

6 WAYS TO ENHANCE THE PATIENT EXPERIENCE



AVOID LONG WAIT TIMES

Excessive wait times are one of the main detractors of patient satisfaction—and they're a sign of inefficiency, too. To prevent bottlenecks, look for ways to streamline the intake process, including gathering registration data from patients before their visit and using self-service to accelerate check-in.

HELP YOUR STAFF FOCUS ON PATIENTS

Overextended front-desk staff simply can't devote enough time to really listening to patients and addressing their concerns. By leveraging technology to automate intake tasks, you can increase staff accountability and capacity so they have more time to focus on patients.



PUT YOURSELF IN PATIENTS' SHOES

You can't really understand the patient experience without, well, experiencing it. Sit in your practice's waiting room (and not just for a few minutes). Check out the parking lot at the busiest time of day. Call and try to make an appointment. These simple exercises can give you tremendous insight into seemingly small things that have big impacts on patients.

CAPTURE—AND REALLY USE—TIMELY PATIENT SATISFACTION DATA

Patient survey data can be an incredible tool that drives real change, but not if your practice receives it six months after it's collected. With real-time electronic patient satisfaction surveys, you can identify the issues impacting satisfaction and address them right away.



TAKE LESSONS FROM OTHER INDUSTRIES

Healthcare is different from other industries in many ways, but that doesn't mean you can't borrow consumer-focused best practices from other sectors to help improve the patient experience. Creating a standardized, consistent intake process across your organization can reduce inefficiencies that lead to frustration, and ensure that patients remain loyal to your practice.

CREATE A PATIENT-CENTERED CULTURE

Approach patient-centeredness as an ongoing initiative that shapes all aspects of your organization. Educate clinicians and staff about the importance of empathy, clinical quality and the patient experience, and hold them accountable. And because culture comes from the top, make sure senior leaders set the right example.

