



WHITE PAPER

Responding to The Modern Healthcare Consumer

How to enable patients to become effective healthcare consumers while increasing hospital revenue

**Respond to patient demands.
Increase revenue.
Improve patient satisfaction.**

COVID-19 accelerated the already strong demand from patients for a simple, cohesive digital healthcare experience. Critically important is their visibility into out-of-pocket costs. To provide patients with meaningful price transparency and to meet regulations, hospitals must deploy digital technology that is compliant and satisfies patients while keeping hospitals profitable.

Patients' Digital Experience is Critical



9 in 10 patients no longer feel obligated to stay with healthcare providers that don't deliver an overall satisfactory digital experience

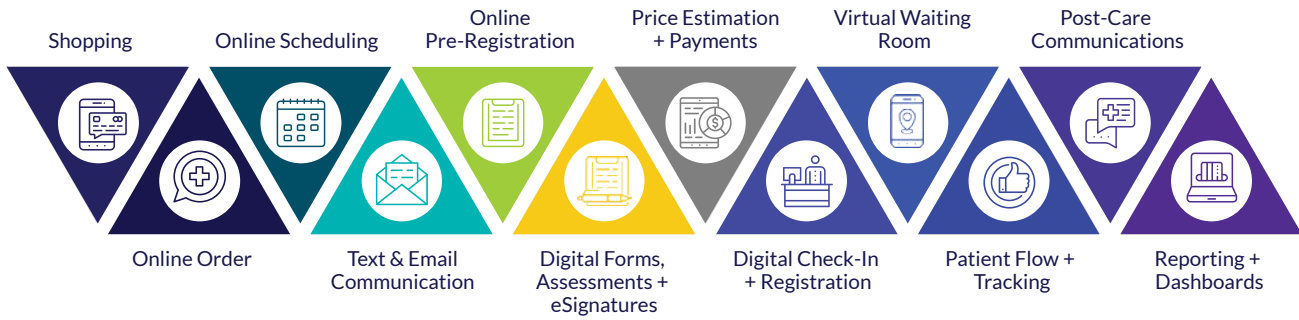
[Black Book Market Research](#)

The modern healthcare consumer wants:

- Easily accessible digital technology
- Visibility into out-of-pocket costs
- Ability to make better-informed decisions about their healthcare
- Protection from surprise billing

Does your hospital deliver? If not, it's time to develop a more engaged, positive financial experience for patients that strengthens your reputation in your community. That will have a direct, positive impact on your revenue.

Key elements of the digital healthcare experience in patient access



The basics of a successful digital patient experience:

- Online physician orders, scheduling and registration
- Automated contextual email and/or text communication throughout the episode of care
- Ability to “shop” for health services and calculate the out-of-pocket costs prior to scheduling
- Ability to pay prior to service and view and select charity care, payment plans or financial assistance

Virtual Access Points Rarely Meet Expectations



Only 1 in 10 providers offer these consumer demands successfully:

- Virtual access points
- Online scheduling
- Online payment options

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Benefits of enabling consumerism in healthcare

Empowering your patients to become consumers is mutually beneficial. When you allow patients to “shop” for services just as they are accustomed to doing for other goods and services, they can make informed decisions about their health. Providing out-of-pocket cost estimates and reducing surprise billing relieves financial anxiety, improves patient satisfaction and strengthens your reputation in the community. In turn, you attract new patients and protect recurring revenue from existing patients. Building trust with patients, and beginning conversations around financial responsibility earlier, allows your hospital to secure more revenue and collect more of it prior to service.

Attract new patients, retain existing, increase cash collections

With accelerated demands from digital-centric consumers and significantly [higher financial penalties](#) proposed for noncompliance in 2021, hospitals that embrace virtual patient engagement will separate themselves as the preferred care providers. [AccuReg price transparency solutions](#) and [patient-facing price estimation](#) tools help you exceed compliance requirements and patient expectations by providing consumer-friendly shoppable services, machine-readable file compliance and accurate estimates of out-of-pocket costs.

