

## Charting a Path to Optimizing Digital Patient Engagement

2024 Report on Patient Preferences and Trends

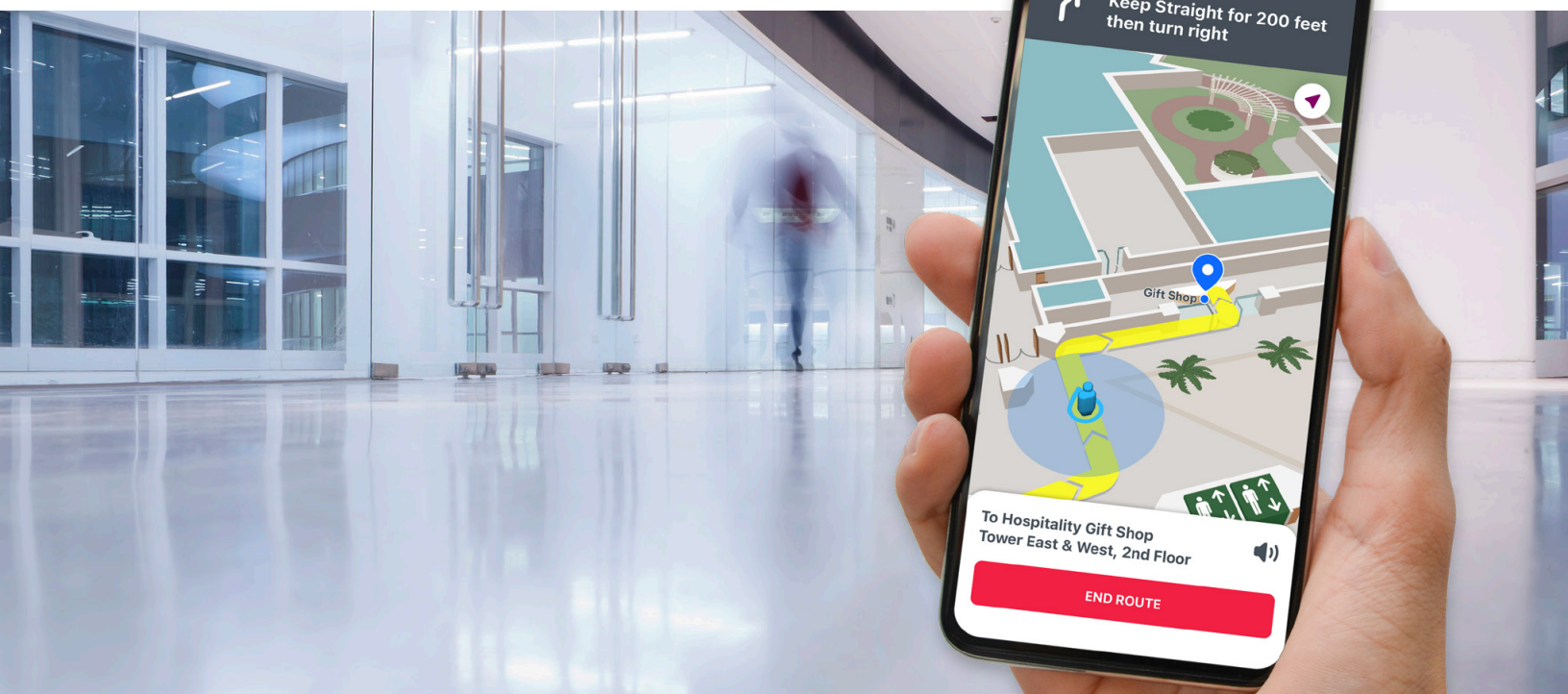
## Introduction

As digital technologies continue to evolve, so do consumer expectations.

Today, offering a compelling, streamlined mobile experience is a necessity, especially in healthcare.

A recent survey commissioned by Gozio Health found that **50% of patients prefer to engage with their healthcare providers via a mobile platform**. However, the ability to meet consumer expectations for healthcare digital engagement depends on more than just establishing a mobile offering. In 2024, healthcare organizations will need to go beyond the basics if they want to deliver real value that engages patients and supports key business goals.

In November 2023, Gozio commissioned a survey with Big Village of 695 adults ages 18 and older who said they had received medical services of any kind in the past 12 months. This survey aimed to discover the digital preferences of patients of all ages and walks of life living in all parts of the country.



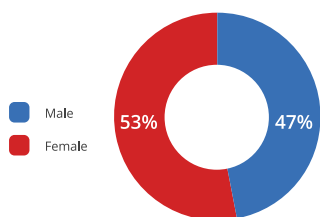
Among the survey's findings:

- ✓ Mobile devices are the preferred choice when digitally accessing any health-care service: 80% of patients interacted with their healthcare provider via a mobile device on some level in 2023.
- ✓ There is a strong desire (86%) for a single healthcare platform to manage consumers' healthcare needs, with 5 out of 10 preferring a single mobile app for this.
- ✓ Consumer expectations for healthcare mobile experiences are high, especially given the prevalence of mobile native environments.

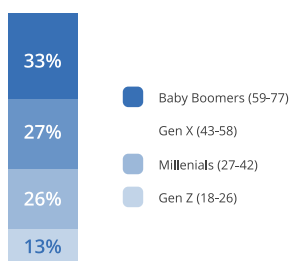
What patients increasingly want is a unified mobile experience — a dedicated hub that connects them to all aspects of their healthcare — from scheduling appointments to billing to communicating directly with healthcare providers. What they don't want is more apps to take up space on their smartphones and clutter their lives.

## Demographic Profile

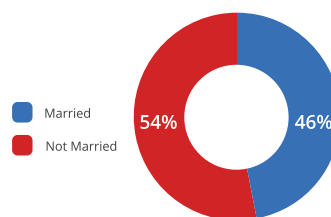
Gender



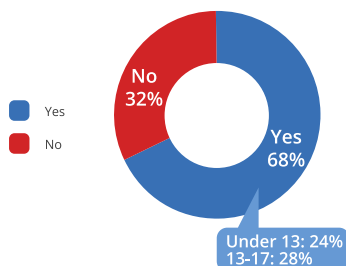
Age



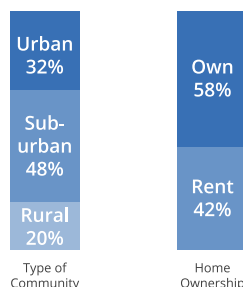
Marital Status



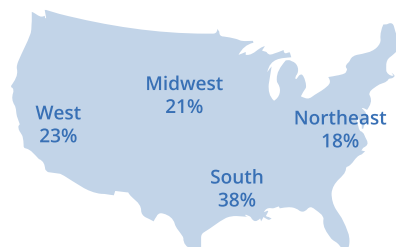
Children in Household



Home Location / Ownership



Region



## Current Digital Healthcare Experience

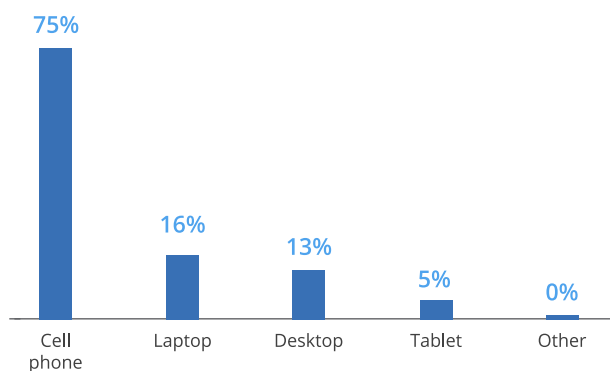
Despite patients' [growing desire](#) for a digital experience in healthcare that mirrors the one they have in other areas of their lives, providers continue to struggle to meet their expectations.

The challenge? Healthcare providers are offering too many tools across too many platforms and continue to focus on web-based offerings over mobile solutions.

**Fifty-eight percent of patients reported** that their doctors still use website-based services over mobile applications. Despite that, patients go out of their way to interact with providers on mobile, with 65% saying they used their mobile phone for their last digital healthcare service (exhibit 1). To do that, patients sometimes sacrifice a good user experience for the convenience of mobile. That includes accessing multiple apps to manage their care. Nearly half of patients surveyed said they use two or more apps to interact with healthcare providers. This disjointed experience may explain why patients say they don't have access to as many digital features as health systems claim to offer. (See exhibit 1)

- Exhibit 1 -

### Device used for last digital healthcare service

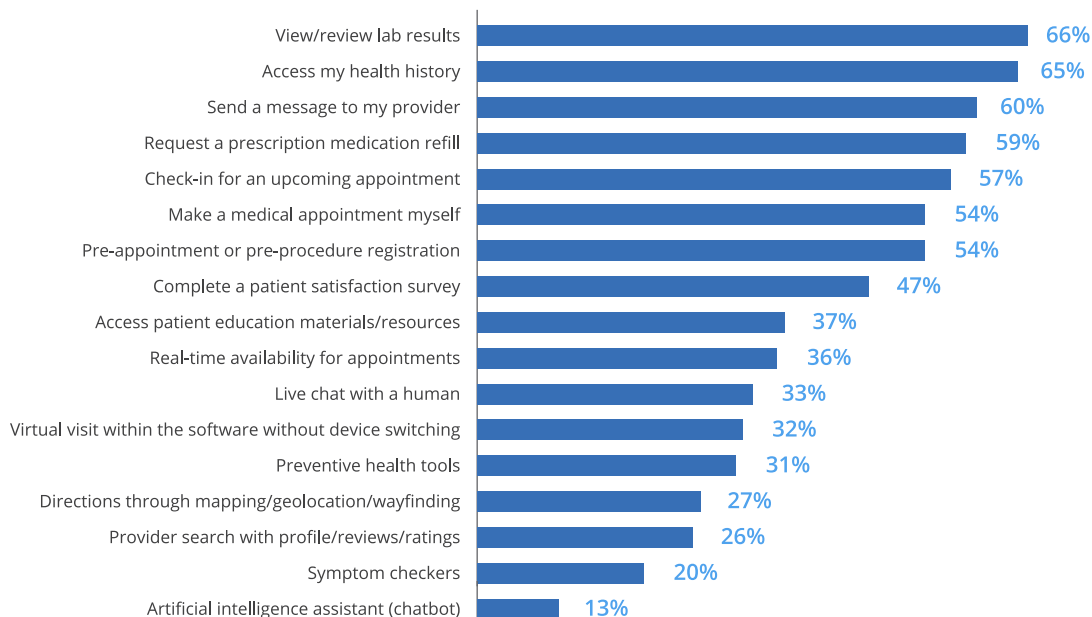


[Nearly 100% of CIOs](#) say patients can digitally access test results, send a message to their provider, or request a refill. Patients don't agree. According to the Gozio survey, fewer than two out of three patients believe they have these options from their providers. The disconnect is even larger when a wide range of features is considered. (See exhibit 2)

- Exhibit 2 -

## Patients Are Largely Unaware of the Range of Digital Offerings Their Provider Offers

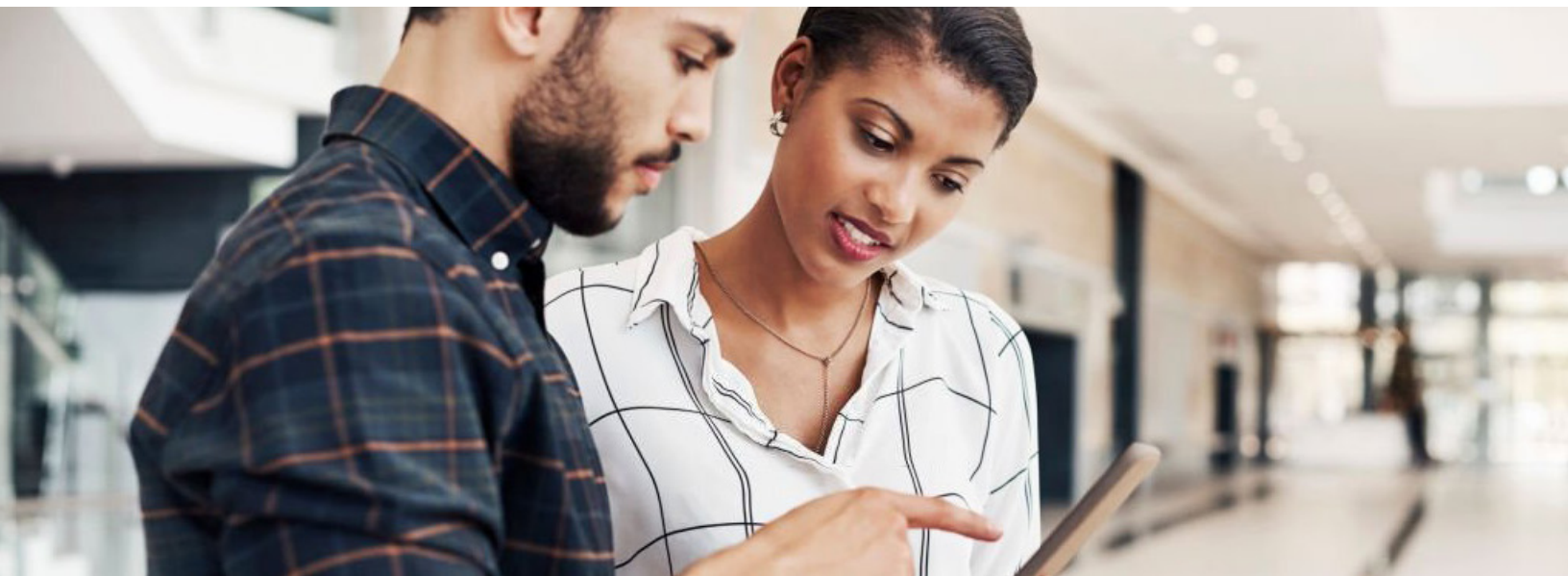
### Features provided digitally by primary care doctor or clinic system



It's no wonder patients are struggling to find, access, and adopt health systems' technology. Other studies have highlighted this challenge as well.

About [55% of hospital CIOs](#) report they use 50 to 500+ software solutions to run their healthcare operations. Another study showed that the average hospital can have as many as [six patient apps](#) at one time.

It's no surprise that patients surveyed indicated a strong desire for a single platform to access all their healthcare information.



## The Experience Patients Want

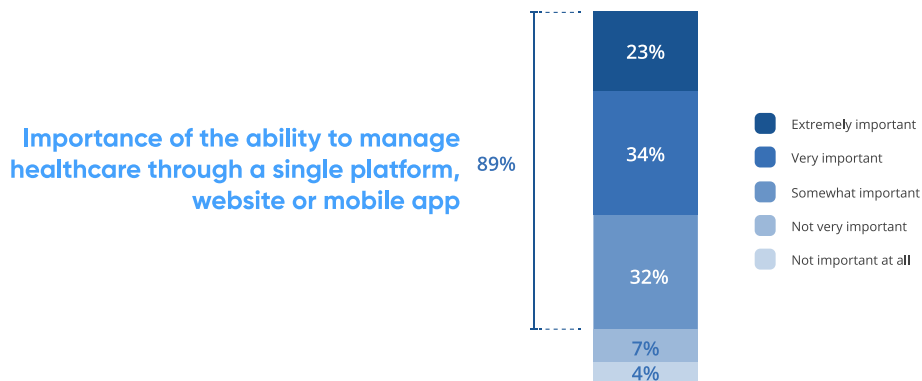
In today's tech-driven world, it's nearly impossible to leave the house without our smartphones. From ordering a coffee to booking a hotel room to making dinner reservations, our phones assist us in every aspect of our lives. Some people can't turn on their lights or start their car without an app on their phone. Healthcare has been behind the curve in offering that same type of mobile experience.

**Eighty-nine percent of patients** say a single platform is crucial in managing their healthcare, while 50% want this platform to be accessible from their mobile devices. (See exhibits 3 and 4)

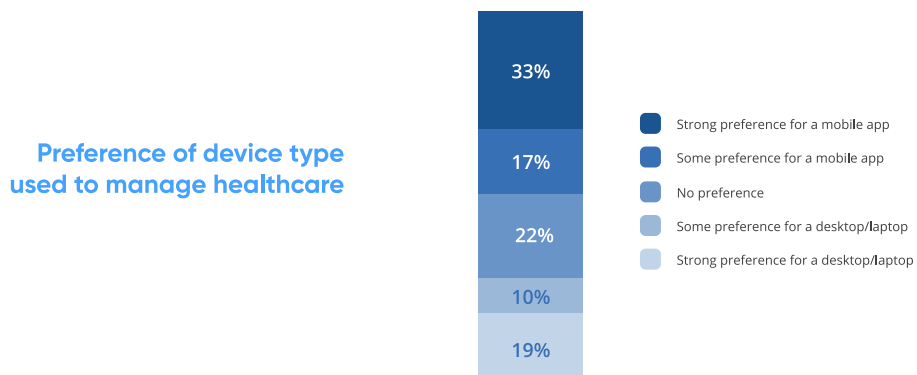
This growing demand for a mobile-friendly experience underscores the critical need for healthcare providers to prioritize mobile solutions that enhance the patient experience and facilitate seamless interactions across patients' healthcare journey.

### Survey Points to a Desire to Manage Healthcare Through a Single Platform, Website, or Mobile App

- Exhibit 3 -



- Exhibit 4 -

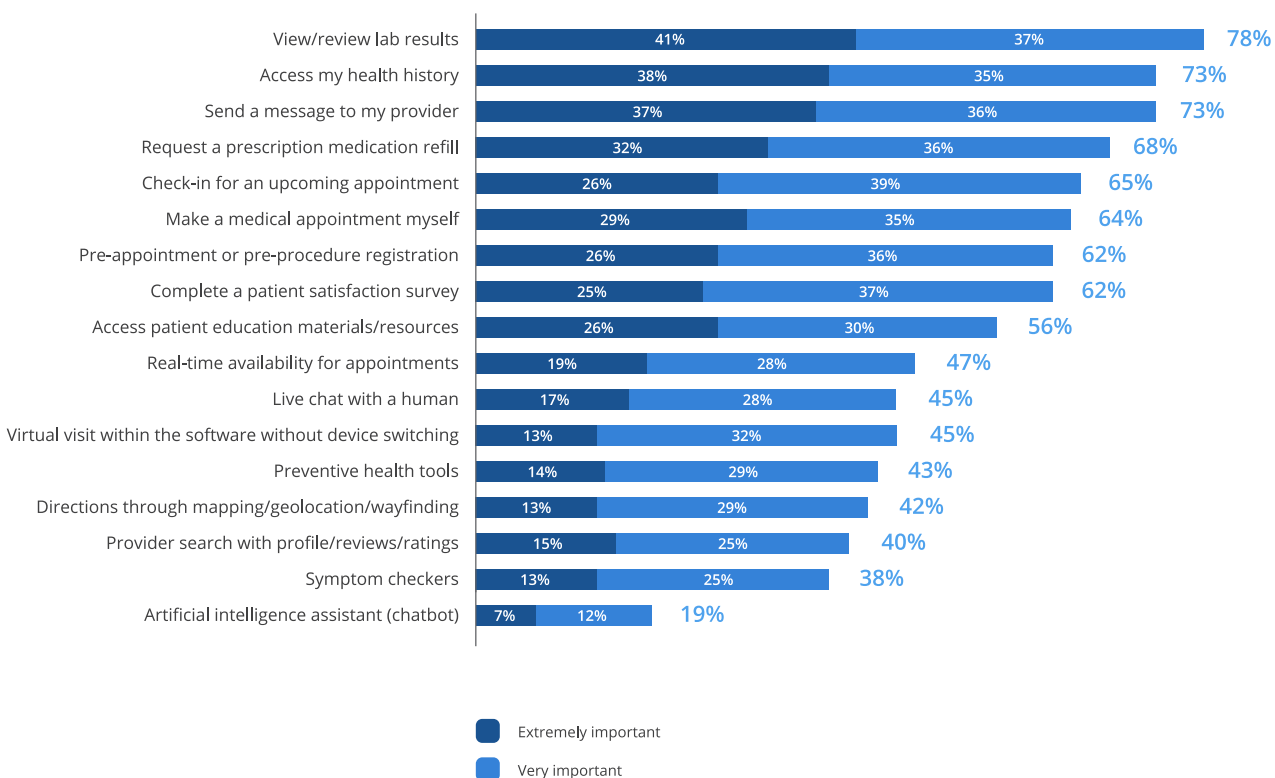


In addition to the desire for a single mobile platform, patients are eager to have access to more tools to support them at each point in their healthcare journey. One thing that stands out is the number of people who want more access to tools that aren't commonly available in a patient portal, like live chat, real-time updates on availability (e.g., urgent care wait times), education, preventive healthcare tools, and wayfinding. While fewer than 40% say they have these options available to them today, over 40% say they would like to have them. (See exhibit 5)

- Exhibit 5 -

### What Patients Want from Providers' Digital Offerings

#### Importance of features in an app used to managed healthcare



Certainly, all these things can't be offered in point solutions, which explains the strong preference for a single platform. Whether it's scheduling an appointment, seeing follow-up results, or focusing on ongoing wellness, patients yearn for a mobile platform that they can take on the go and use for all their healthcare needs.

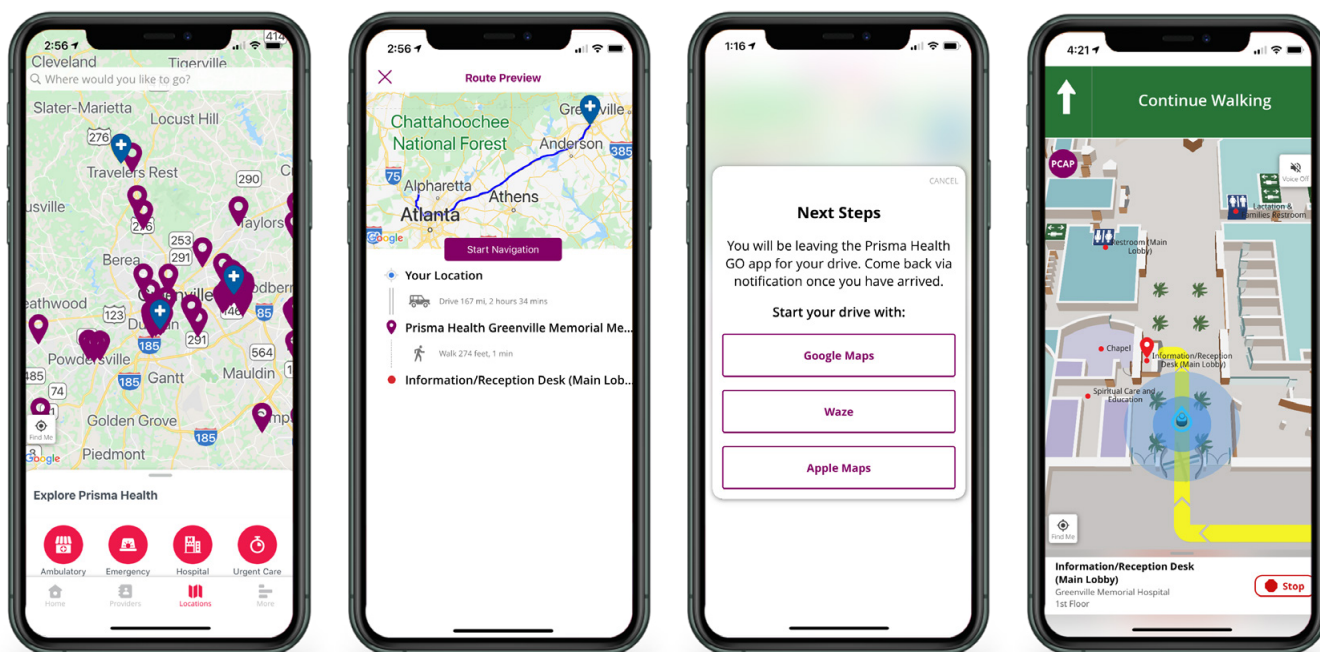
## The Desire for a Single Platform with Mobile Access Spans Across Generations

Although most Americans have embraced mobile, their degree of engagement does vary a bit by generation, but probably not as much as you think:

- ✓ 63% of Gen Z respondents said the ability to manage healthcare through a single platform, website, or mobile app is "extremely important," compared with 70% of millennials, 53% of Gen Xers, and 52% of Baby Boomers.
- ✓ 60% of Gen Zers and 70% of millennials prefer to use mobile devices to manage healthcare, compared with 57% of Gen Xers and 30% of Boomers.
- ✓ Just 18% of Gen Zers, 12% of millennials, and 17% of Gen X respondents prefer laptops to manage healthcare, compared with nearly half (47%) of Boomers.

Considering Generation Z has been characterized as the first "digital native" cohort, their preference for mobile is not surprising. That's probably true for millennials as well. What's important to note is that more than half of Baby Boomers want a single platform to manage their healthcare, and one-third would like that platform to be mobile as well. As the largest consumers of healthcare today, it's worth taking note of how they want to manage their healthcare experience.

Healthcare organizations can win over older, newly mobilized, smartphone-owning Americans by being the first to offer compelling, engaging mobile experiences.



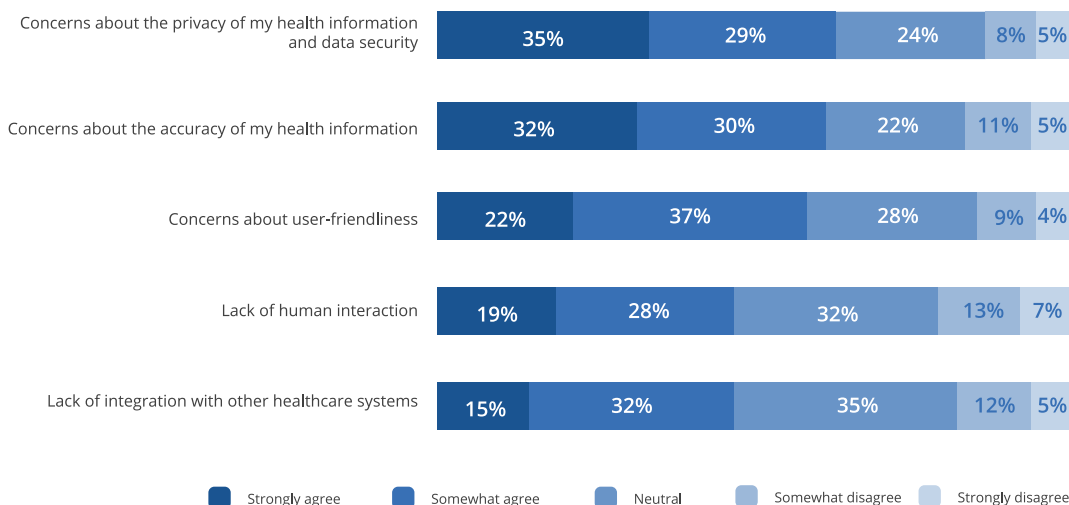


## Data Privacy and Security Might Not Be the Barriers You Think They Are to Mobile Engagement

As patients demand for a single mobile platform continues to grow, concerns over data privacy and security are top of mind. However, the degree to which consumers fear privacy and security breakdowns related to mobile offerings might not be as big of an issue as healthcare leaders think.

While data privacy and accuracy were the top barriers to healthcare app use among patients surveyed, **nearly one out of four consumers weren't concerned** with these issues. At the same time, lack of human communication—or communication being replaced by apps—was less of a concern, showcasing patients' desire for a streamlined mobile platform that reduces face-to-face communication when it isn't needed. (See exhibit 6)

### - Exhibit 6 - Barriers to healthcare app usage



Providing a mobile app experience patients can trust may seem daunting, but with the right partner, trust barriers are merely just hurdles to be jumped. Selecting a vendor that understands the healthcare experience and respects the needs of the patient is an excellent way to address concerns about privacy, data security, and user friendliness.

## A Simple Takeaway: Patients Want One Platform They Can Access on a Mobile Device

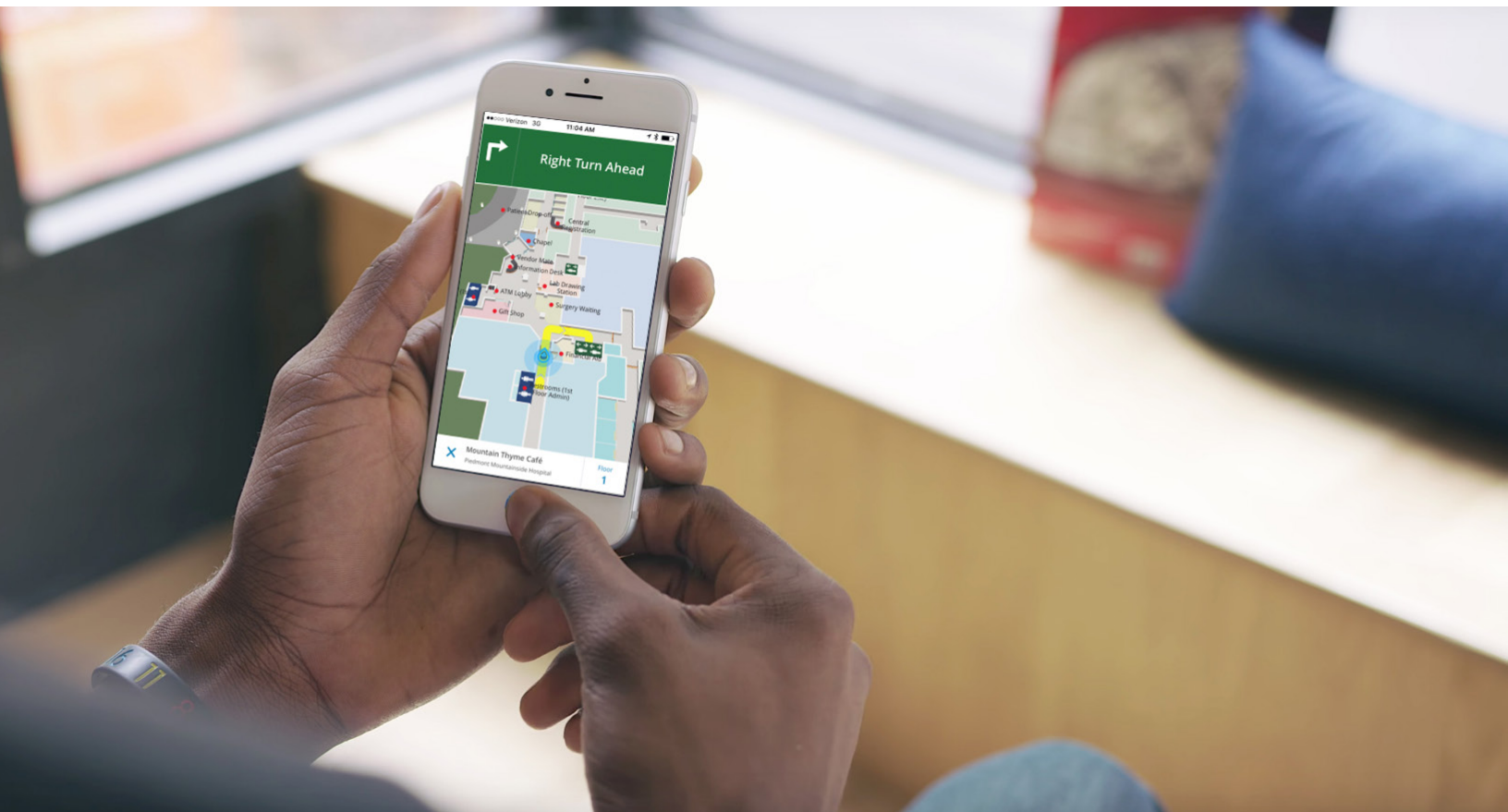
---

The Gozio patient survey highlights a significant disconnect between what patients want when it comes to the healthcare digital experience and what health systems provide.

The primary tools offered by healthcare providers favor website-based services even when mobile devices are the preferred choice for accessing healthcare services digitally. CIOs report offering up to 40 different patient engagement tools, but patients aren't aware of them and aren't using them because they are too hard to find.

A single platform not only addresses what patients are saying they want but can also help increase use and adoption of tools like online scheduling that support key business goals.

Patients must work too hard to navigate their healthcare journey. A single, mobile platform that brings together all your best-in-class digital solutions will help you keep the patients you have and appeal to the new patients you need.





### **About Gozio Health**

Gozio Health partners with health systems to increase consumer engagement using a proven mobile platform and strategy. The entire healthcare journey—both in-person and digital—is improved by giving systems the flexibility to consolidate all their patient-facing digital solutions into one premium native mobile experience accessible by anyone, anywhere. Combined with Gozio’s patented indoor positioning technology, the platform empowers consumers to confidently navigate their healthcare journey and enables health systems to more effectively achieve their business goals. Gozio customers surveyed in a 2021 KLAS Research Emerging Technology Spotlight report found 100% satisfaction.

### **For more information:**



**[Watch this video](#)**



**[Visit www.goziohealth.com](http://www.goziohealth.com)**