

# IMPROVE PATIENT EXPERIENCE, OUTCOMES, AND PROFITABILITY



## **WHITEPAPER: Leverage the power of communications to enable better patient care, quality outcomes, and profitability**

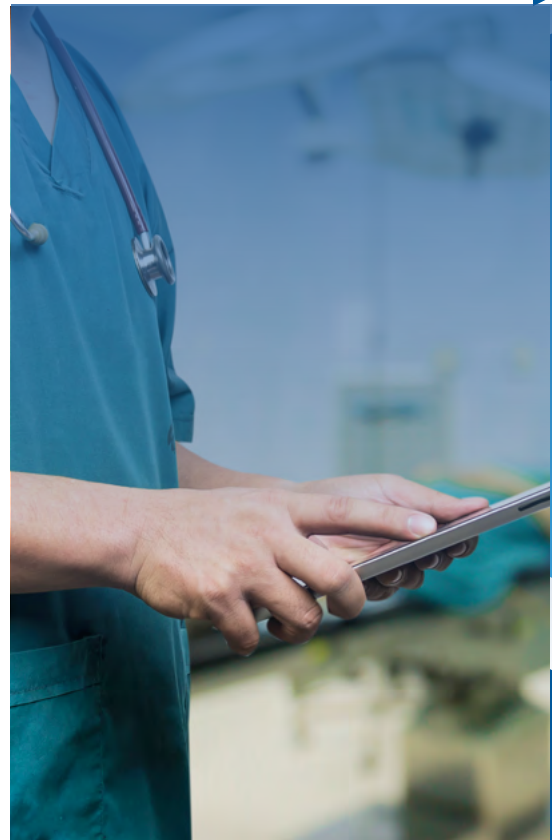
Today's healthcare environment is a complex matrix of payers, providers, and patients. It requires an incredible amount of collaboration and communication to ensure quality care and improved patient outcomes while mitigating inefficiencies that cost the providers millions each year in lost revenue. Unfortunately, many healthcare service providers don't have the technology and processes in place to put patient experience first.

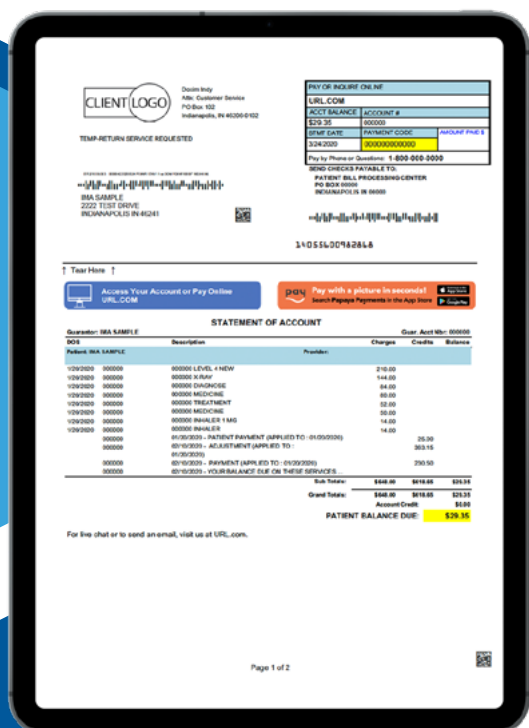
Beryl Institute, a healthcare organization dedicated to improving the patient experience, describes the patient experience as "the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care." Ultimately, the patient experience is about examining all the various aspects of the healthcare system – communication, safety, accuracy, billing and environment to determine if each aspect offers the right level of quality, processes and efficiency.

As consumers have more choice in the adoption of value-based care, healthcare organizations and service providers must deliver upon a higher level of service, quality, improved communications and revenue cycle management if they want to remain competitive, retain and attract new patients and increase profitability.

### **Communication is the backbone of the patient experience**

Powerful and effective communication is imperative in healthcare. Without it, the patient experience will often be confusing, disjointed, costly, and frustrating for both the patient and healthcare provider. From registration to collections, efficient communication helps to ensure a positive patient experience while optimizing the quality of care.





So, why does the healthcare experience lag behind other consumer experiences? In part, because many healthcare organizations today are challenged by legacy systems and outdated processes, resulting in poor communications, incomplete or irrelevant content, and limited options for payment. This causes both frustration and extended days in AR, resulting in stagnant cash flow.

As personalization becomes the standard in other industries, patient expectations for seamless, simplified, and personalized healthcare will continue to rise. Patients are already starting to demand accurate and timely information, that is convenient and available through their preferred methods and modalities.

As a result, forward-thinking healthcare providers are recognizing that patient communication can no longer be static and moving to providing patients with personalized information and delivery options to meet today's needs and expectations. To keep pace with demand, remain relevant and competitive, providers **MUST** leverage the use of new technology into their patient communication strategy for an improved experience and quicker payments.

## Communication Management Equals A Connected Patient Experience

The Doxim Customer Communication Management (CCM) platform enables healthcare organizations, service providers and payers, to deliver personalized, targeted communications through the patients' channel of choice. From transactional communications like statements and notices, self-serve ad-hoc letters to patient outreach, you can create and deliver a single accessible view of the patient's complete story to the patient in a seamless manner.



## A Seamless Digital Experience Drives Improved Communications and Expedited Collections

Imagine a scenario where a patient, Julie, is preparing to have an outpatient procedure. In today's physical scenario, Julie might receive a static print notice or a call regarding the upcoming procedure with some basic instructions, and an estimate of her out-of-pocket expenses. Following the procedure, Julie receives a mailed statement.

Question. Are you currently able to track and document that Julie received these communications? Did she understand the instructions and her obligations, and did you provide her with easy to understand and execute payment options? If not, Doxim can help! We can provide you with the tools to personalize Julie's experience, minimize her stress, track communications and provide her with communications in a manner of her choice, accessible on any device at any time. Paper or digital, Doxim can enable the delivery and tracking of your patient's communications improving their experience while shortening the time to collect payment.

## From Print to Digital: Changing the Patient Experience One Communication at a Time

Imagine now, Julie has an upcoming outpatient procedure, but instead of receiving a printed correspondence with instructions and then later a printed statement, Julie has opted for email notifications with secure access to online communication. Julie can easily click a link in her email to access a web document outlining her upcoming procedure with additional links to frequently asked questions. The page also includes an embedded video that provides some additional education and instruction on how to prepare for her procedure. Ultimately, organizations can employ these technologies to close the loop with patient outcomes.

After the procedure is complete, Julie is once again sent an email communication that is personalized to her based on the outcome of her procedure and her personal preferences. Julie engages in the moment, easing her stress and dramatically reducing her historical time to pay compared to the paper process.

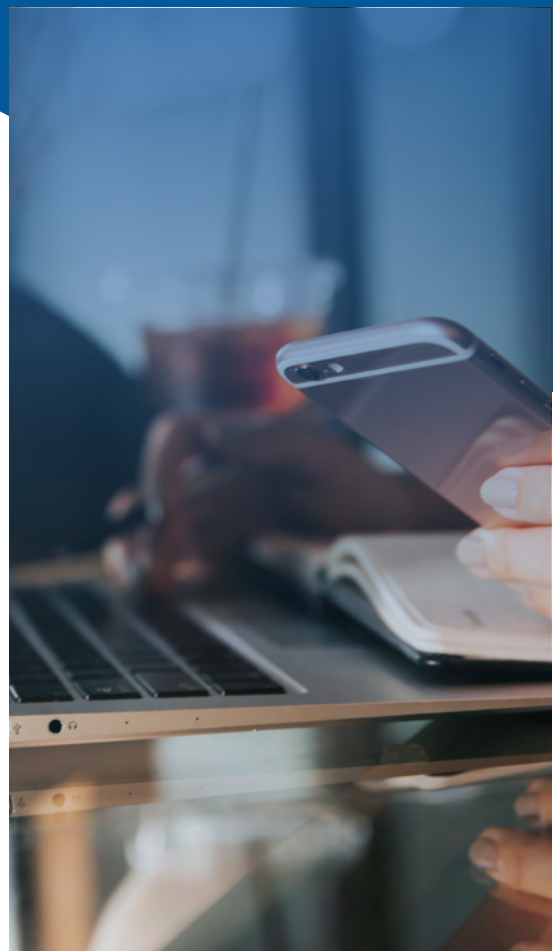
### **Deliver a modern communication experience for patients**

- Complete print and digital communication, creation and delivery
- Omni-channel communication preferences
- Web/HTML Document Delivery Options
- Digital Marketing
- PDF/Accessible Documents
- Email Communication
- Physical Print and Mail Services

### **Improved communications. Improved patient experience. Improved revenue cycle management**

Administrative inefficiencies, including legacy communications systems, erode patient loyalty and directly impact your bottom line by delaying the settlement of payments.

By implementing a modern patient communication delivery system, you can trim administrative costs, increase patient loyalty, reduce time to payment, and improve outcomes by providing patients with the information they need to manage their healthcare needs more effectively. Start by [booking a consultation with a Doxim healthcare communications specialist](#) to review your communications strategy today.



### **Benefits of a Digital Experience:**

personalized patient experience, expanded education opportunities, engaging design to elevate brand, faster time-to-pay, omni-channel patient communication preferences, 24/7 access to digital content, accessible and inclusive communications