

4 ways to engage patients through technology

Technology is one of the best tools practices have for engaging and empowering patients in their own healthcare. At its best, technology improves access, connects you to patients, and closes care gaps.

1 Provide portal registration at time of visit

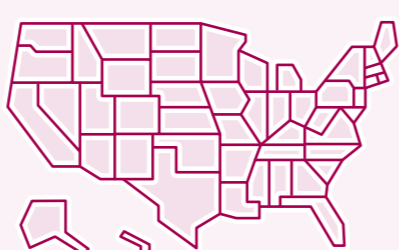


The benefits of a patient portal are obvious to anyone who signs in — the challenge is getting people registered in the first place. Set up screens in the waiting room with staff assigned to walk patients through the sign-up process or troubleshoot account issues.

2 Offer 24/7 online scheduling

Millennials are...

29%
of the U.S. population



&

82%
of new parents¹



They expect constant online access to their health data and their children's. Offer online scheduling at any time of day, ideally with same- and next-day appointments readily available.



3 Allow choice in communication

Connect with patients by phone, text, email, social media, or smoke signals if necessary. Allowing multiple communication channels means everyone gets what they want. Consider an automated patient-outreach system where patients can opt for their preferred types of reminders and notifications.



4 Support care plans with automated communications

Ongoing communication with patients makes them active partners in their care plans. Set up tailored support for each condition with automated care plan reminders and inquiries. Include a way for patients to communicate directly with their care team — patient texting works particularly well for complex cases like diabetes, hypertension, and weight loss.

