

EGC GROUP

THE POST-COVID DIGITAL FIRST HEALTHCARE JOURNEY

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A photograph of a female doctor wearing a white lab coat, glasses, and a headset with a microphone. She is sitting at a desk with a laptop, looking at the screen. The image is dimly lit and has a dark overlay.

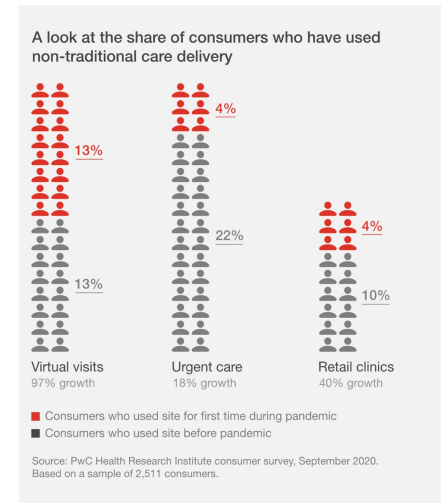
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POST-COVID CONSUMER HEALTHCARE JOURNEY



SO MUCH ABOUT THE HEALTH AND WELLNESS INDUSTRY HAS CHANGED DUE TO THE PANDEMIC. THE SHIFT IN CONSUMER ATTITUDES AND BEHAVIORS POST-COVID WILL CHANGE **THE WAY CONSUMERS NAVIGATE THEIR HEALTHCARE JOURNEY** WITH PROVIDERS AND PRACTICES. HERE'S HOW:

- Healthcare consumers have become open to non-traditional care delivery. Consumers favor a hybrid of telehealth and in-person options, so **a more omnichannel experience is in demand**. Healthcare brands and providers need to think about how to make each option and step seamless (e.g., virtual consulting before in-person visits, online check-ins, completing online registration and other forms before visiting, virtual follow-up appointments).
- A “digital-first” journey means **a consumer is well into his or her journey** before interacting with a live person/practitioner.
- The pandemic has **increased consumer interest in whole-self focused healthcare**. As a result, healthcare companies are partnering with other providers to offer additional services and referral opportunities.
- More consumers are willing to share their data with healthcare companies than ever before. As the pandemic forced even the most traditional consumers to go virtual, they became more comfortable with providing personal information when filling out online forms. In a global survey, it was reported that **50% of consumers were willing to share their data, which is a huge increase when compared to years before. This provides new opportunities for healthcare marketers.**
- Healthcare is moving forward on a more personalized and flexible approach to the patient experience. Providers that take advantage of the post-COVID digital offerings will see an **increase in overall positive patient outcomes**.

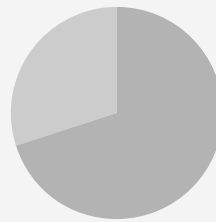


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THE DIGITAL FIRST JOURNEY IN HEALTHCARE

WE LIVE IN A DIGITAL WORLD

Patients are consumers, and their main expectation is that providers communicate and share data through tools that create a seamless experience. Digital first healthcare helps allocate resources in the direction that is most effective for the patient. Research shows that a healthcare consumer experiences at least three digital touch points with a brand before his or her next committed interaction (e.g., phone call, appointment, visit). Moving forward, we expect to see this trend increase as providers create more innovative ways for patients to stay connected with doctors from the comfort of their homes.



Research shows that **72% of all patients prefer an integrated approach they can engage with.**

A digital first impression provides potential patients with access to reviews, thought leadership, accurate listing information and ambassador content.

A key factor of adopting this journey is **the ability to manage patients**—regardless of location—and utilizing digital tools already offered on mobile phones or devices.

OMNICHANNEL CARE DELIVERY IS SAID TO BE THE NEXT CHAPTER OF HEALTHCARE that will help providers achieve their goals. This approach allows patients to take control and communicate with their providers on their own terms.

THE DIGITAL FIRST JOURNEY IN HEALTHCARE

BENEFITS TO THE PROVIDER INCLUDE

- **Automating the workflow**, which results in less paperwork, fewer manual tasks, reduced patient wait times, etc.
- **Better communication** with patients on various channels
- **More interaction channels** increases overall positive patient outcomes
- **Capabilities that enable better care** and better insights, which ultimately lead to better experiences for all

CONSUMER JOURNEY OF RESEARCHING

When making healthcare decisions, most patients will value convenience and accessibility above insurance coverage.

BEFORE TREATMENT

- **Action:** Current symptoms or life events will prompt action and the seeking of a healthcare professional
- **Research:** Researching care options / doctors / locations / specialties
- **Post-Research Findings:** Reaching out to learn more about what has been gathered
- **Scheduling:** Scheduling an appointment by phone, online, webchat, etc.

READING REVIEWS

- In today's tech-savvy world, **patient care begins way before the appointment starts**. It begins with the patient reading reviews and ratings. In fact, your reviews are often the first impression the patient will have with your practice.
- Patients may be willing to overlook important factors **in favor of positive reviews** when choosing a new provider for their healthcare. Research shows that some patients are more willing to go out of their insurance network to see a provider who has better reviews rather than an in-network provider with negative reviews.



THE DIGITAL FIRST JOURNEY IN HEALTHCARE

ONLINE APPOINTMENT SCHEDULING

The use of online appointment scheduling enables your patients to book appointments faster and get them in sooner than they could if they had to call your practice. **Patients want convenience and control.**

Online appointment scheduling offers patients both, while also providing complete transparency to your practice's schedule. This can free up your staff's time so they can focus on the patient experience. Additionally, online appointment scheduling ensures a seamless experience for sending automatic confirmations and reminders, which also decreases the number of "no-shows."



BENEFITS OF ONLINE APPOINTMENT BOOKING

- **Increases** the number of new patients
- **Reduces** empty appointment slots / "no-show" appointments
- **24/7** accessibility
- **Reduces** administrative work

VIRTUAL VISITS

Virtual visits benefit both health and convenience factors. In light of the COVID-19 pandemic transforming the digital needs of healthcare, **we see telehealth and virtual visits becoming more popular and constantly evolving.** During times where providers are operating at limited capacity, virtual appointments allow providers and practices to address patients' health concerns safely, effectively, and efficiently.

AFTER COVID-19,

92% OF PROVIDERS AND 76% OF CONSUMERS

REPORT THEY PLAN ON CONTINUING TO USE VIRTUAL VISITS." VIA. AVIAHEALTH.COM

A person in a dark suit is holding a tablet. Overlaid on the image is a futuristic, semi-transparent data dashboard. The dashboard features various charts and graphs: a large circular gauge on the top left, several bar charts, line graphs, and pie charts. The text 'RESEARCH SUMMARY' is displayed in a black box at the top left of the dashboard area.

RESEARCH SUMMARY

Consumers favor a hybrid of telehealth and in-person options, so a more omnichannel experience is in demand.

Now, healthcare companies are partnering with other providers to offer additional services and referral opportunities for their patients.

It was reported that 50% of consumers were willing to share their data, which is a huge increase when compared to years before. This provides new opportunities for healthcare marketers.

Research shows that a healthcare consumer experiences at least three digital touch points with a brand before his or her next committed interaction (e.g., phone call, appointment, visit). Moving forward, we expect to see this trend increase as providers create more innovative ways for patients to stay connected with doctors from the comfort of their homes.

Contact us for more information about how EGC can increase patient acquisition and retention for your practice.

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THANK
YOU