



# Insights from Health IT Leaders

Elevating and Personalizing the  
Patient Experience with Mobile

---

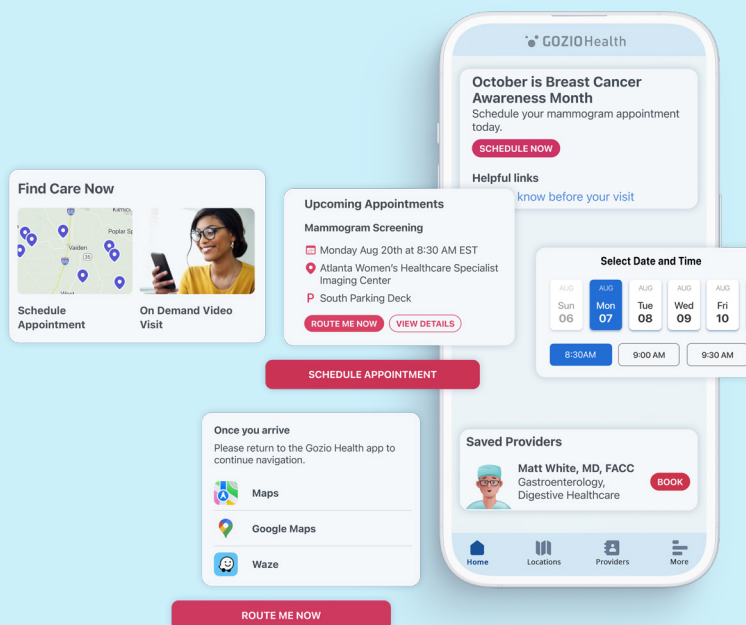


# Insights from Health IT Leaders

## Elevating and Personalizing the Patient Experience with Mobile

In a recent focus group of healthcare CIOs, personalization and patient-centricity emerged as top priorities. These leaders explored how digital tools, especially mobile, can enhance engagement across the continuum of care. But before layering on personalization, the foundation must be strong. Creating a truly engaging mobile experience starts with three essential steps:

- 1 Adopt a mobile-native, cloud-based platform that easily integrates with existing systems into a single branded app. This ensures scalability, agility, and a seamless patient experience.
- 2 Plug in off-the-shelf, best-of-breed digital tools that cover approximately 80% of patient and organizational needs. From appointment scheduling, maps, wayfinding, urgent care check-ins, etc.
- 3 Fill the remaining 20% with tailored solutions designed to close specific gaps in the patient journey, especially for high-priority populations or service lines.



## Why Personalization Matters More Than Ever

Personalization isn't just a nice-to-have, it's a strategic imperative. According to an [Accenture survey](#), 30% of patients switched providers in the past year, and 80% cited challenges navigating care from scheduling appointments to finding their way across large campuses. When care is hard to access, patients leave.

Personalized experiences can support not only retention but also broader organizational goals like reducing readmissions and supporting value-based care initiatives.

During the focus group, one CIO from an oncology practice emphasized how tools like remote patient monitoring help proactively manage symptoms and prevent ED visits. Another shared how real-time feedback during a patient's stay could help address service concerns immediately rather than post-discharge.

Whether it's requesting pastoral services, ordering meals, reporting in-room issues, or accessing fun, engaging options in children's hospitals, personalization means delivering the right service at the right time.



One attendee summarized:

**"It's about service on demand. Patients are used to getting what they need with a click—and healthcare needs to meet that expectation."**

## A Digital Companion Throughout the Patient Journey

Patients now expect healthcare experiences to resemble retail. Sixty percent of consumers say they want digital healthcare tools to match the ease of platforms like Amazon or Uber. And two-thirds are more likely to choose providers that offer online scheduling.

Leading systems use data to drive mobile design, drawing from:

- Customer service logs to identify pain points
- App analytics to understand which tools patients use most
- Staff feedback to shape app functionality before go-live

This data-driven approach increases adoption. At Piedmont Healthcare, rolling out the app to staff first encouraged feedback, improved the product, and built a sense of pride that translated into patient enthusiasm. Another health system saw a 32% jump in new patients scheduling online, 69% of whom had commercial insurance simply by adding online scheduling to its mobile app.

## Agility and Flexibility Are Key

Mobile apps must evolve with the needs of the organization and patients. Platforms should offer agile feature management so health systems can quickly:

- Push real-time alerts, such as policy changes or urgent health notifications
- Notify patients by ZIP code about vaccine availability or care access
- Offer urgent care wait times, check-ins, and symptom triage through chatbots
- Guide patients to the right care setting based on their needs

One CIO warned against a scattershot approach: *“How we start is at the finish line. Most organizations don’t map their journey—they just run toward the next priority.”* **The message is clear: Start with goals, then map patient and staff journeys, identify gaps or redundancies, and find targeted solutions.**

## Conclusion: A Unified, Personalized Digital Front Door

Personalizing the patient experience is a strategic, measurable way to increase loyalty, reduce costs, and support better care outcomes. But success requires the right foundation:

- A single mobile-native platform
- Data-driven personalization
- Flexible and responsive features
- Organizational alignment on goals

**When executed well, a personalized mobile digital front door becomes a trusted, always-on companion, improving experiences for patients, clinicians, and the system as a whole.**





# 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.

---



**Request a demo and  
see Gozio in action:  
[www.goziohealth.com](http://www.goziohealth.com)**