

# Patient Engagement

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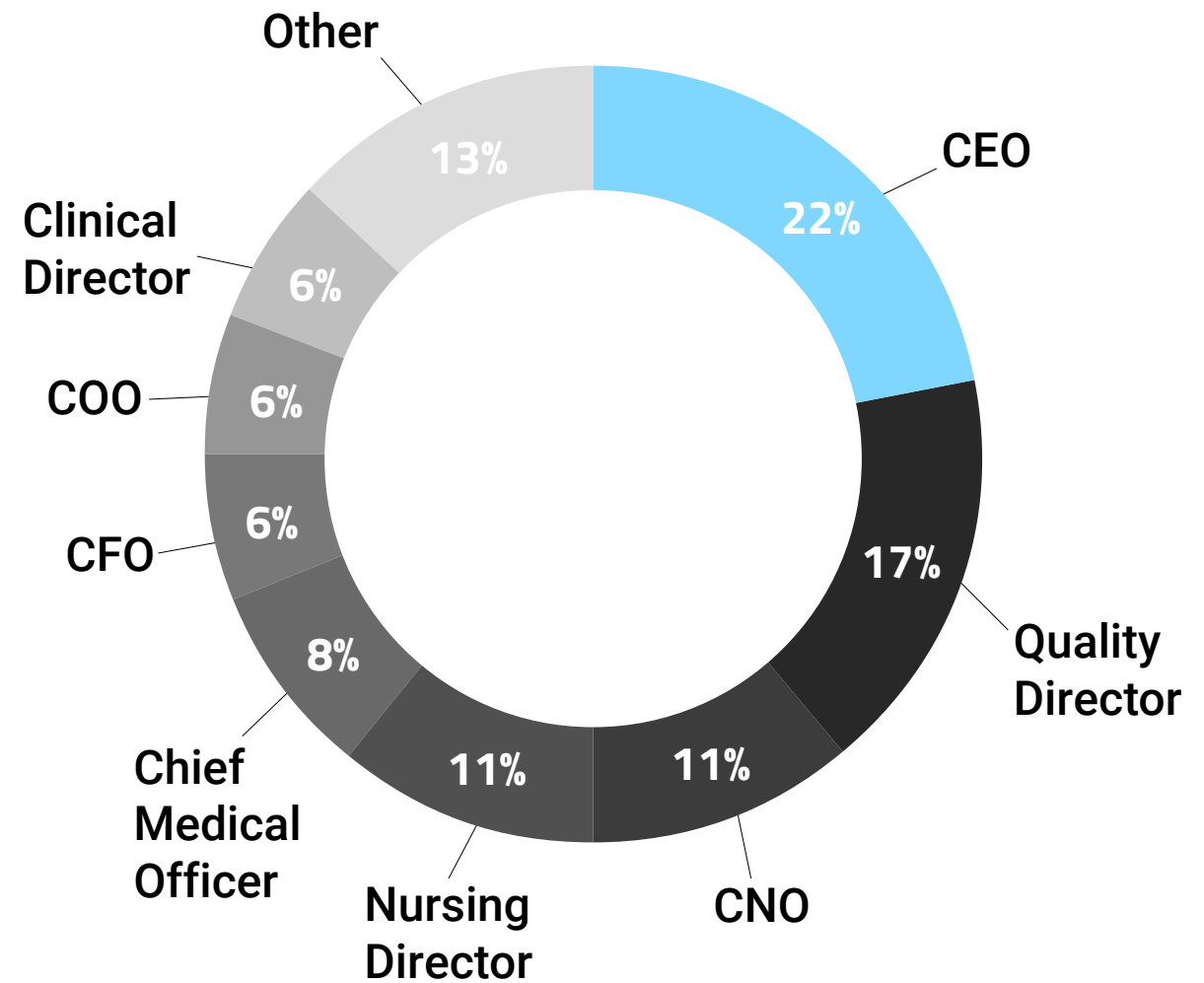
# Demographics



Patient Engagement is an ever-increasing topic of discussion within healthcare. The problem, like with any hyped technology, is everyone has a different view of what patient engagement actually is. Some think it has to do with wearables and personal health, others might think it's how to get a one-time follow-up survey after an appointment, or even ongoing interaction between patients and physicians. What makes it tricky is that it's kind of a combination of all of those things.

For purposes of this study, we deal with the portion of patient engagement that allows providers to receive feedback from patients in a timely manner about their visits, satisfaction with a given facility and team etc.

Those who engaged with us through our Research Cloud include 48 leadership individuals from provider organizations around the country.



Other titles include: Marketing Manager, Director of Clinical Services, Operations Director, Chief Clinical Officer.

# What Gives You the Most Accurate Information for Decisions?

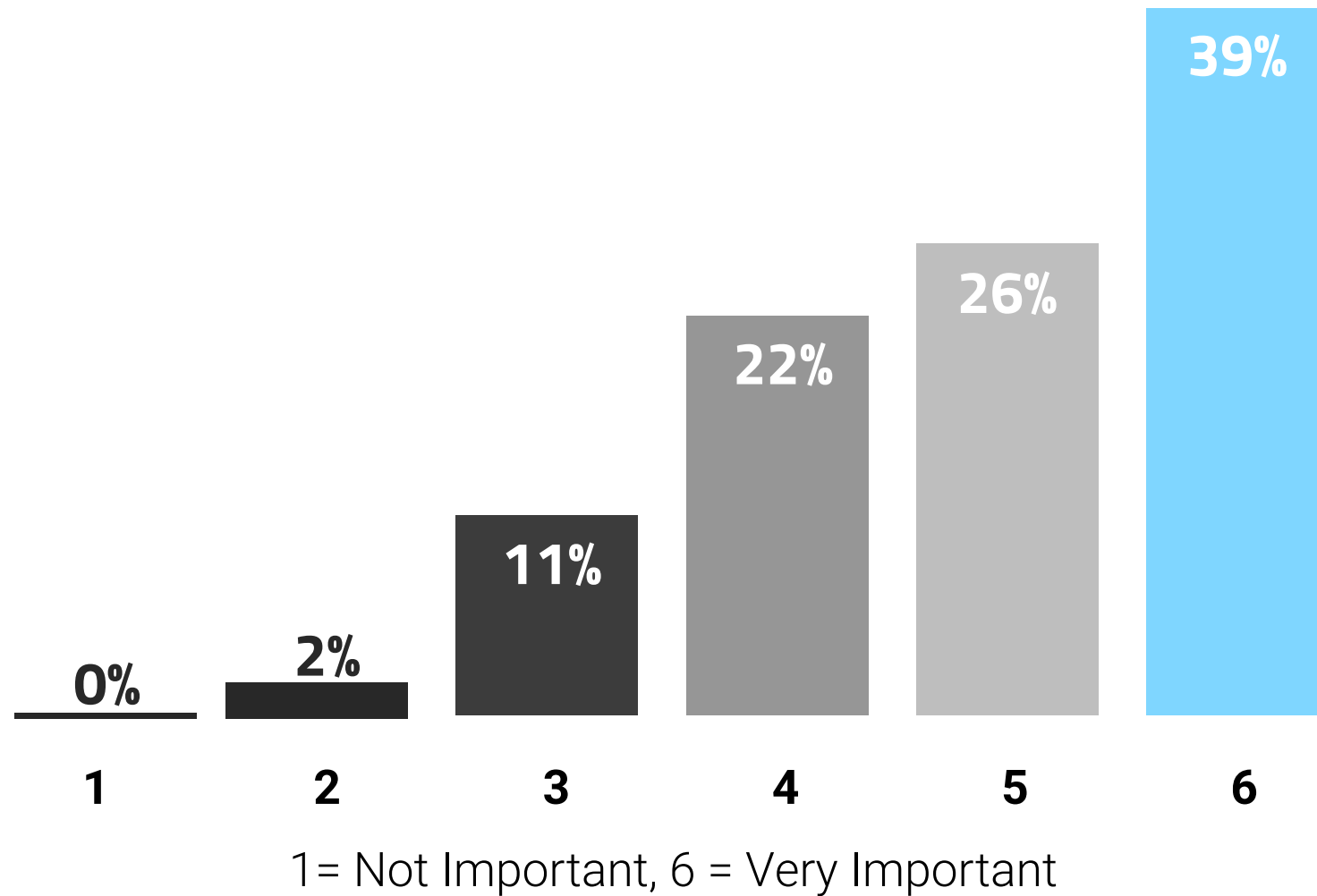


- Feedback from our patients
- Input from other staff
- Input from our clinicians
- Learning from peer organizations
- Recommendations from consultants
- Other
- Reports from research companies

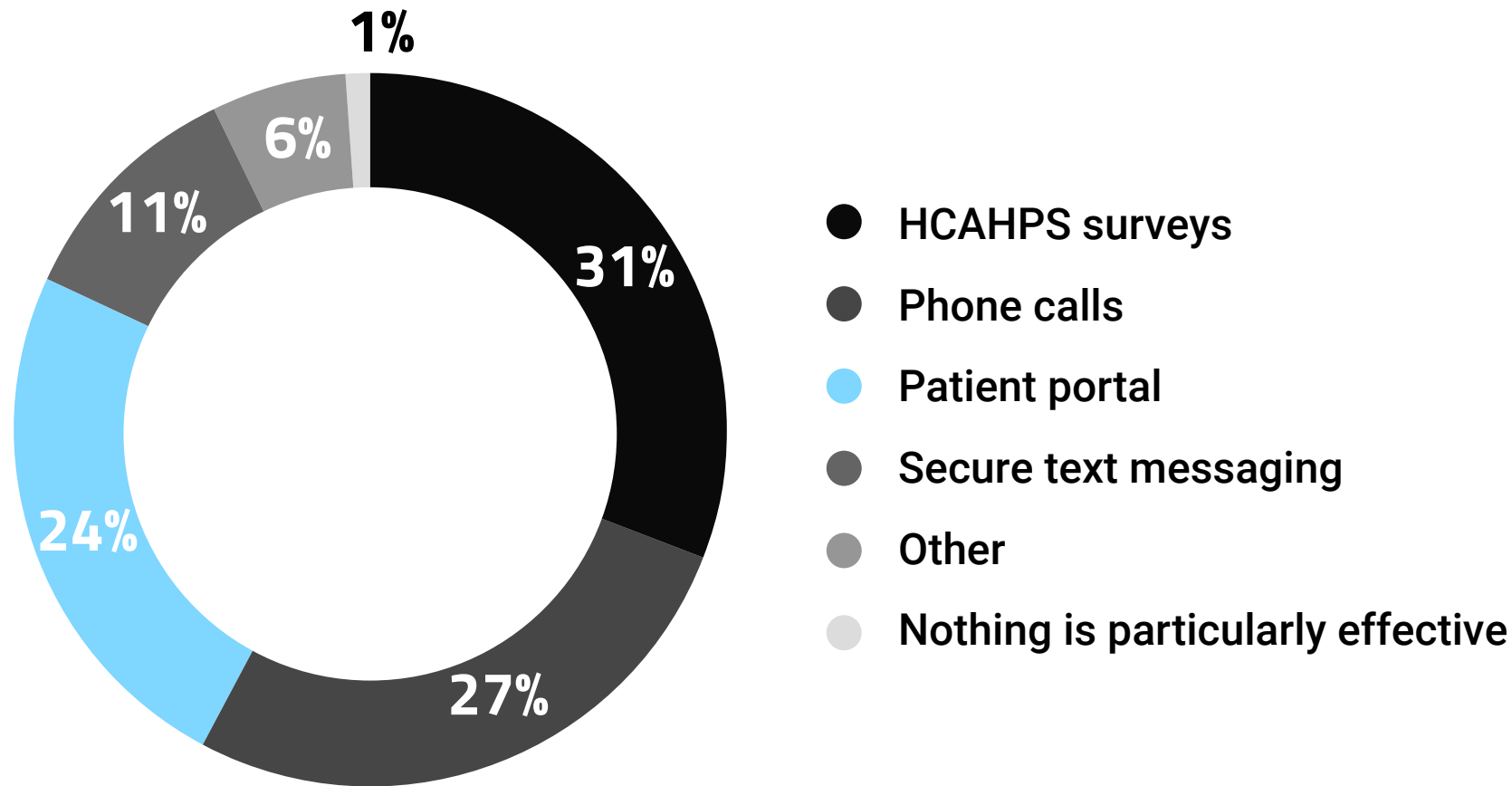
In a time where consumerism is the main focus in almost every industry, patient engagement is becoming more and more critical. If, as this chart suggests, feedback from patients is the most important piece of information for making informed decisions, then shouldn't it be a top priority to make that feedback fit within their workflow?

I think we'd all agree that the voice of the customer (the patient in this case) should be a driving force in our day-to-day decisions.

# How Important is Patient Engagement?



# What are Your Current Patient Engagement Strategies?



It's rather odd that doing HCAHPS surveys would count as engaging patients. The bar is set pretty low in this area with enormous room to improve.

# Biggest Struggles in Engaging Patients?



“Challenges with patients when they are ill makes engagement difficult. Patients need acute care advocates who can truly help with learning/engaging during the acute care phase.” - **CNO**

“Buy in from physicians. Our EMR-provided patient portal is pretty lacking as well but that will hopefully change next year as a revamped portal is on the roadmap.” - **CIO**

“Consistency in providing standard care to patients across the system.” - **CMO**

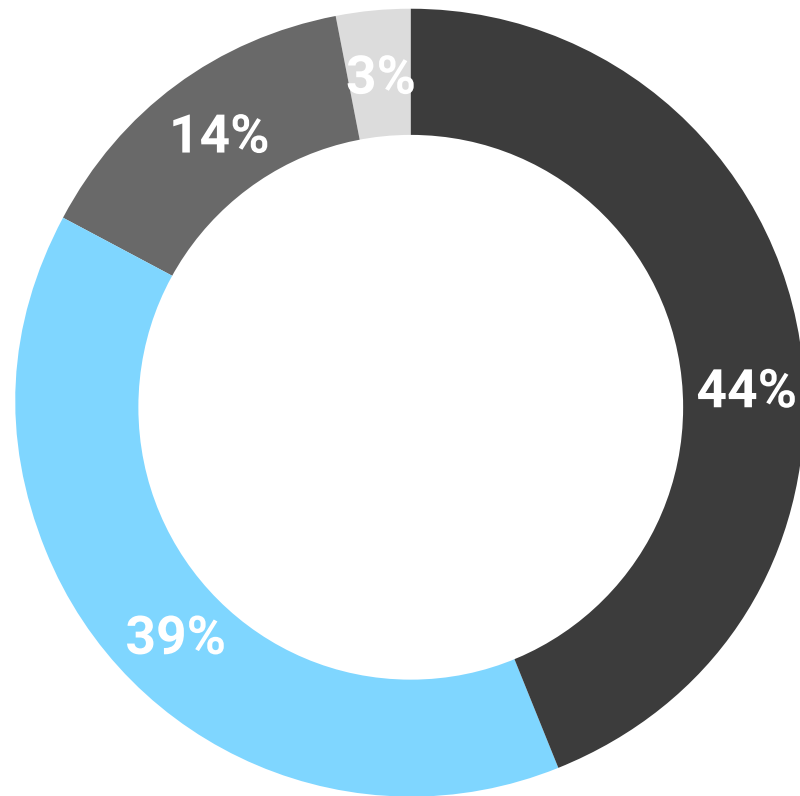
“Determining the most effective contact method” - **CFO**

“Making sure they are answering the correct visit with the survey” - **Quality Director**

“Getting their attention in a time when every company (across industries) is deploying attention-grabbing strategies” - **CEO**

“Lack of interest in their health-welness” - **CNO**

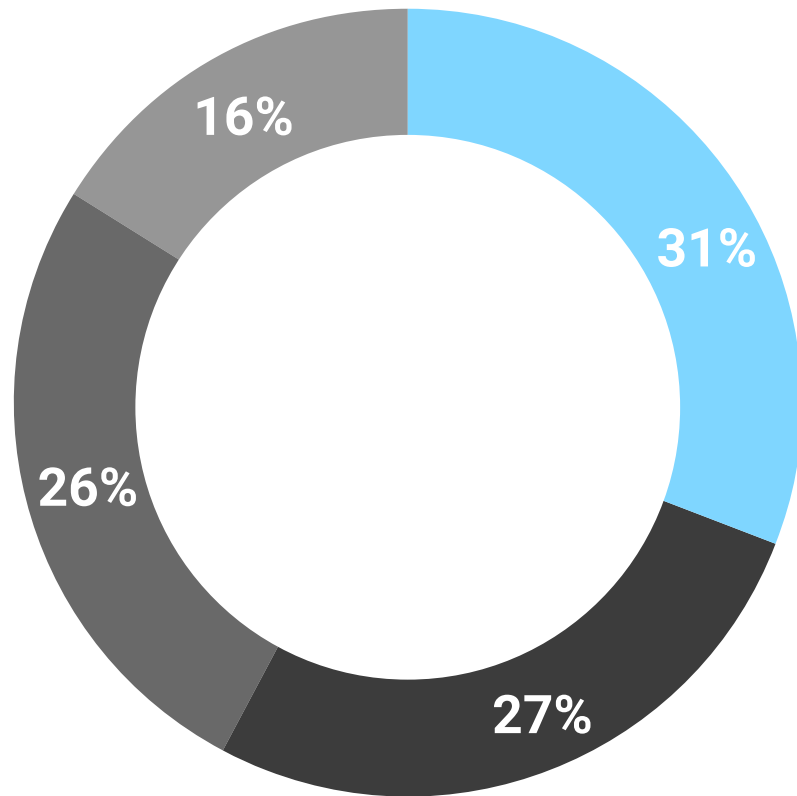
# Is Patient Engagement Via Smartphones Important?



- It's important, but isn't critical
- Yes, absolutely
- It helps but has a negligible impact
- No, it isn't important at all

It'd be interesting to know what the patient mix in these facilities is like.

# Why is Engaging With Patients Important



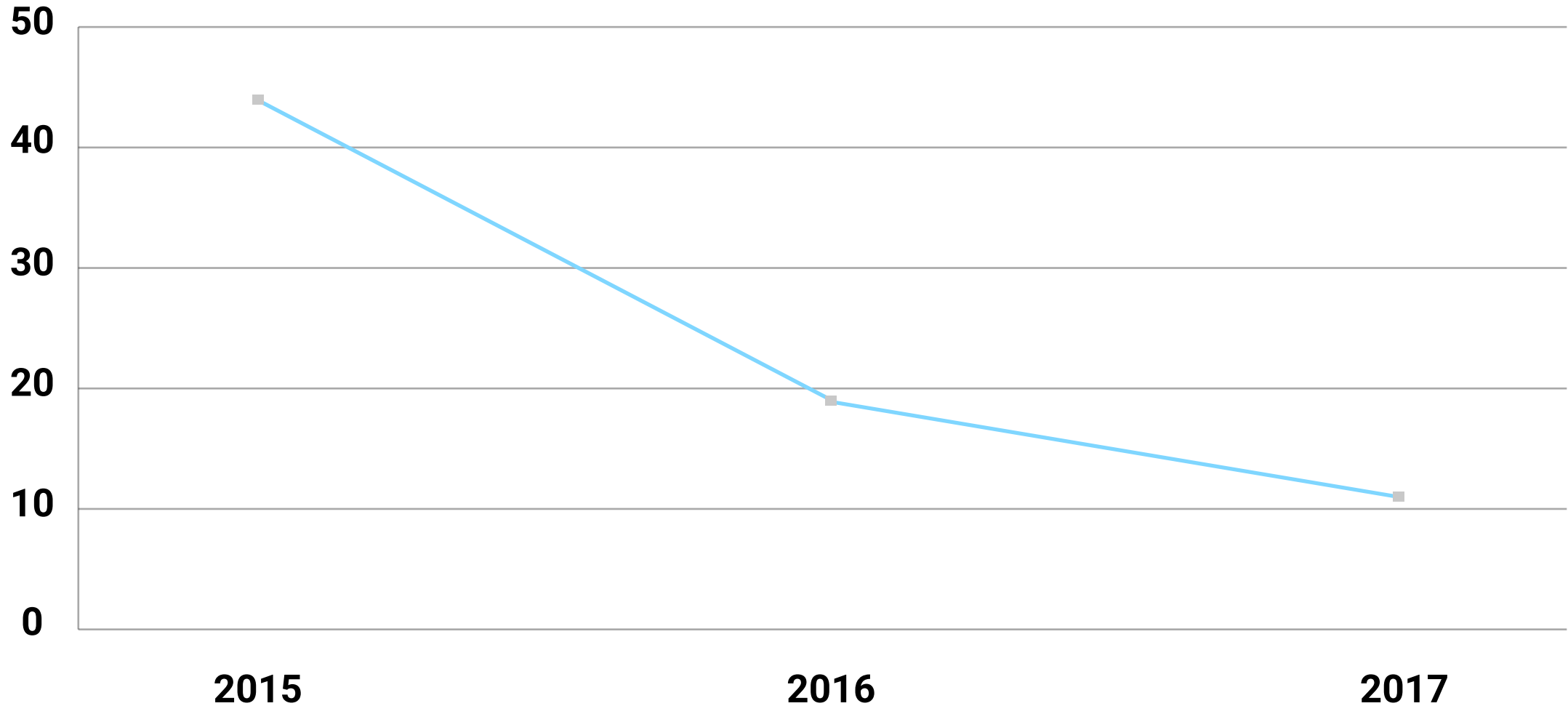
- Improving Patient's Individual Health Decisions
- Enabling Care Coordination
- Enabling Population Health Management
- Increasing Payment Collection Rate



# Previous Patient Engagement Adoption Trends



Given that almost every organization lists engaging patients as being important, it was very odd to see this area decrease in priority level over a three year period. We'll launch new research soon to see if this trend has continued or if it has reversed.





## The Research Cloud



Our enterprise research platform is designed specifically for the healthcare industry ensuring your custom research projects are completed in record time.

## Market Pulse



A subscription service which constantly provides our clients with timely research on their markets – M&A activity, regulatory changes, buying patterns, new technology adoption, etc.

## Advisory Services



Our data-driven, fact-based advisory services deliver highly accurate recommendations, analysis, and strategies.

For more information please contact our CEO, Jeremy Bikman - [jeremy@reactiondata.com](mailto:jeremy@reactiondata.com)



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