



Roadmap to ROI in the Mobile Patient Experience

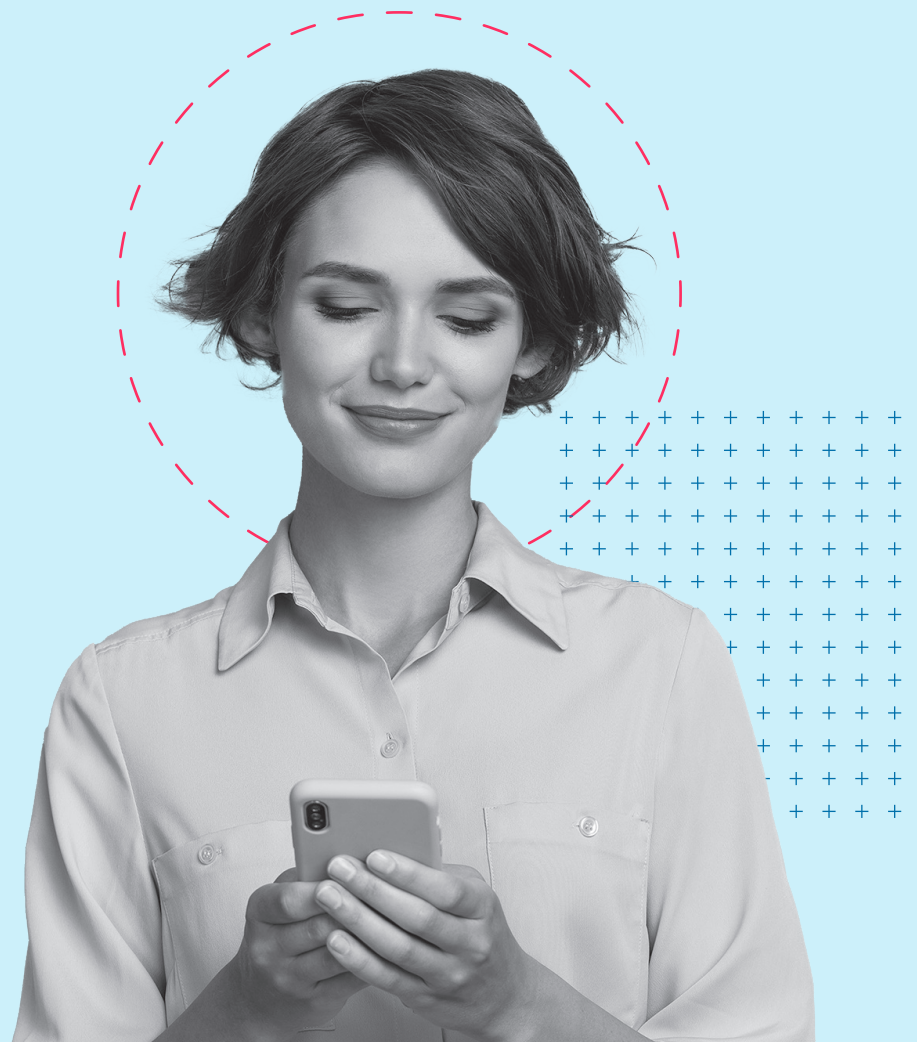


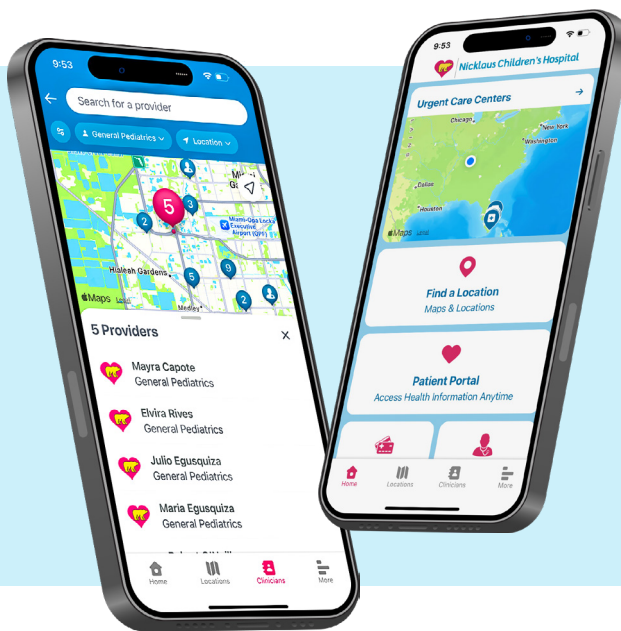
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Executive Summary

As healthcare consumerism accelerates, hospitals and health systems are recognizing the strategic necessity of investing in the mobile experience for their patients. Yet, many face a critical question when trying to champion this initiative: where is the return on investment?

Research and industry benchmarks reveal that a well-implemented digital front door not only improves patient experience, it also drives measurable financial and operational returns. But realizing these outcomes depends on the strategic integration of digital tools, especially mobile-first platforms that meet patients where they are.



A Mobile-First Approach: Meeting Patients Where They Are

Patients now expect healthcare to mirror the digital convenience of other industries. They demand seamless access to care, intuitive navigation, real-time updates, and personalized engagement all delivered from the device they use most: **their smartphone**.

While many health systems have launched patient portals, they often fail to meet consumer expectations for convenience and user experience.

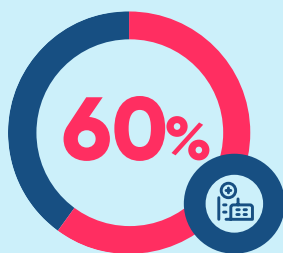
The key difference is mobility. A mobile-first digital front door, integrated with core systems like the EHR, wayfinding, scheduling, and urgent care triage, enables a unified and frictionless experience. Patients are more likely to download and regularly use a health app that consolidates these features into a single, branded interface. In fact, Gozio's research found that organizations with this approach experience app engagement rates well above industry norms.

The Roadmap to ROI

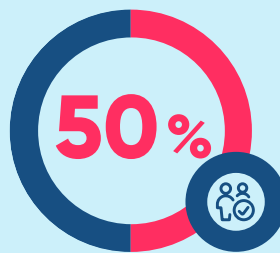
Organizations that successfully implement a mobile-first digital front door see real, measurable returns in five critical areas:

1 Patient Acquisition and Retention

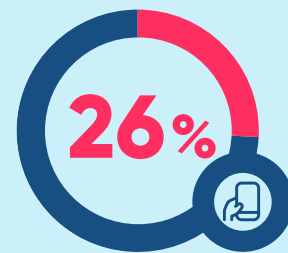
It is estimated that the loss of a patient due to dissatisfaction can lead to more than [\\$6,000 in missed revenue](#) (the estimated lifetime value of a patient to a health system). Ensuring patients are satisfied and engaged today, means thinking about their digital experience.



60% of patients expect their digital healthcare experience to mirror that of retail.



50% of patients say that a bad digital experience with a provider ruins the whole experience with the provider.



26% said they would switch to a new healthcare provider for a better digital experience.

Digital engagement is a strong predictor of loyalty, according to an [Accenture](#) report. “Nearly 80% of highly digital people are likely to stay with their providers,” the analysis found. Clearly, a high-quality digital experience is a critical piece of any patient engagement strategy, but what are patients looking for specifically? [According to new research](#), patients want a single digital platform to manage their healthcare experience, one that is accessible via their smartphone.



Thirty percent of patients reported switching providers last year. If a health system could retain even a portion of those with a better digital experience the cost benefit would be substantial. Let’s say **an improved mobile experience retained 25% of the patients** that switched. For a health system with **5,000 patients** annually, that results in a cost savings of **over \$2M/year**.

2 Physician Search and Scheduling

Patients typically wait an average of 24 days to see a provider after scheduling an appointment, according to [Merritt Hawkins](#). However, [studies have shown](#) that with online scheduling, two out of three patients are able to secure an appointment within just seven days, dramatically reducing delays in care. This improved access extends beyond primary care. With a mobile app, patients can easily view urgent care locations, current wait times, and even reserve a spot in line. For example, a location slightly farther away might offer immediate availability, allowing patients to receive care sooner and enhancing their overall experience.

Beyond streamlining access to care, mobile platforms can also deliver a range of self-service tools that are available 24/7. These include symptom checkers, conversational AI, and chatbots, as well as FAQs, condition-specific education, and other resources. Together, these features empower patients to find the information they need, when they need it, improving satisfaction and reducing unnecessary strain on clinical staff.

Because of this, one of the most impactful ways a mobile-first digital front door strategy drives ROI is by improving physician search and self-scheduling capabilities, which directly increases appointment volume and reduces wasted capacity.

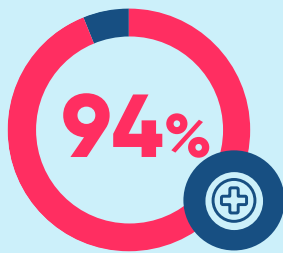


On average, health systems experience about **10% wasted appointment capacity each year** due to inefficiencies in access and scheduling. By enabling intuitive mobile scheduling, **health systems can reduce that waste by at least 2%**. For a system with **300,000 appointments** annually, this equates to approximately **6,000 new appointments** per year.

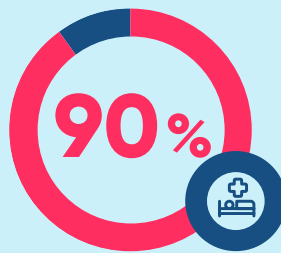
At an **average appointment revenue of \$233**, that translates into a potential **\$1.4 million in recovered revenue**. In addition to improving the bottom line, making it easier for patients to find and book appointments helps optimize provider schedules and ensures better utilization of existing clinical resources.

3 Referral Revenue Leakage

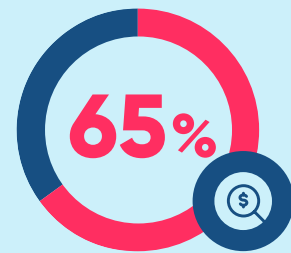
Referral leakage is a persistent and costly challenge for health systems, with an [average of 20% of hospital revenue lost](#) when patients seek care outside the system after receiving a referral. One of the key reasons for this leakage is the ease with which patients turn to the internet to find a provider when they're often unaware of whether a referred specialist is affiliated with the same health system.



94% of health systems reported that reducing patient leakage is a priority.



90% of health systems are not highly confident in their visibility into patient leakage.



65% of health system leaders say patient leakage blocks them from reaching their financial goals.

A branded mobile app that includes provider search, online scheduling, and navigation can significantly reduce this leakage by making it easier for patients to stay within the network. Given that [71% of patients](#) prefer using a mobile device to manage their care and two out of three want online scheduling, offering a seamless, user-friendly mobile experience can make a measurable difference.



For a health system with **\$1 billion in annual revenue**, even a modest **1% reduction in referral leakage** could result in **\$2 million in retained revenue**, showing how mobile engagement strategies directly support both patient retention and financial performance.



4 Missed Appointments and Late Arrivals

Missed appointments continue to be a costly challenge for health systems, with the average [no-show rate hovering around 17%](#) and each missed appointment costing an estimated \$200. The cost to the industry is high at about \$150 billion a year.

Generally, when healthcare leaders think about how to reduce missed appointments and late arrivals, sending reminders via email, text, and phone comes to mind. Most people miss appointments because they forget, and reminders are very valuable.

However, there are other challenges that keep patients from following through with a planned visit. One of those is patients not being able to find their way to their appointment. And, beyond missed appointments, this is a main cause of late arrivals. Late arrivals can cause their own issues, putting the rest of the schedule behind or even resulting in the appointment needing to be rescheduled. The result is an inconvenience to the provider and to patients.

However, a well-designed mobile digital front door can help reduce missed appointments and direct lost patients to avoid them being late. By sending timely appointment reminders, providing directions and parking guidance, and offering features like digital check-in and real-time updates, a mobile platform can improve patient preparedness and follow-through.



Even a conservative **25% reduction in missed appointments** would save the system approximately **\$2.55 million annually** while also optimizing provider schedules and improving access for other patients.

5 Call Center Volume

Overall, wait times continue to be one of the biggest complaints patients have, from waiting on hold to the time it takes to get an appointment to waiting to be seen by a physician on the day of the appointment. Patients spend more time scheduling, getting to an appointment, and completing paperwork than they spend with their provider.

A lot of times, the long chain of waiting begins with a phone call. So what digital solutions can you offer to address the things most patients call about? The number one reason for calling a healthcare provider relates to appointments, including scheduling, rescheduling, location, and directions. These are all requests that can be made on a well-conceived, patient-facing native mobile app.



The industry standard for time to handle a patient call is **[six to eight minutes at a cost of about \\$4.90 per call](#)**. For a health system that records **750,000 calls per year**, a **reduction of even 15% in call volume would reduce costs by \$550,000**.

The Bottom Line

The path to digital ROI isn't just about launching features. It's about aligning technology with strategic goals. The most successful organizations:

- **Involve executive leadership early**
- **Use data to track success metrics**
- **Partner with established vendors who offer scalable, proven platforms**

The digital front door isn't just a patient satisfaction tool. It's a business strategy that pays off. From patient acquisition to retention and cost reduction, a mobile-first patient experience platform like Gozio's turns digital convenience into tangible ROI.



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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
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www.goziohealth.com