



How Healthcare Organizations Can Deliver Better Digital Experiences for Patients

Infographic

The infographic cover features a dark blue background with a light blue water drop icon in the top left containing the word "Acquia". In the top right, there is a small circular icon with the text "Data visualization". The main title, "How Healthcare Organizations Can Deliver Better Digital Experiences for Patients", is written in white and yellow. Below the title is a photograph of two healthcare professionals, a man and a woman, in blue scrubs, looking at a tablet together. Underneath the photo, the text reads: "Add power, speed, and flexibility with a digital experience platform (DXP)". At the bottom, a light blue banner contains the text: "In a digital-first world, more consumers expect healthcare guidance to be facilitated virtually." Below this banner is a pink water drop icon with a white medical cross and a person icon inside. At the very bottom of the infographic, there is a small pink icon of a person with a plus sign.

How Healthcare Organizations Can Deliver Better Digital Experiences for Patients



Add power, speed, and flexibility with a digital experience platform (DXP)

In a digital-first world, more consumers expect healthcare guidance to be facilitated virtually.

This makes care delivery more efficient for providers, but how can they offer effective, compelling digital patient experiences that stand apart?



Consider these stats:

70%

Seven out of 10 healthcare consumers prefer digital healthcare solutions to phone or in-person solutions for all major aspects of their care journey.¹

63.4%

Nearly two-thirds of U.S. adults have used an app for a health-related purpose in the last 12 months.²

39%

Spending on virtual health was expected to rise by 39% in 2022 alone as providers looked to focus on healthcare outcomes and value.³

What do patients want out of their digital experiences?

Ease of Use

44%

of U.S. millennials say they're much more likely to choose providers that offer them easy online access to test results.⁴

Flexibility

68%

of surveyed patients say they're more likely to choose providers that offer them the ability to schedule, change, or cancel appointments online.⁵

Good User Experience

55%

of health consumers expect a smooth experience when using search tools to look up specific information or services on healthcare websites.⁶

Personalization

61%

of patients would visit their healthcare provider more often if the communication experience felt more personalized.⁷

“COVID-19 ignited the growing recognition of the need to invest in population health. Strengthening existing and establishing new models of collaboration across professional, institutional, and organizational boundaries is critical to help improve healthcare infrastructures.”

2022 Global Health Care Outlook, Deloitte⁸

What are healthcare providers looking for?

Easy Ways to Understand Patient Data

25% of young healthcare professionals worldwide see digital health records as the top digital health technology for enhancing patient care.⁹

Better Cross-Team Collaboration

84% of physicians expect clinical care teams to be able to share patient health data in a secure, streamlined, and timely way in the next five to 10 years.¹⁰

Increased Patient Engagement

In 2022, only 28% of electronic health record (EHR) executives reported strong and frequent engagement from patients on their patient portals.¹¹

Reduce Costs

Cost is another key challenge as healthcare organizations seek to deliver more efficient digital experiences through better cross-team collaboration, governance, and simplified martech integrations.

Boost Patient Loyalty

Healthcare organizations are striving to provide innovative patient care experiences across various channels in order to foster greater patient engagement and loyalty.

1

Adjust to Mergers

Since mergers and acquisitions are not uncommon, key healthcare stakeholders must be prepared to navigate tech stack consolidations in order to continue delivering a unified experience across the network.

2

Minimize Risk

In order to maintain patient trust, healthcare organizations are looking for solutions that are proven to meet a variety of compliance standards, including HIPAA.

3

4

Consistent branding across all channels fosters greater trust, loyalty, and recognition.

3

Patient data can be collected and stored in a highly secure manner, then used strategically to improve care and engagement.

4

Healthcare organizations can swiftly deliver new content to audiences and gain a competitive edge.

2

Ensuring patient data security is crucial, and compliant digital experiences provide stakeholders peace of mind.

1

4 Benefits of Delivering Successful Digital Experiences

Brand Governance

Faster Time-to-Market

Data Activation

Risk Mitigation

Prioritize Patient Experiences with Acquia DXP

Acquia DXP enhances patient care journeys by helping healthcare organizations gather cross-channel data and leverage these insights for personalized content delivery.

Acquia's intuitive solution lets healthcare organizations:



Manage content assets across teams, tools, and channels



Implement governance controls for multi-experience portfolio management



Simplify technology integration (including technology for EHRs)



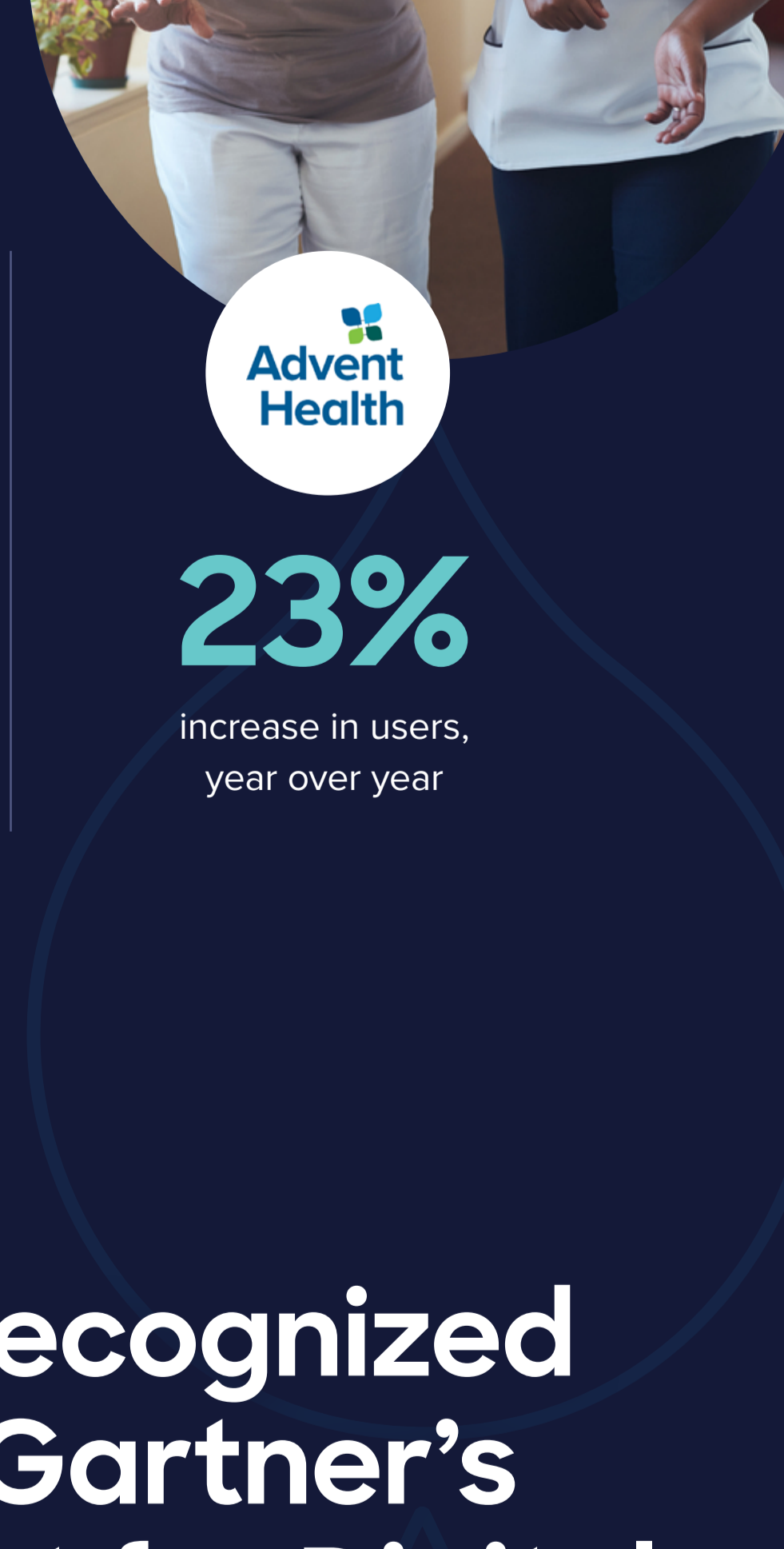
Connect fragmented martech solutions



Meet compliance standards

Why Healthcare Organizations Are Choosing Acquia DXP

The successes of our customers highlight the effectiveness of well-executed digital experience strategies — a feat made possible by our platform.



482%

increase in online appointment requests



20%

increase in self-pay patient inquiries



23%

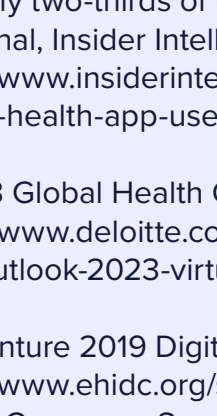
increase in users, year over year



Acquia DXP is recognized as a Leader in Gartner's Magic Quadrant for Digital Experience Platforms.¹²

The healthcare industry is changing rapidly, and organizations that place patients at the heart of their digital experience strategies are in a better position to succeed.

DXP solutions allow you to achieve exactly this.



Want to learn more?

Future-proof your healthcare organization with Acquia DXP today.

Request your free demo

¹ "Healthcare consumerism 2018: An update on the journey," Jenny Cordina, Elizabeth P. Jones, Rohit Kumar, and Carlos Pardo Martin, McKinsey & Company, July 2018. <https://www.mckinsey.com/industries/healthcare/our-insights/healthcare-consumerism-2018>

² "Nearly two-thirds of US consumers are mobile health app users," Rajiv Leventhal, Insider Intelligence, February 2023. <https://www.insiderintelligence.com/content/nearly-two-thirds-of-us-consumers-mobile-health-app-users>

³ "2023 Global Health Care Outlook: Virtual health delivery," Deloitte, 2022. <https://www.deloitte.com/content/dam/assets-shared/legacy/docs/gx-health-care-outlook-2023-virtual-health-delivery-final.pdf>

⁴ "Accenture 2019 Digital Health Consumer Survey," Accenture Consulting, 2019. <https://www.ehdc.org/sites/default/files/resources/files/Accenture-2019-Digital-Health-Consumer-Survey.pdf>

⁵ "10 online scheduling stats healthcare practices should know," PatientPop, April 2020. <https://www.patientpop.com/blog/infographic-online-scheduling/>

⁶ "Digital Patient Experience In Healthcare: A Necessary Game Changer," Ajay Prasad, Forbes, November 2022. <https://www.forbes.com/sites/forbesagencycouncil/2022/11/17/digital-patient-experience-in-healthcare-a-necessary-game-changer/>

⁷ "75% of U.S. Consumers Wish Their Healthcare Experiences Were More Personalized, Redpoint Global Survey Reveals," BusinessWire, February 2020. <https://www.businesswire.com/news/home/20200218005006/en/75-of-U.S.-Consumers-Wish-Their-Healthcare-Experiences-Were-More-Personalized-Redpoint-Global-Survey-Reveals>

⁸ "2022 Global Health Care Outlook," Deloitte, 2021. <https://www.deloitte.com/global/en/insights/life-sciences/health-care/perspectives/global-health-care-sector-outlook.html>

⁹ "Share of young healthcare professionals who believe the following digital health technologies are best for improving patient care in the next five years, as of January 2020," Conor Stewart, Statista, February 2021. <https://www.statista.com/statistics/1196387/digital-health-tech-to-improve-patient-care/>

¹⁰ "Improved clinical efficiency and quality," Doug Billings, Felix Mathews, MD MBA, Leena Gupta, Debanshu Mukherjee, Deloitte, 2020. https://www2.deloitte.com/content/dam/insights/us/articles/6675_CHS-Implications-for-medtech/DL_CHS-Implications-for-medtech.pdf

¹¹ "Patient engagement with patient portals according to EHR executives in the United States as of 2022," Conor Stewart, Statista, February 2023. <https://www.statista.com/statistics/1365661/perceptions-of-patient-portals-in-the-us/>

¹² "Acquia Named a Leader in the 2023 Gartner® Magic Quadrant™ for Digital Experience Platforms," Acquia, March 2023. <https://www.acquia.com/blog/acquia-named-leader-2023-gartner-magic-quadrant-digital-experience-platforms>



Thank you for downloading this Acquia infographic! Carahsoft serves as the Master Government Aggregator and Distributor for Acquia, offering expertise in government procurement processes and practices with purchasing available via GSA, SEWP V, The Quilt and other contract vehicles.

To learn how to take the next step toward acquiring Acquia's solutions, please check out the following resources and information:



For additional resources:
carah.io/AcquiaResources



For upcoming events:
carah.io/AcquiaEvents



For additional Acquia solutions:
carah.io/AcquiaSolutions



For additional Open Source solutions:
carah.io/AcquiaOpenSource



To set up a meeting:
Acquia@carahsoft.com
(877)-742-8468



To purchase, check out the contract vehicles available for procurement:
carah.io/AcquiaContracts