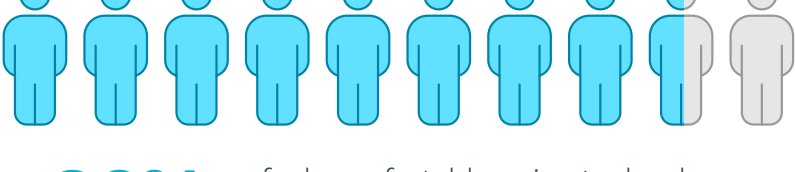


Healthcare's digital transformation: Why it matters

Patients expect flexibility in every aspect of their lives—including in how they manage their healthcare needs. But as they increasingly shop for their care and competition heats up, how can healthcare organizations deliver the modern, convenient experience that patients are looking for?

The simple answer: Embrace technology. A recent Phreesia survey of 4,000+ patients found that most of them expect digital ways to check in, book appointments, make payments and communicate with their healthcare providers, and **organizations that don't offer those features risk losing patients to their competitors.**

Patients are comfortable with healthcare technology...



86% feel comfortable using technology to manage their healthcare needs



...and most would use online tools in 2022, if given the option.



84% would likely book appointments online, if given the option
n=4,561



82% would likely reschedule appointments online, if given the option
n=4,561



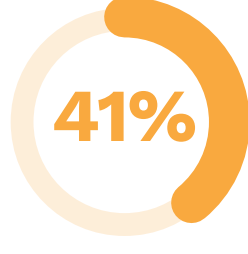
70% would likely make payments online, if given the option
n=2,073

That presents an opportunity for forward-thinking provider groups, since many patients consider digital options a “must-have” when choosing a doctor.



When choosing a doctor, patients say these features are a must-have:

n=3,442



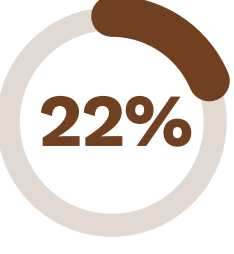
41% Ability to communicate with my doctor's office via text message or email



36% Ability to schedule, reschedule and confirm appointments online



29% Ability to check in for my appointments online



22% Ability to make payments digitally

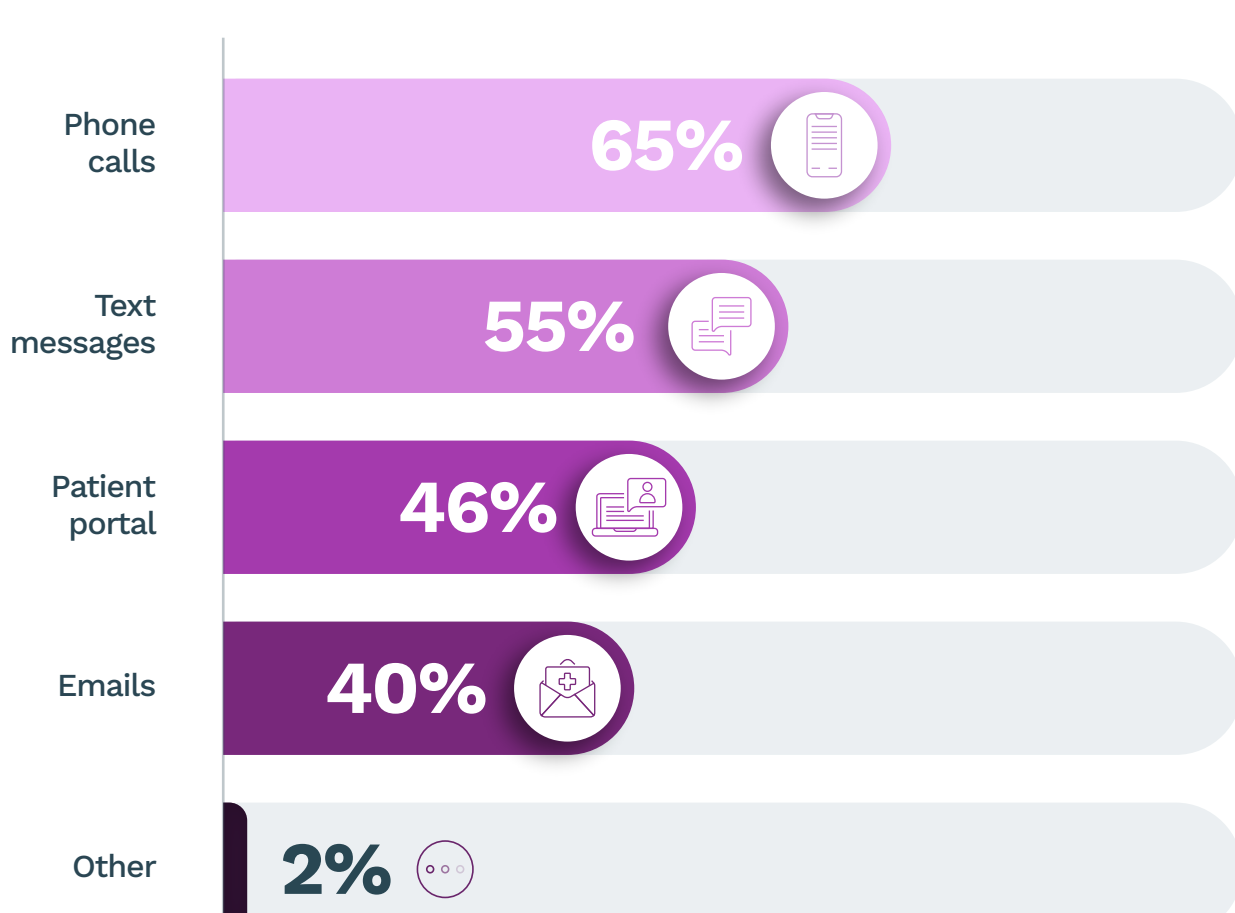


Patients also enjoy using contactless digital tools to communicate with their providers.



How would you most like to communicate with your doctor's office?

n=4,174



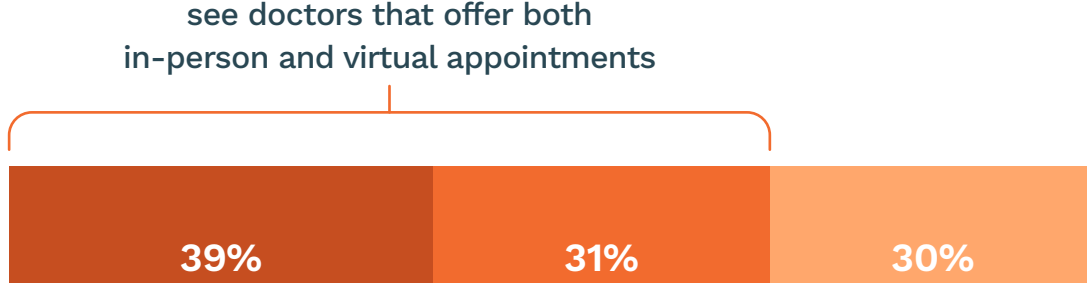
And when it's time for their appointment, they prefer to see doctors who offer both in-person and virtual visits.



Do you prefer to see a doctor that offers both in-person and virtual appointments?

n=3,804

70% of patients say they prefer to see doctors that offer both in-person and virtual appointments



■ Yes, very much ■ Yes, somewhat ■ No



In summary...

Patients' healthcare expectations have radically evolved—and there's no going back. From scheduling and check-in to the exam room and beyond, patients expect access to the same digital conveniences they're accustomed to using in other industries.

By leaning into that shift and embracing consumer-centric digital tools, **healthcare organizations can build a sustainable model that attracts and retains patients, engages them in their care and delivers the flexible, convenient experience they want.**

Ready to get started? Learn how Phreesia's digital intake platform can help you modernize your workflows, maximize efficiency and improve the patient experience.

[LEARN MORE](#)