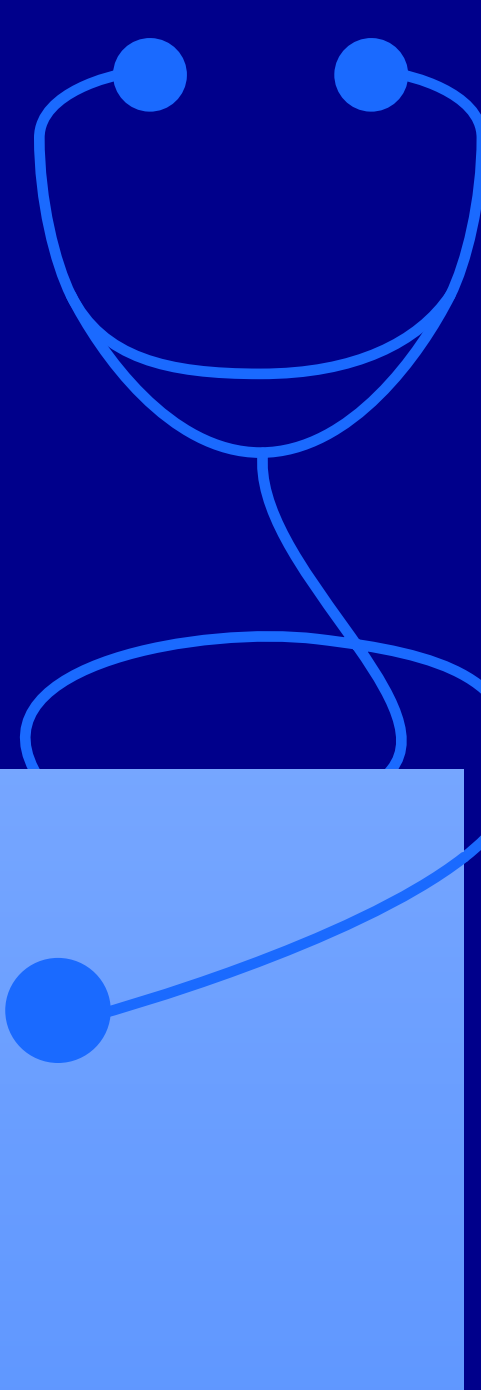
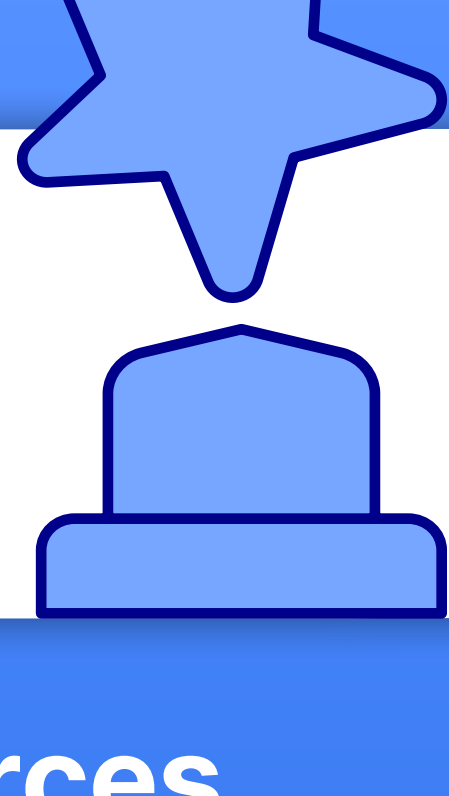




# Improve patient engagement & provider profitability



A 4-part prescription for more **consistent** and **empathetic** experiences between **healthcare providers** and **patients**.



## 1 Create a cycle of data excellence

Look beyond traditional data sources to marry clinical and patient-generated health data (IoT) with non-clinical data, including:



Clinical databases



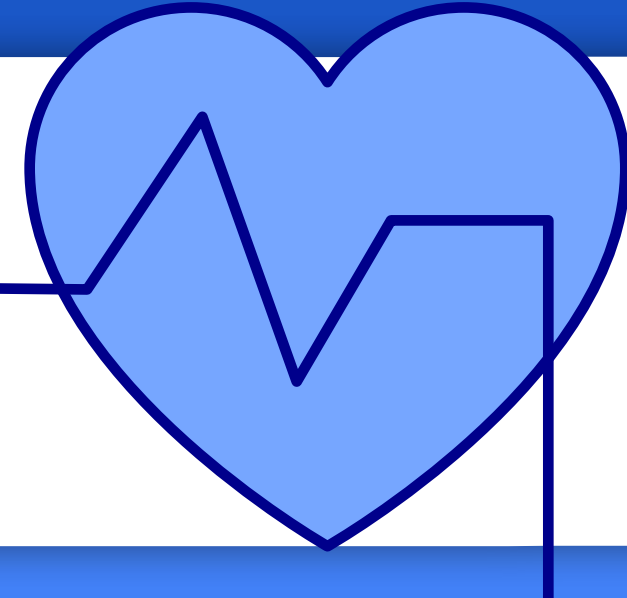
Electronic Health Record (EHR) systems



Claims data

**Build data-driven operations and deliver intelligence.**

## 2 Reduce gaps in care



Improve healthcare by:



**Uncovering factors** affecting patient outcomes, such as environmental and social health impacts



**Coordinating services** to deliver safer, more effective care



**Promoting patient involvement** in their own care

## 3 Meet patients where they are



The consumer experience starts at the device.

Before booking an appointment, patients visit and read an average of



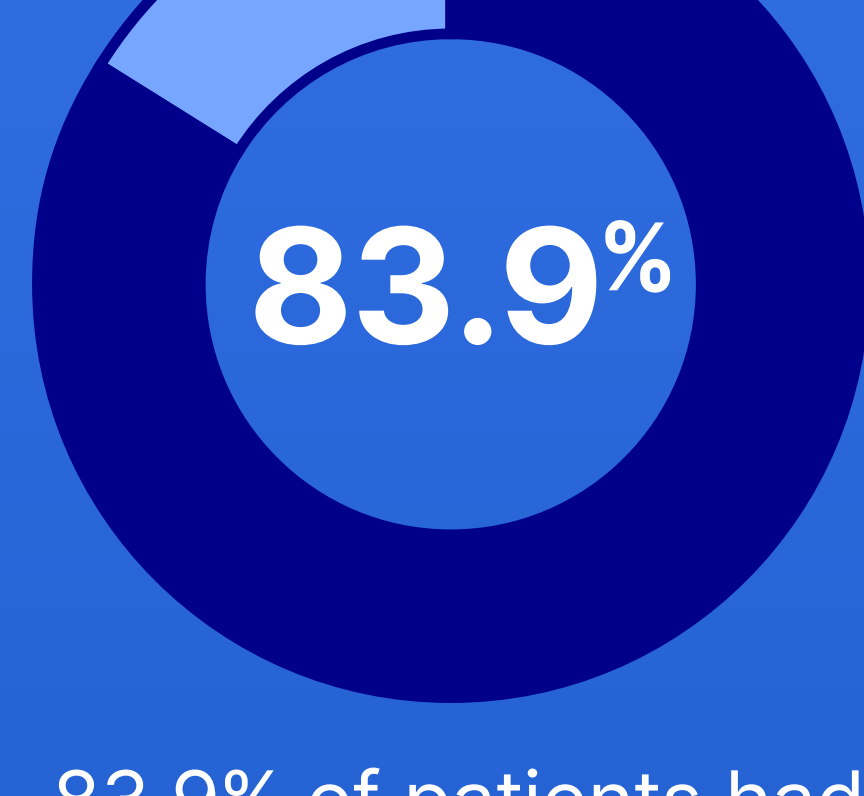
websites



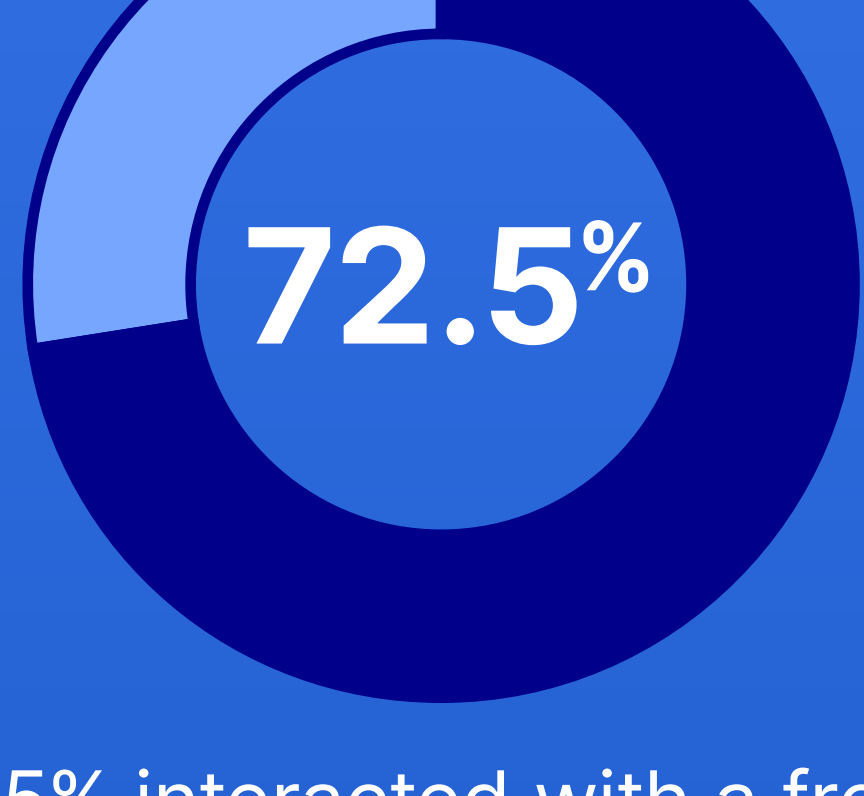
& online reviews.<sup>1</sup>

The online experience continues once they become a patient.

During the initial pandemic wave:



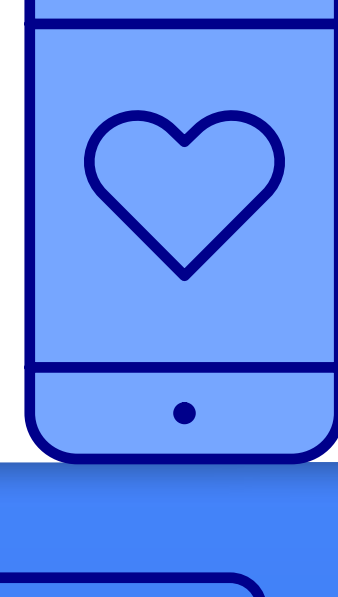
83.9% of patients had a virtual care visit for the first time<sup>2</sup>



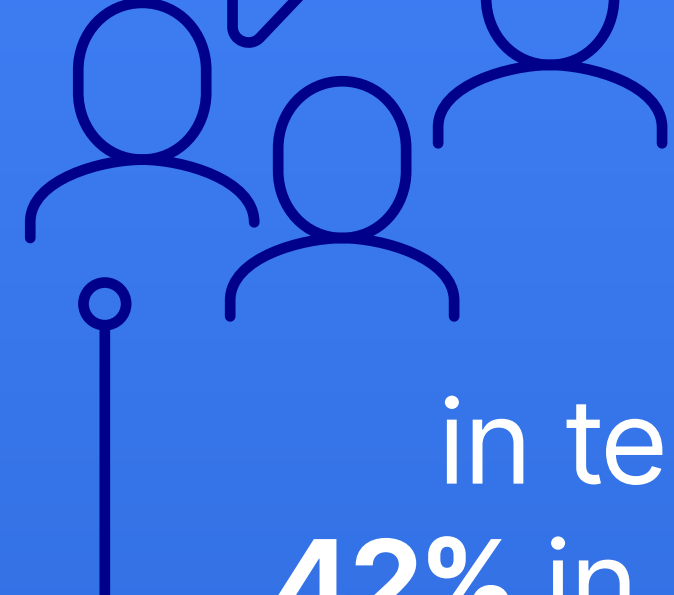
72.5% interacted with a front-end conversational AI chatbot or symptom checker<sup>3</sup>

**Healthcare providers and patients need engaging digital experiences across all touchpoints, from initial outreach and scheduling, to care and follow-up.**

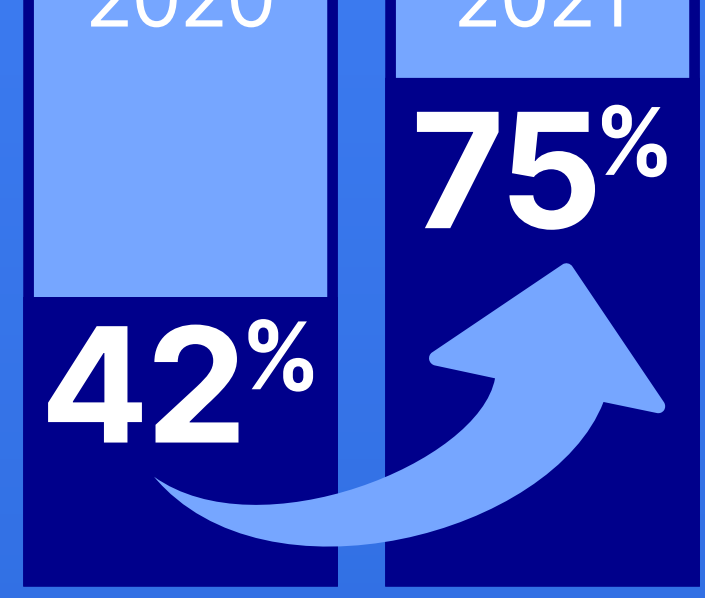
## 4 Embrace a digital-first mindset



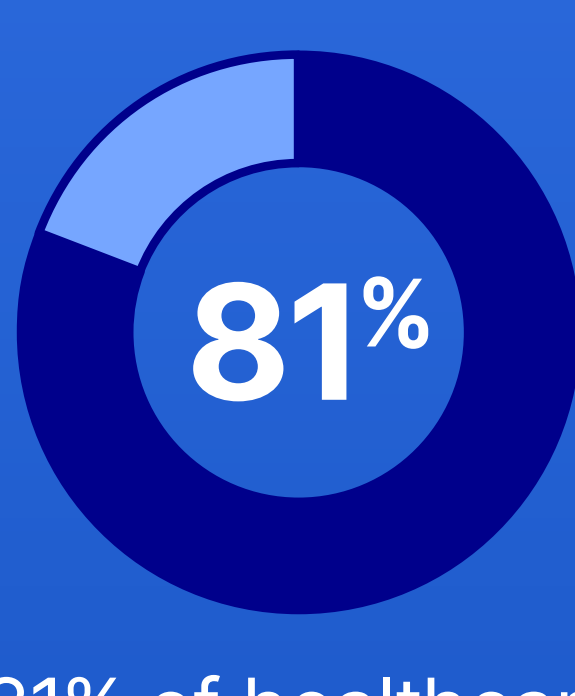
Improving the patient experience is top-of-mind for healthcare executives.



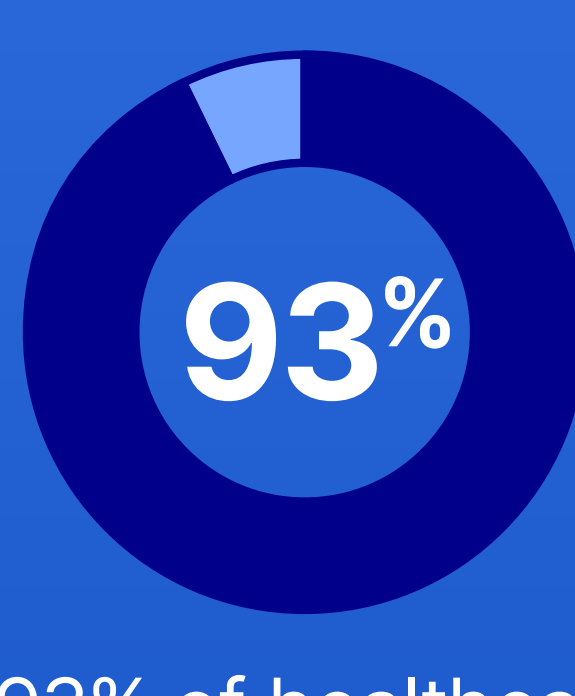
Planned investment in telehealth jumped from 42% in 2020 to 75% in 2021<sup>4</sup>



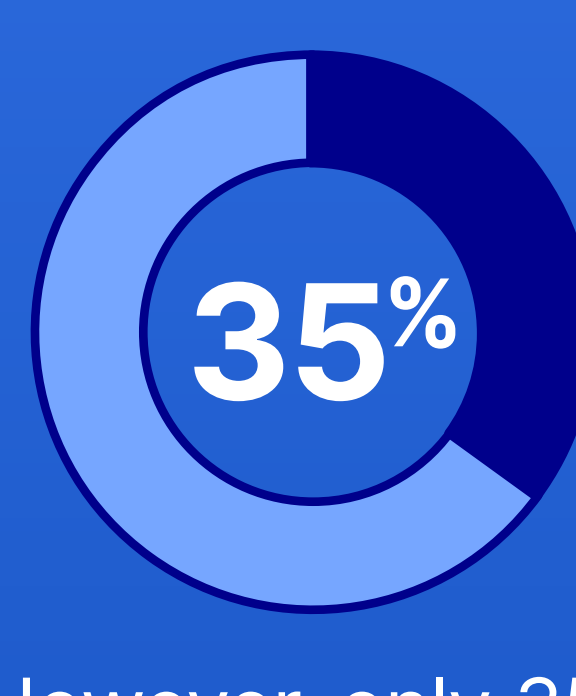
Digital transformation is the way forward.



81% of healthcare providers cite customer experience as a priority for digital transformation<sup>5</sup>



93% of healthcare organizations continued to invest in digital experience initiatives during the pandemic<sup>6</sup>



However, only 35% of companies have achieved digital transformation objectives (up slightly from 30% the previous year)<sup>7</sup>

**Bring content to the core of every patient interaction**



Shift to a digital, data-first model that gives providers a better understanding of patient needs to drive engagement and improve profitability.

Experience Platform for Healthcare from OpenText™ drives desired clinical outcomes with intelligent and connected healthcare.

[Learn how](#)

<sup>1</sup> Press Ganey, 2021 Consumer Experience Trends in Healthcare Report, December 2021

<sup>2</sup> IDC, Beyond the EHR: The Role of Non-clinical Data in Clinical Outcomes, July 2021

<sup>3</sup> IDC, Beyond the EHR: The Role of Non-clinical Data in Clinical Outcomes, July 2021

<sup>4</sup> IDC, Beyond the EHR: The Role of Non-clinical Data in Clinical Outcomes, July 2021

<sup>5</sup> Boston Consulting Group, Performance and Innovation Are the Rewards of Digital Transformation, December 2021

<sup>6</sup> Boston Consulting Group, Performance and Innovation Are the Rewards of Digital Transformation, December 2021

<sup>7</sup> Boston Consulting Group, Performance and Innovation Are the Rewards of Digital Transformation, December 2021