



Where Is the ROI in Your Digital Front Door?

5 Areas of Cost Savings and Increased Revenue





Patient Engagement Challenges

Patient experience today is being impacted by many of the same market forces that are affecting healthcare overall—tight margins, staffing challenges, increased competition, and the need to find new growth opportunities.

Whereas years ago, patient engagement was thought of as a must-do activity that didn't have to generate a measurable return, today there is increased pressure to prove its value and contribution to the bottom line.

So, the big question now is, **“Where is the ROI in patient engagement, and how can you deliver it?”**

Patient Retention

You've probably heard the old adage that it costs more to get a new customer than it does to keep one you already have. How much more varies depending on what study you look at, but the sentiment is certainly true.

It's estimated that the [loss of a patient due to dissatisfaction](#) can lead to more than \$200,000 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.



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. They want a user-friendly mobile front door, if you will.

Thirty percent of patients report 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.

4 Other Areas of ROI

Retention is an important metric to gauge the ROI of your patient engagement programs, but beyond that, there are four specific areas where the right platform can make a measurable impact:

- ✓ [Call center volume](#)
- ✓ [Physician search and scheduling](#)
- ✓ [Referral revenue leakage](#)
- ✓ [Missed appointments and late arrivals](#)

Call Center

Call centers are known for high turnover rates, a problem that is plaguing healthcare in general. The average [turnover in call centers ranges from 30 to 45%](#) depending on industry. In addition to potentially increasing costs, call center staffing challenges can result in longer wait times and call abandonment. Normal [call abandonment rates are about 5-8%](#), but they can be as high as 20%.

In healthcare, call abandonment is on the rise as patients shift their expectations. More than half of patients say they want the [same experience in healthcare](#) that they get in service and retail. Most people today say [they won't wait on hold](#) for more than a minute, and some [won't wait at all](#).





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.

All these issues—improving the patient experience, reducing wait times, and containing costs—can be addressed by offering digital solutions 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 \$0.50 per minute, or \$3 - \$4 per call. For a health system that records 4 million calls a year, a reduction of even 5% in call volume would reduce costs by \$600,000.

**For a system with 4 million calls,
a 5% reduction in calls = a savings of \$600,000.**

Appointment Scheduling

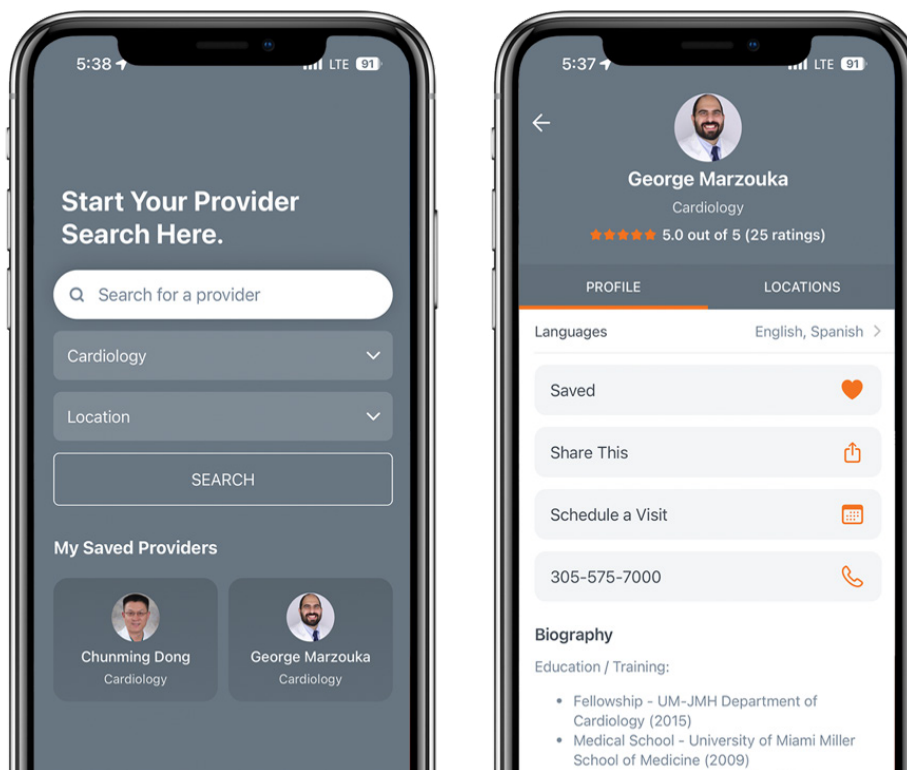
By offering provider search, scheduling, and wayfinding through a mobile platform, your organization can give patients the 24/7 access they prefer. Instant access to provider search and scheduling obviously eliminates waiting on hold. But did you know that online scheduling options also helps patients get an appointment sooner?

Patients wait an average 24 days to see a provider after booking their appointment, [according to Merritt Hawkins](#). With online scheduling, another study showed [two out of three patients](#) were able to get an appointment within seven days.

The same is true for urgent care and emergency department access. A mobile app can show the nearest urgent care and how long the wait is. It can even provide the ability to save a spot. Perhaps one urgent care is a few miles further away but has no wait time. By seeing all the options, patients get in sooner and have a better experience.

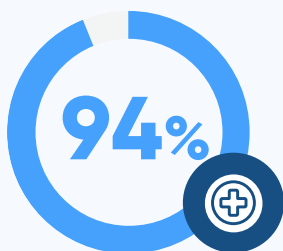
In addition to addressing very specific use cases like scheduling or directions, healthcare organizations can add symptom checkers, conversational AI and other chatbots, FAQs, condition-specific education and other tools to a mobile platform, making it easy for patients to find the information they need 24 hours a day.

One system estimates an improved mobile access and scheduling solution could add five new appointments a week, increasing revenue by nearly \$1 million a year.



Referral Leakage

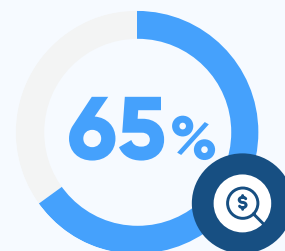
[One out of three patients are referred](#) to specialists each year. One study showed that [referral leakage can be as high as 55-65%, on average](#), resulting in losses of \$200-\$500 million per year for a hospital. In fact, 87% of healthcare leaders say that referral leakage, or loss of those patients outside the hospital network, is a major issue for them. In a [report released last year](#), healthcare executives shared their challenges around leakage:



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.

One of the primary causes of leakage occurs when patients use the Internet to search for providers and services. When a patient receives a referral for a specialist, they often go to Google and search for someone nearby with good reviews who is in their insurance network. They may not know if that specialist is in the same health system as the referring provider.

With the right mobile engagement strategy, a health system can begin to address this challenge by making it easy for patients to schedule an appointment with a specialist. After all, [two out of three patients want to use online scheduling](#). The majority of patients now also want the ability to [manage their healthcare through a single platform](#). And [71% of patients say](#) they would prefer to use a mobile device to interact with their providers.

A [branded mobile app](#) that offers the ability to easily find a provider, schedule an appointment, and get door to door navigation to that appointment, helps keep patients in the system. For a system losing \$200 million a year, even capturing a small percentage of patients who might have gone elsewhere can have an impact. Reducing leakage by just 1% would help healthcare organizations recoup \$2 million a year.

**For a system losing \$200 million a year,
reducing leakage by 1% = \$2 million in revenue**

Missed Appointments and Late Arrivals

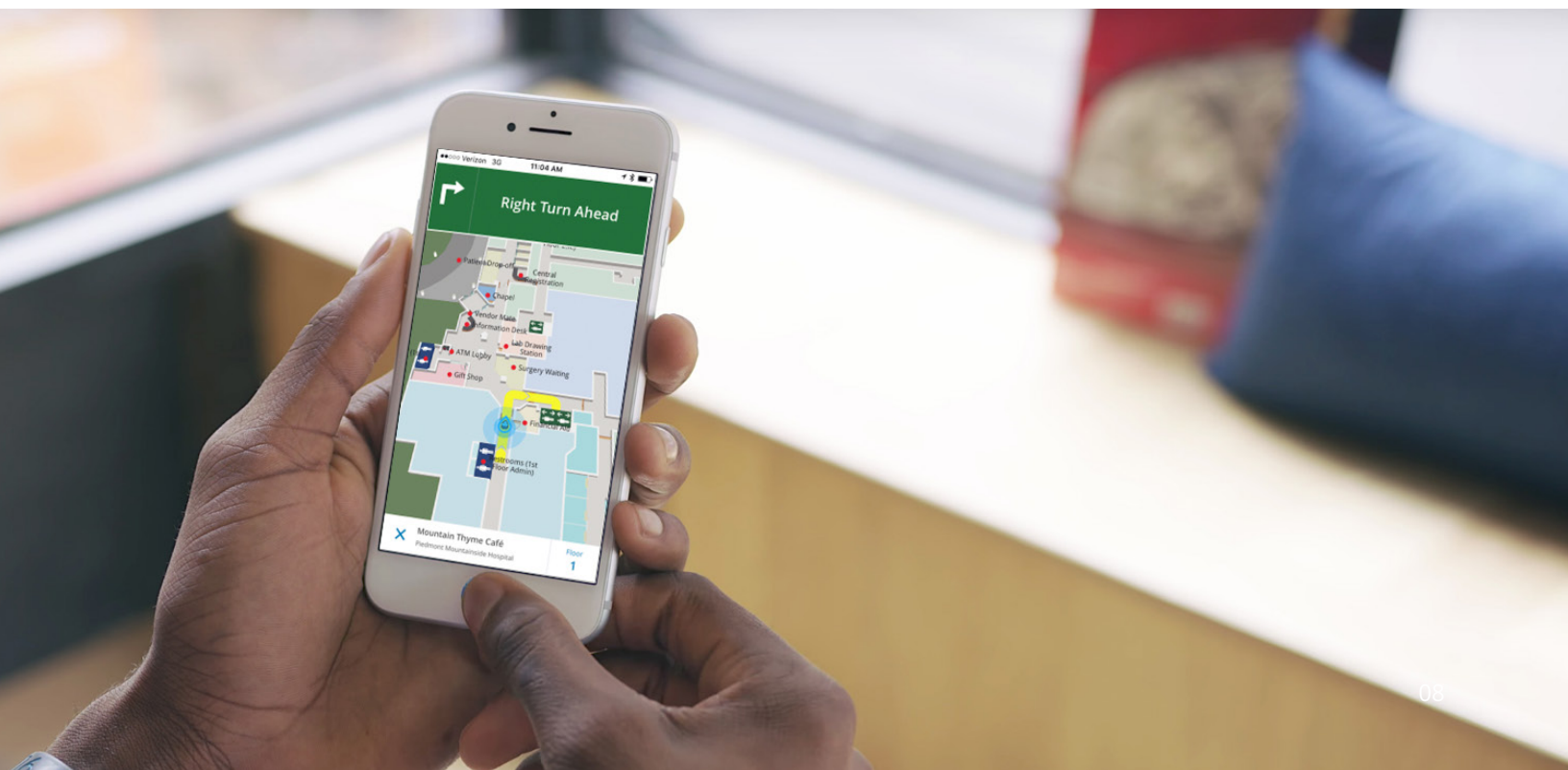
Missed appointments have long been a challenge for healthcare. The average [no-show rate hasn't changed much in years](#), sitting at about 17% in 2023. The cost to the industry is high at about \$150 billion a year.

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. Today, 30% of patients are late to appointments.

Late appointments 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.

When patients lose their way in a facility and must ask staff for directions, this can also put a drain on operations, costing over \$200,000 a year in staff time.

One system estimates that wayfinding can eliminate at least five missed appointments a week across their facilities to save over \$850,000 a year.



Conclusion

A mobile platform that brings together all a health system’s patient-facing tools and technology delivers return on investment across the organization. Based on the conservative estimates in this report, a health system could retain nearly \$4.5 million in revenue a year with the right digital approach.

Category	Amount
Reduced referral leakage	\$2,000,000
Decrease in call center volume	\$600,000
New appointment booking	\$1,000,000
Reduce late/missed appointments	\$850,000
Total	\$4,450,000

Interested in tips for healthcare mobile app design? Visit www.goziohealth.com.



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)