

How Heathcare Organizations Can Deliver **Better Digital** Experiences for Patients

Add power, speed, and flexibility with a digital experience platform (DXP)

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In a digital-first world, more consumers expect healthcare guidance to be facilitated virtually.

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Data visualization

This makes care delivery more efficient for providers, but how can they offer effective, compelling digital patient experiences that stand apart?

Consider these stats:

Seven out of 10 health consumers prefer digital healthcare solutions to phone or in-person solutions for all major aspects of their care journey.¹

63.4%

Nearly two-thirds of U.S. adults have used an app for a health-related purpose in the last 12 months.²

39%

Spending on virtual health was expected to rise by 39% in 2022 alone as providers looked to focus on healthcare outcomes and value.³

What do patients want out of

their digital experiences?

Ease of Use



of U.S. millennials say they're much more likely to choose providers that offer them easy online access to test results.⁴

Flexibility

of surveyed patients say they're more likely to choose providers that offer them the ability to schedule, change, or cancel appointments online. ⁵

Good User Experience

of health consumers expect a smooth experience when using search tools to look up specific information or services on healthcare websites.⁶

Personalization



of patients would visit their healthcare provider more often if the communication experience felt more personalized.⁷

66 COVID-19 ignited the growing recognition of the need to invest in population health. Strengthening existing and establishing new models of collaboration across professional, institutional, and organizational boundaries is critical to help improve healthcare infrastructures."

2022 Global Health Care Outlook, Deloitte⁸

What are healthcare providers looking for?

Easy Ways to Understand Patient Data 25% of young healthcare professionals worldwide see digital health records as the top digital health technology for enhancing patient care.⁹

Better Cross-Team Collaboration 84% of physicians expect clinical care teams to be able to share patient health data in a secure, streamlined, and timely way in the next five to 10 years.¹⁰

Increased Patient Engagement

In 2022, only 28% of electronic health record (EHR) executives reported strong and frequent engagement from patients on their patient portals.¹¹



Healthcare organizations face pressure to:



😭 Boost Patient Loyalty

Healthcare organizations are striving to provide innovative patient care experiences across various channels in order to foster greater patient engagement and loyalty.

Minimize Risk

In order to maintain patient trust, healthcare organizations are looking for solutions that are proven to meet a variety of compliance standards, including HIPAA.



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↗[∠] Adjust to Mergers

Since mergers and acquisitions are not uncommon, key healthcare stakeholders must be prepared to navigate tech stack consolidations in order to continue delivering a unified experience across the network.

Reduce Costs \bigcirc

Cost is another key challenge as healthcare organizations seek to deliver more efficient digital experiences through better cross-team collaboration, governance, and simplified martech integrations.



Consistent branding across all channels fosters greater trust, loyalty, and recognition.

Foster Time to Norter avond Governance **4** Benefits of Delivering Successful Digital Experiences Risk Mitiotion

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Doxo Toxilon Patient data can be collected and stored in a highly secure manner, then used strategically to improve care and engagement.

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Healthcare organizations can swiftly deliver new content to audiences and gain a competitive edge.

> 2 **Ensuring patient** data security is crucial, and compliant digital experiences

provide stakeholders

peace of mind.

Prioritize Patient Experiences with Acquia DXP

Acquia DXP enhances patient care journeys by helping healthcare organizations gather cross-channel data and leverage these insights for personalized content delivery.

Acquia's intuitive solution lets healthcare organizations:



Manage content assets across teams, tools, and channels



Implement governance controls for multiexperience portfolio management



Simplify technology integration (including technology for EHRs)



Connect fragmented martech solutions



Why Healthcare **Organizations** Are **Choosing Acquia DXP**

The successes of our customers highlight the effectiveness of well-executed digital experience strategies — a feat made possible by our platform.









Acquia DXP is recognized as a Leader in Gartner's Magic Quadrant for Digital **Experience Platforms.**¹²

The healthcare industry is changing rapidly, and organizations that place patients at the heart of their digital experience strategies are in a better position to succeed.

DXP solutions allow you to achieve exactly this.

Want to learn more?

Future-proof your healthcare organization with Acquia DXP today.

Request your free demo

Notes

mobile-health-app-users

- ¹ "Healthcare consumerism 2018: An update on the journey," Jenny Cordina, Elizabeth P. Jones, Rohit Kumar, and Carlos Pardo Martin, McKinsey & Company, July 2018 https://www.mckinsey.com/industries/healthcare/our-insights/healthcareconsumerism-2018
- ² "Nearly two-thirds of US consumers are mobile health app users," Rajiv Leventhal, Insider Intelligence, February 2023 https://www.insiderintelligence.com/content/nearly-two-thirds-of-us-consumers-
- ³ "2023 Global Health Care Outlook: Virtual health delivery," Deloitte, 2022 https://www.deloitte.com/content/dam/assets-shared/legacy/docs/gx-healthcare-outlook-2023-virtual-health-delivery-final.pdf
- ⁴ "Accenture 2019 Digital Health Consumer Survey," Accenture Consulting, 2019 https://www.ehidc.org/sites/default/files/resources/files/Accenture-2019-Digital-Health-Consumer-Survey.pdf
- ⁵ "10 online scheduling stats healthcare practices should know," PatientPop, April 2020
- https://www.patientpop.com/blog/infographic-online-scheduling/
- ⁶ "Digital Patient Experience In Healthcare: A Necessary Game Changer," Ajay Prasad, Forbes, November 2022 https://www.forbes.com/sites/forbesagencycouncil/2022/11/17/digital-patientexperience-in-healthcare-a-necessary-game-changer/

⁷ "75% of U.S. Consumers Wish Their Healthcare Experiences Were More Personalized, Redpoint Global Survey Reveals," BusinessWire, February 2020 https://www.businesswire.com/news/home/20200218005006/en/75-of-U.S.-Consumers-Wish-Their-Healthcare-Experiences-Were-More-Personalized-Redpoint-Global-Survey-Reveals

- ⁸ "2022 Global Health Care Outlook," Deloitte, 2021 https://www.deloitte.com/global/en/Industries/life-sciences-health-care/ perspectives/global-health-care-sector-outlook.html
- ⁹ "Share of young healthcare professionals who believe the following digital health technologies are best for improving patient care in the next five years, as of January 2020," Conor Stewart, Statista, February 2021 https://www.statista.com/statistics/1198387/digital-health-tech-to-improvepatient-care/
- ¹⁰ "Improved clinical efficiency and quality," Doug Billings, Felix Matthews, MD MBA, Leena Gupta, Debanshu Mukherjee, Deloitte, 2020 https://www2.deloitte.com/content/dam/insights/us/articles/6675_CHS-Implications-for-medtech/DI_CHS-Implications-for-medtech.pdf
- ¹¹ "Patient engagement with patient portals according to EHR executives in the United States as of 2022," Conor Stewart, Statista, February 2023 https://www.statista.com/statistics/1365661/perceptions-of-patient-portals-in-theus/
- ¹² "Acquia Named a Leader in the 2023 Gartner[®] Magic Quadrant[™] for Digital Experience Platforms," Acquia, March 2023 https://www.acquia.com/blog/acquia-named-leader-2023-gartner-magicquadrant-digital-experience-platforms