demands.**

Contact us or schedule a demo with one of our experts.



**Connect** with one of our  
experts on LinkedIn.



**Angela Lausell**

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