

Improving Patient Experience: 6 More Tips for Physician Practices

One of our recent blog posts provided five ways to enhance customer service, which is vital to a practice's success in today's healthcare environment. Here are six additional tips for improving patient experience:

1. **Provide patient-centered care.** Be respectful of and responsive to your patients' individual preferences, needs and values, and ensure their values guide all clinical decisions. Instruct everyone in your office to truly listen, empathize, and address patients' concerns, even if they seem trivial. Patient-centered care leads to higher levels of patient engagement -- which is associated with better perceptions by patients of their health outcomes.¹
2. **Create a strong online presence.** Patients are increasingly turning to the internet to research healthcare providers. Make sure your website is useful, accurate and inviting. This demonstrates your professionalism and your interest in keeping patients informed about your practice and their health. In addition, it provides a valuable marketing tool to attract new patients.
3. **Offer more ways to connect.** Enable patients to reach your office through various means, including phone, email, and contact form or app on your website. In today's digital world, many patients also appreciate online access to their personal medical information, appointment confirmations, and health-related reminders.
4. **Provide patient forms in advance.** Post check-in forms on your website or offer to mail them to patients, so they can complete the forms before coming to the office. This is another way to show respect for your patients' time.
5. **Add some niceties.** Set your practice apart by offering thoughtful extras, such as beverages in the waiting room, or small giveaways (lip balm, magnets, sticky notes and the like) imprinted with your practice's contact information. If you treat children, offer stickers or small hot/cold packs to help make their visits more pleasant.
6. **Conduct patient surveys.** Ask for your patients' feedback to see how you're doing and where you can improve. Mail or email surveys to your patients, or offer them at checkout.

To learn how Continuum can help you enhance patient experience and achieve other critical business and clinical goals, please contact Devon Renzi at 856.782.3300 x2419 or drenzi@continuumhealth.net.

