

Engage:

The Monthly Digital Health Newsletter from Q Reviews.



Ready to Transform Your Organization's Digital Engagement Strategy?



To drive better health outcomes, improve patient care, and lower costs, healthcare organizations need to focus on more than just patient experience — they need to invest in patient engagement. While digital health solutions can help organizations achieve this, too many of them use these tools to fill the gaps at individual touchpoints. A truly impactful digital health strategy, however, is rooted in engagement across the entire care continuum. In our latest E-Book, we share a blueprint for the kind of comprehensive digital health strategy that drives meaningful longitudinal engagement.

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50% of Patients Forget Treatment Plans, Need Better Education

As the old saying goes, it's not just what you say — it's how you say it. While most providers rely on whiteboards to communicate treatment plans, a recent study found that they're among the least effective way to drive information retention.

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As health systems welcome a new batch of Medicare beneficiaries who have been using the internet for at least 20 years, they have an urgent imperative to revamp the digital front door experience.

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With urgent care skyrocketing among health systems, venture-backed providers, and commercial providers alike, it's time to ask: What do we need to do to ensure that patients are getting the best care possible?

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The Doctor Is In

Why Now Is the Time to Throw the Digital Front Door Wide Open

Healthcare and technology have a complicated relationship. On the one hand, technological advances in healthcare have revolutionized treatments for many diseases and even eliminated some altogether. On the other hand, certain digital technologies — like electronic health records — have long been among the most significant sources of frustration for healthcare workers. So it's no surprise that many in healthcare hesitate to invest in the digital patient experience.



But in an age where more and more patients expect the same seamless digital experience from their healthcare provider that they receive from Amazon, Uber, or Postmates, healthcare organizations can't afford to continue kicking the can down the road. If they do, they risk not just losing patients to the competition, but also failing to provide the kind of meaningful engagement that leads to better overall care.

That's why this month, we're focusing on the digital patient experience and discoverability in particular. From implementing chatbots to prioritizing mobile-first design to optimizing search and more, we've got a whole host of suggestions for how to boost your discoverability and engage both prospective and current patients.

While it's understandable to be hesitant about new technology, healthcare is in the midst of a digital revolution that's increasingly providing value to clinicians and patients alike — and those that leverage it early will see the benefits for years to come.

Better Healthcare is One Tap Away

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