



The healthcare industry is facing tectonic shifts, and the evidence is how we are beginning to re-define patient experience.



The Care Journey: Stages Where Digital Engagement Must Exist

Discoverability



The care journey is often initiated by patients and/or members searching for care or support. Often called “the digital front door,” the Discoverability phase is the stage at which patients and members are searching, learning, deciding, and confirming the type of care and support that is right for them.

This often incorporates online research, and 80% of healthcare consumers trust online reviews as much as personal recommendations.

Pre-Arrival



A positive healthcare experience begins well before a patient receives care. Prior engagement is pivotal for fostering an empathetic experience for patients, as well as for reducing their anxiety. The pre-visit and arrival experience, including instructions, influences patient retention.

In fact, a Salesforce study noted that 90% of patients, including baby boomers, want digital interaction from scheduling to pre-arrival instructions.

Site of Care



The delivery of care is now as important as the care itself. Entering a brick-and-mortar site is a pivotal stage in the care journey because experience is defined by both clinical and customer experience. Whether it is a same day surgery procedure or a four-day inpatient stay, patients do not view clinical support and customer service as separate functions.

Patients consider their environment, safety, wait times for tests, clinical coordination, and communication as essential to their care of site engagement. But a reduced and stretched clinical workforce in healthcare can find efficiently meeting all these needs a challenge.

Post Discharge



A lot can happen to patients and members within 24 to 72 hours of leaving a care site, whether it's after an inpatient stay or an office visit. It is the most crucial stage in the care journey, especially from a clinical perspective. The challenge is that healthcare users are most vulnerable then and are often left in the dark regarding Post Discharge care. Clear and concise communication will set healthcare users up for success as they transition to care at home.

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Care at Home



The longest and most critical part of the care journey also has the lowest level of engagement—the transition and setup for care at home. With lengthy durations between care visits, providers and payers need to empower patients to actively participate in their care at home. Additionally, healthcare organizations need to understand the social challenges and risk factors that wait at home. The benefit and challenge about this stage is the impact that caregivers, community resources, and healthcare services outside of traditional stakeholders can make to overall patient health and well-being.

However, there are large gaps in data and insight as to how a patient or member is managing away from a site of care.

The healthcare industry's continued shift towards value-based care, through Accountable Care Organizations (ACOs), Medicare Advantage plans, and full capitation agreements further emphasizes the need to successfully engage patients and members outside the four walls of a care site.

