



Turning Engagement into Value: How Health Systems Are Unlocking Value and ROI from Mobile Patient Experience



Once merely a metric of satisfaction, patient experience has moved far beyond its traditional role. Increasingly, health systems are viewing patient experience as a lever for business growth, and mobile engagement sits at the center of this transformation.

Health systems are increasingly investing in mobile technologies that offer a fully unified digital experience shaping how patients access and experience care. Delivering on that experience isn't just a nice-to-have convenience; patients are bringing a consumer mindset to their care and are demanding a robust digital interface with their providers. These tools have become a must-have for retaining patient loyalty, driving operational performance and generating tangible value to a provider's bottom line.

To better understand how organizations are investing in mobile patient experience—and how those investments are delivering financial returns—Gozio Health partnered with Modern Healthcare Content Studio to survey healthcare leaders across the industry. From May to June 2025, 117 responses were gathered from hospitals, health systems and medical clinics.

A large portion of respondents—78%—hold director-level or higher roles, offering insights from executive leaders on the current state of mobile-first engagement, their lessons learned and the opportunities this approach delivers.

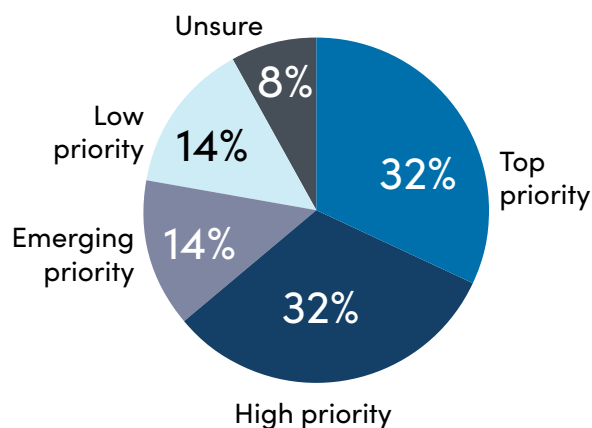
Delivering on a fully unified digital experience isn't just a nice-to-have convenience; patients are bringing a consumer mindset to their care and are demanding a robust digital interface with their providers.

Overall, the results show that while mobile engagement is seen as a strategic priority that has a significant impact on the organization, the path to actually measuring return on investment (ROI) remains challenging for healthcare organizations. At the same time, leading organizations are seeing positive returns, showing that the right mobile patient experience strategy doubles as a financial growth strategy.

In this executive brief, we explore key findings from the survey, including how organizations are funding and measuring mobile initiatives, along with common barriers to success and how to address them. We'll also uncover the strategies necessary to measure and deliver impactful results from mobile initiatives.

Mobile Moves Up the Priority Ladder

How healthcare leaders rank mobile patient experience as a strategic focus



Mobile Engagement Moves Up the Strategic Ladder

The survey reveals that improving the mobile patient experience is an increasingly central focus for healthcare organizations. Nearly two-thirds of respondents—64%—identified mobile patient experience as either a top strategic priority or a high priority currently being implemented. An additional 14% said it was an emerging priority that, while not yet a central focus, was recognized as important.

Investment levels support this prioritization. Among respondents, 29% reported making significant investments in mobile tools and that those investments are central to their organization's overall strategy. Thirty-five percent said their organization has made moderate investments, such as deploying apps and other mobile-friendly tools. Another 15% said they were in the early stages of exploring mobile solutions. Only 11% of respondents indicated they hadn't invested in any mobile solutions yet.

Furthermore, 89% of respondents said their organizations invested in at least one patient experience initiative within

the past 12 to 18 months. The most common investments were in telehealth or virtual visit platforms, selected by 57% of respondents. Online scheduling and self-service tools were adopted by 56%, and 55% said their organization had implemented patient communication and education platforms. Mobile applications and digital wayfinding capabilities were adopted by 44%, while 49% had invested in staff and clinician experience training. These findings suggest that mobile tools are no longer optional but foundational components of patient-centered operations.

However, as organizations layer on mobile tools to enhance patient experience, they often create a new challenge: fragmentation. Many health systems find themselves managing six or more disparate apps—one for telehealth, another for check-in, another for scheduling and so on. This patchwork approach can confuse patients, overburden staff and dilute the effectiveness of digital engagement efforts. Importantly, this approach also can have a negative impact on a system's bottom line.

An intentional mobile strategy can help with fragmentation. By building a robust strategy, solutions will be well integrated and connected to each other, resulting in a better experience for the patient and greater efficiency and profitability for the provider.

"We are in the midst of a massive consumerization of healthcare ... and this is what people have come to expect from us," says Dr. David Seo, Senior Vice President and Chief Digital & Information Officer at Nicklaus Children's Health System in South Florida. "We want their experience to be as smooth and frictionless as possible."

A unified mobile platform is vital to success for organizations like Nicklaus Children's. While some health systems have opted to try building their own platform – facing a high price tag and time-intensive maintenance – health systems like Nicklaus Children's utilize Gozio Health to consolidate their point solutions into one streamlined experience that includes digital wayfinding, real-time messaging and check-in functionality through a single, unified platform.

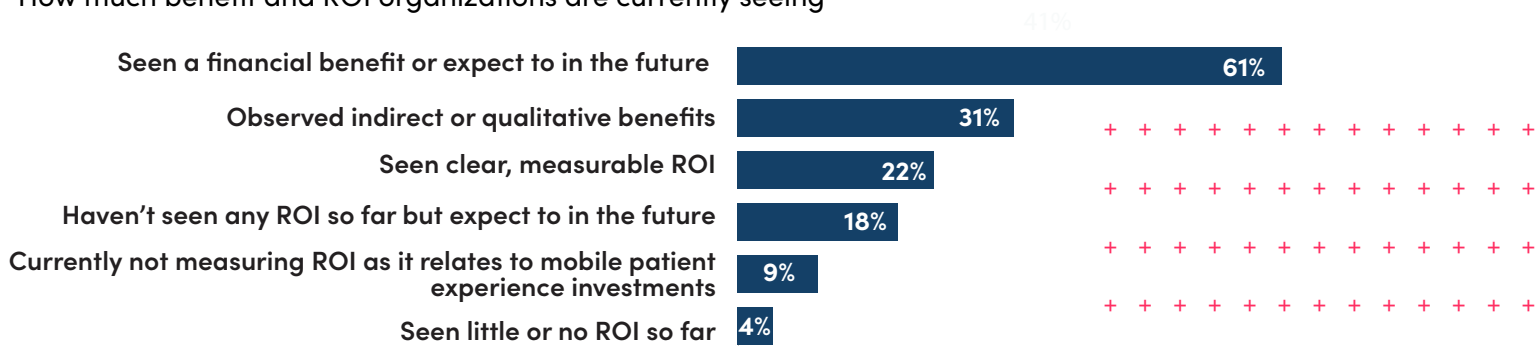
The Financial Impact of Mobile Engagement

The top financial outcomes organizations report from mobile investments



Benefits and ROI Already Making an Impact

How much benefit and ROI organizations are currently seeing



Measuring What Matters: Value and ROI

The survey also reveals another interesting trend: while most organizations know mobile engagement delivers value, relatively few are able to track its full financial impact with precision.

According to the survey, 61% of respondents said their organization has either already seen a financial benefit from mobile patient experience investments or expects to in the future. Only 22% had seen clear, measurable ROI. Another 31% reported observing indirect or qualitative benefits, and 18% said they haven't seen any ROI so far but expect to in the future. An additional 4% had seen little or no ROI so far and 9% said their organization wasn't currently measuring ROI as it relates to mobile patient experience investments. Adding to this, in a separate question, 24% of respondents cited quantifying ROI as the biggest challenge they faced in improving mobile patient experience.

Why is value so hard to measure in mobile patient experience? Unlike discrete capital projects, mobile tools touch multiple departments and influence outcomes that are often interdependent such as reduced no-show rates, better patient flow, improved HCAHPS scores and increased retention. Value can be found through such pillars as quality enablement, financial management, experience and satisfaction, operational efficiency, strategic growth and competitive differentiation, and platform adoption and utilization.

Too often, mobile tactics originate in multiple departments – such as IT, marketing, clinical, patient experience and innovation teams – to solve their unique needs. Without a

holistic enterprise mobile strategy, that patchwork approach makes it difficult to unify measurement and establish metrics. This unified approach can help to illuminate the financial contribution of mobile engagement from broader system performance. Additionally, many organizations lack the internal resources or benchmarks needed to consistently track performance across digital touchpoints.

Still, optimism about financial returns remains high. Forty-one percent of respondents said their organization has seen or expects to see increased patient retention and loyalty as a result of enhancing the mobile patient experience. Another 33% said their organization has seen or expects to see growth in patient volume or market share, while 31% cited reductions in operational costs. Twenty-seven percent expected or had achieved higher revenue per patient encounter, and 18% reported improved or anticipated improved reimbursement tied to value-based care initiatives.

To measure ROI for patient experience initiatives, organizations rely on a mix of experience and operational metrics, the survey indicates. Forty-seven percent use patient satisfaction scores tied to reimbursement, such as HCAHPS or CAHPS. Thirty-nine percent measure internal performance indicators like throughput or appointment utilization, while 35% track direct financial key performance indicators such as revenue growth or cost savings.

Gozio's technology equips healthcare organizations with the tools needed to track financial gains from mobile patient experience investments.

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See exactly how mobile can impact your bottom line with a free, customized ROI analysis

Value Pools

Gozio has identified 5 value pools where health systems measure impact and drive optimal value realization.



Barriers to Adoption and How to Overcome Them

Despite strong executive support and growing investment, organizations face practical barriers that can limit the effectiveness of mobile-first strategies.

The most common issue is low patient adoption, cited by 37% of respondents. This suggests that even the best tools require thoughtful design and rollout to earn trust and sustained use from patients.

Integration challenges, particularly with legacy systems like EHRs and billing software, were reported by 31% of organizations as a barrier. Cost of implementation and maintenance followed at 28%, with additional hurdles such as privacy concerns, vendor alignment and IT staffing limitations also noted.

When asked about the biggest overall challenge to improving mobile patient experience, 37% of respondents pointed to budget limitations or lack of funding, making it the most frequently cited barrier to advancement in this area.

This concern is further reflected in how organizations are currently funding their patient experience initiatives. While a majority of respondents (78%) indicated that their organization draws from one or more internal budgets to support digital and mobile investments, the distribution of funding sources is fragmented and often inconsistent. Thirty-three percent reported using general operations budgets, while 27% rely on a dedicated patient experience budget. An equal share (27%) said they fund initiatives through their IT operations budget, and 23% use capital budgets allocated to IT infrastructure.

Marketing budgets and general capital expenditure budgets were each selected by fewer than 20% of respondents, and only 11% reported using general capital funds.

Securing executive buy-in early is key to overcoming this challenge. Patient experience touches every corner of a

healthcare organization. From IT to marketing to operations, each department leader has something to gain from a good mobile patient experience. Framing the use case in the right way and thinking strategically about how to budget for the project can make all the difference. Whether it's patients, providers, administrators or others, a robust mobile strategy is critical to delivering value to many disparate stakeholders.

These findings suggest that while patient experience is widely acknowledged as a strategic priority, funding models are often siloed or insufficiently aligned with enterprise-wide goals. Without dedicated or coordinated budget strategies, even highly prioritized initiatives can falter, particularly when economic pressures force organizations to scrutinize capital allocation.

Other challenges to improving the mobile patient experience respondents selected were digital infrastructure limitations were (33%), and staffing shortages (28%). Other challenges cited were cultural resistance to digital tools, difficulty measuring ROI and lack of leadership alignment.

These findings highlight the operational complexities that can stall even well-intentioned initiatives. Gozio helps health systems address these challenges through a deployment model designed to be lightweight, supported and scalable. Its platform architecture is built for seamless integration into existing IT ecosystems, while its intuitive user interface minimizes training needs and accelerates patient adoption.

Connecting with Gozio Health



Gozio Health helps health systems deliver scalable mobile patient experiences that drive satisfaction and ROI. With a proven platform, full-service implementation, and robust analytics, Gozio empowers organizations to transform mobile engagement into measurable business results.

To learn more, visit: www.goziohealth.com

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About the survey

Modern Healthcare Content Studio, on behalf of Gozio Health, commissioned Signet Research, Inc., an independent research company, to survey healthcare professionals. The objective of the study was to explore how organizations are investing in mobile patient engagement and whether they are seeing financial returns.

On May 13, 2025, Modern Healthcare Content Studio sent an email to a select group of Modern Healthcare subscribers, with follow-up reminders sent from May 20 through June 17. By the survey's close on June 18, 2025, a total of 117 responses had been received. The survey achieved a 95% confidence level with a margin of error of approximately $\pm 9.1\%$. The base used for each question is the total number of respondents answering.