



Patient Engagement Perspectives Key Findings

February 2016

Introduction

CDW Healthcare conducted a survey of 200 patients¹ and 200 healthcare providers² to better understand how needs, challenges and motivators for patient engagement differ between both groups.

The resulting **CDW Healthcare Patient Engagement Perspectives Study** explores patient engagement levels, priorities and technologies – and what the future holds for both patients and providers.



1. 200 chronic patients, defined as those who have been to the doctor six or more times in the past year, excluding dental care

2. 200 physicians and physician assistants at U.S healthcare organizations/facilities, both ambulatory and inpatient

Executive Summary



Patients Are Becoming More Engaged:

- **57%** of patients say that they have become more engaged with their healthcare during the past two years
- **70%** of providers have noticed a change in their patients' level of engagement with their own healthcare



Patients and Providers See Things Differently:

- **60%** of providers say improving patient engagement is a top priority at their organization, but **only 35%** of patients say they have noticed their providers become more engaged with them
- Meanwhile, **58%** of providers report improved participation with patients in the past two years



Patients and Providers Embrace Digital:

- Patients and providers agree on the two most valuable methods for encouraging patient engagement: Web-based access to healthcare information and online patient portals
- However, providers see significantly greater value in mobile applications than patients, while patients see significantly greater value in online chat capabilities than providers

Executive Summary

Roadblocks to Engagement Remain:



- **65%** of patients say they face challenges when trying to engage with their healthcare providers
- Those aged 18-49 are **19%** more likely to say they face challenges when trying to engage with their healthcare than those above age 50

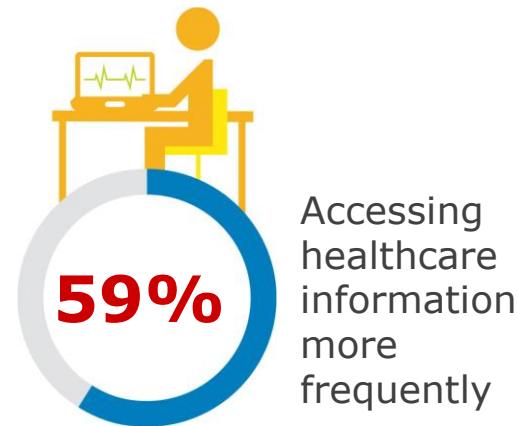
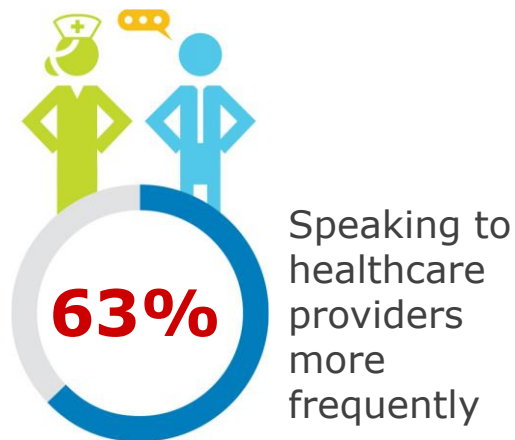
Providers Are Optimistic:



- **60%** of providers believe that providing patients with greater online access to their personal healthcare information would improve their quality of care
- **28%** of providers say that they either allow or plan to enable patients to merge information stored on their mobile devices or wearable technologies to the online patient portal they offer

Patients Are Becoming More Engaged

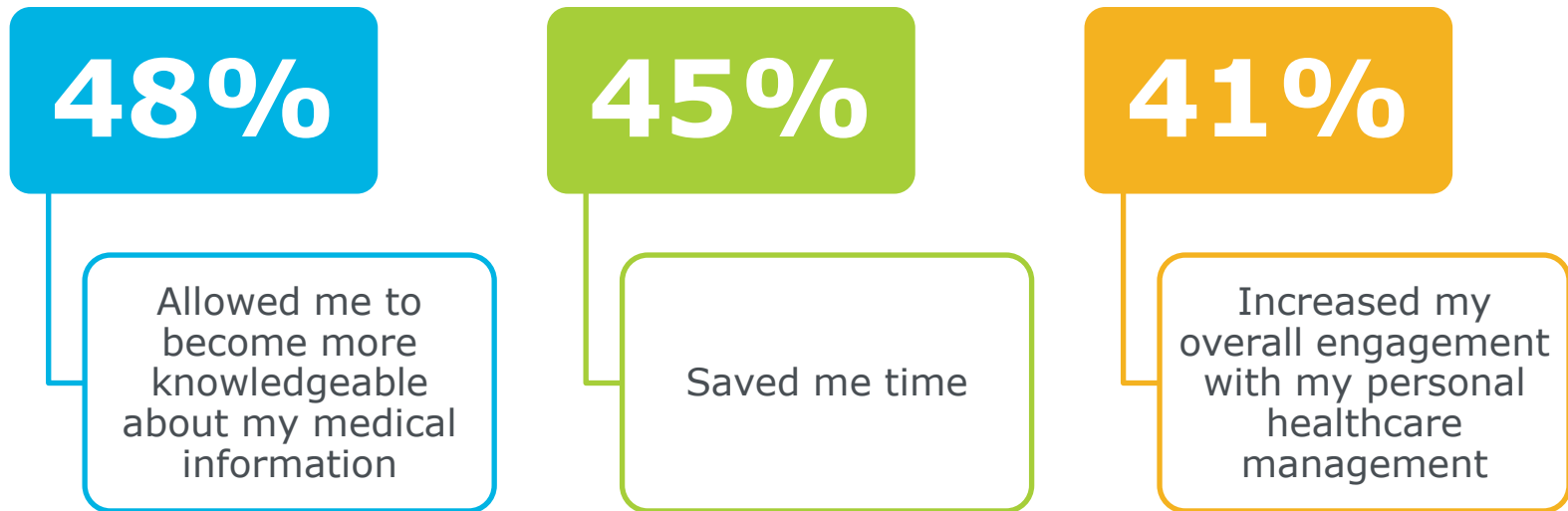
- **57%** of patients say they have become more engaged with their healthcare during the past two years
- **70%** of providers noticed a change in their patients' level of engagement with their own healthcare
- Top patient changes include:



- Patients say greater communication with their healthcare provider (**50%**) is just as influential as a life event (**50%**) for becoming more engaged with their healthcare

The Importance of Online Access

- **78%** of patients would like to be able to more easily access their personal healthcare records
- Patients say the top benefits of engaging with personal healthcare information online were:



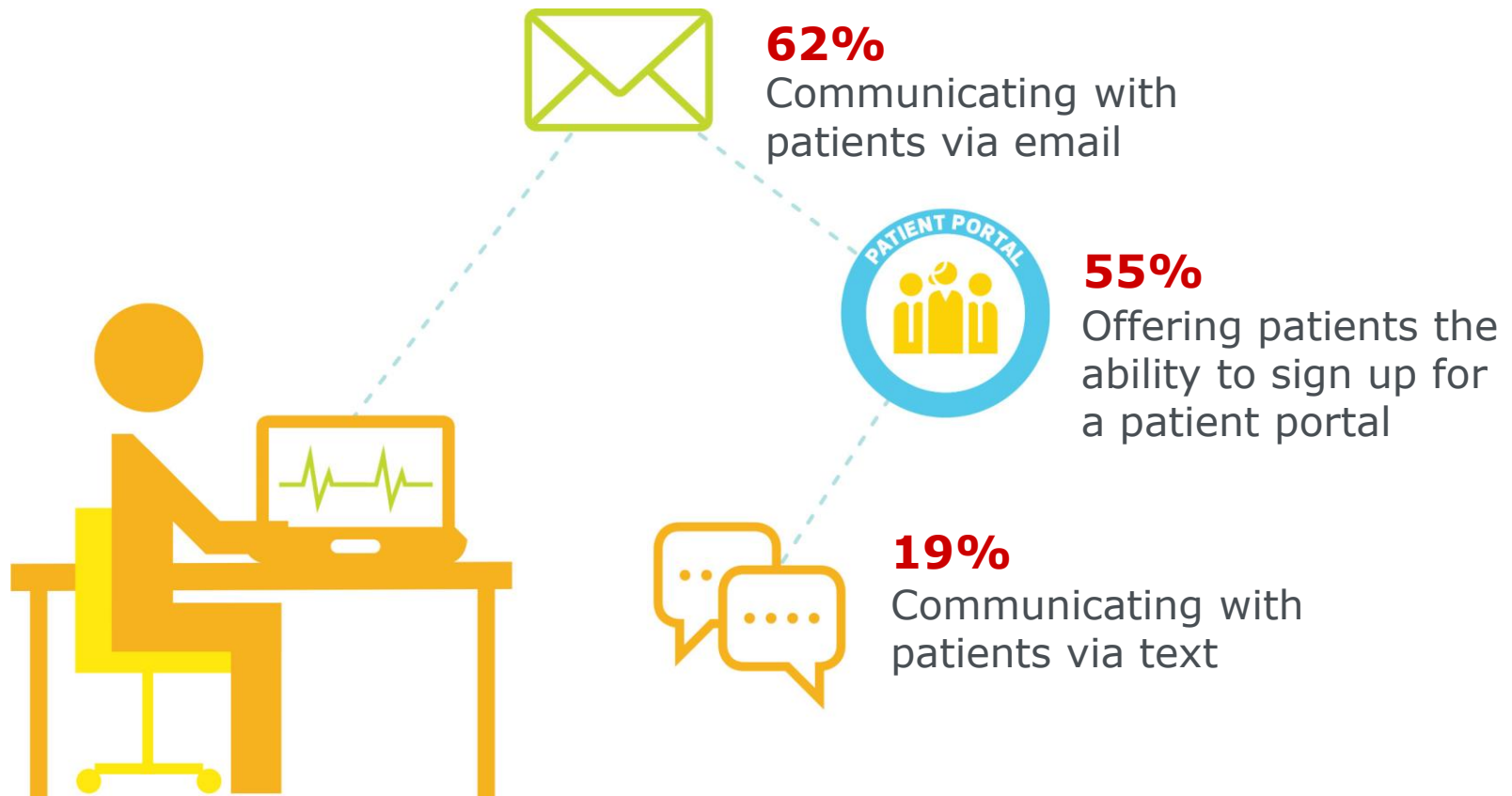
Providers Prioritize Patient Engagement

- **60%** of providers say improving patient engagement is a top priority at their organization. Top motivating factors include:
 - #1.** Important part of improving overall care (**70%**)
 - #2.** Technology advancements (**64%**)
 - #3.** Meaningful Use requirements (**46%**)
- **58%** of providers say they improved their engagement with patients in the past two years



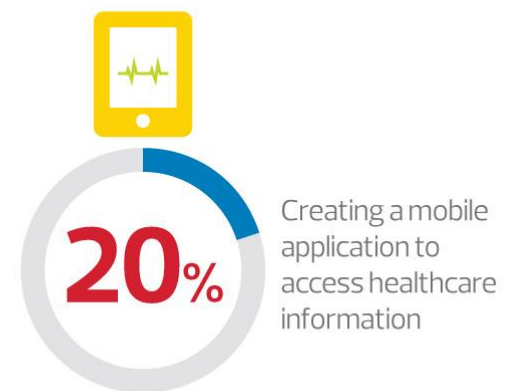
Making the Effort to Engage

- Encouraging patients to access their healthcare information is the No. 1 way providers say they have become more engaged with their patients (**79%**). Other ways include:



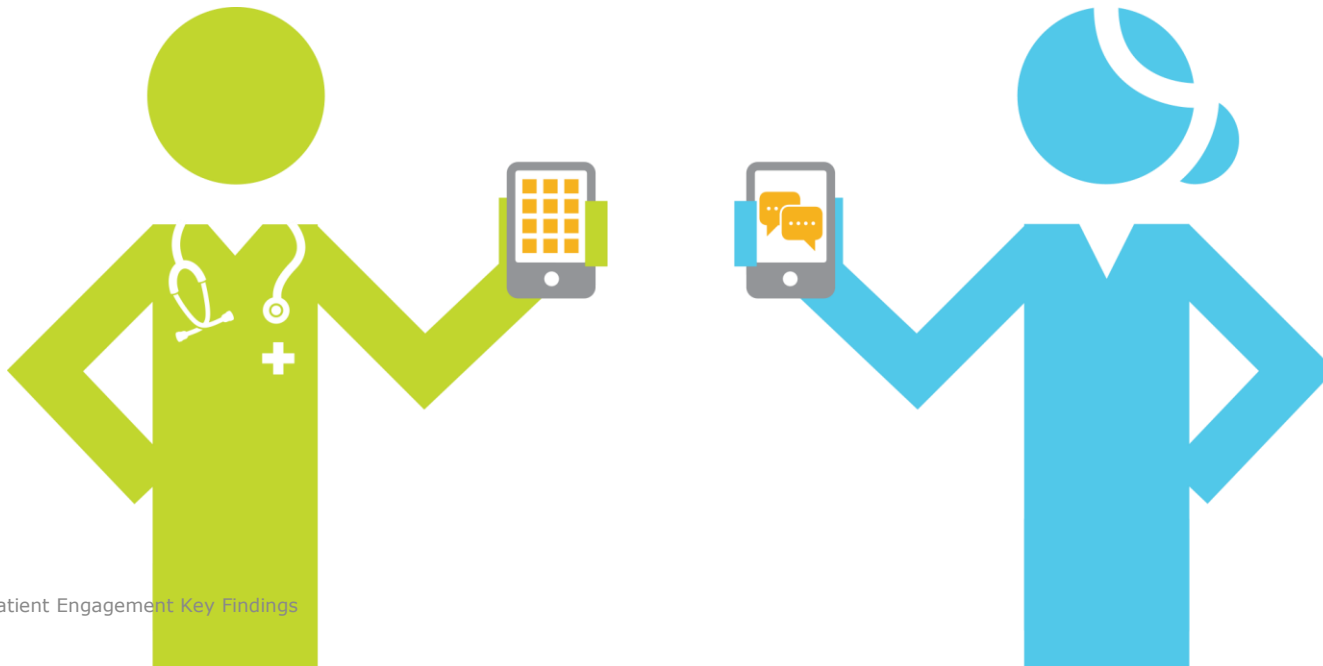
... On the Patient Side

- Only **35%** of patients say they noticed their providers become more engaged with them
 - Of that 35%, the top way patients noticed their healthcare providers increasing their engagement with them is by offering the ability to sign up for an online patient portal (**62%**)
- Other ways patients notice their providers are making an effort to increase their engagement with them are through:



Encouraging Active Participation

- Patients and providers agree on the two most valuable methods for encouraging patient engagement:
 - #1.** Web-based access to general healthcare information
 - #2.** Online patient portals
- However, providers see significantly greater value in mobile applications than patients, while patients see significantly greater value in online chat capabilities than providers



Roadblocks to Engagement Remain

- **65%** of patients say they face challenges when trying to engage with their healthcare providers. These include:
 - **#1.** Limited office hours (**40%**)
 - **#2.** Slow response time (**33%**)
 - **#3.** Need to repeatedly provide or enter the same information on multiple forms/multiple systems (**23%**)
- Those aged 18-49 are **19%** more likely to say they face challenges when trying to engage with their healthcare than those above the age of 50



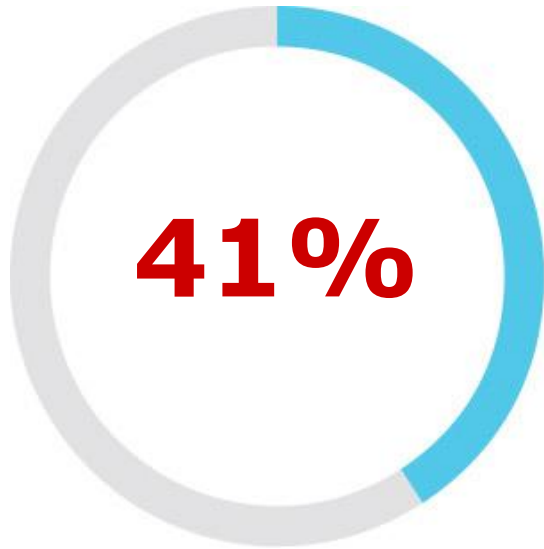
Portals Are Popular

- **68%** of providers say patients at their practice can access a patient portal, and an additional **13%** are currently working to develop a patient portal
- **60%** of patients say they can access a patient portal
- Of those who do not have access to a patient portal, **62%** say they would use a patient portal if their healthcare provider gave them the ability to do so
- Of those with access to patient portals, **62%** of patients between the ages of 18-49 say they use patient portals at least monthly **vs.** just **34%** of those ages 50+

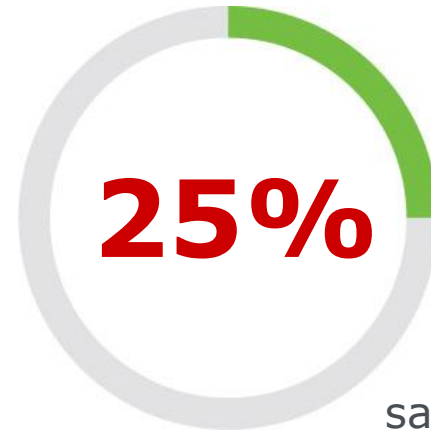


... And Remain a Work In Progress

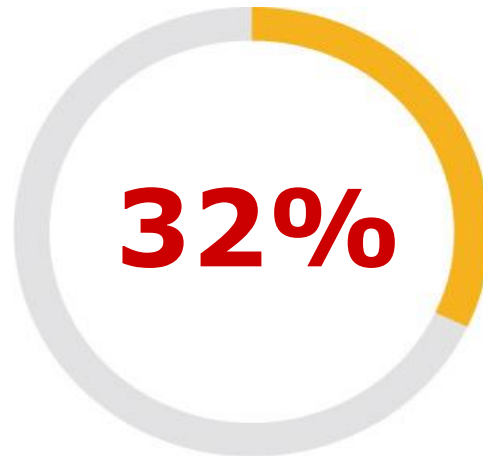
Key barriers to establishing a patient portal:



of providers say
security concerns



say not enough
staff to handle

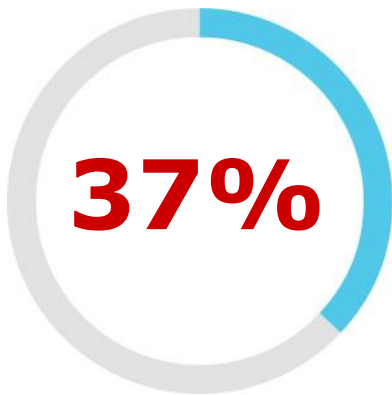


say costly
to establish

- Additionally, **40%** of providers with working patient portals believe the portals do not offer all the features that they and their patients would like

Expanding Direct Access

- The most desired online information or services patients want that they do not currently have are:



The ability to ask their doctor a question



The ability to view medical records/history

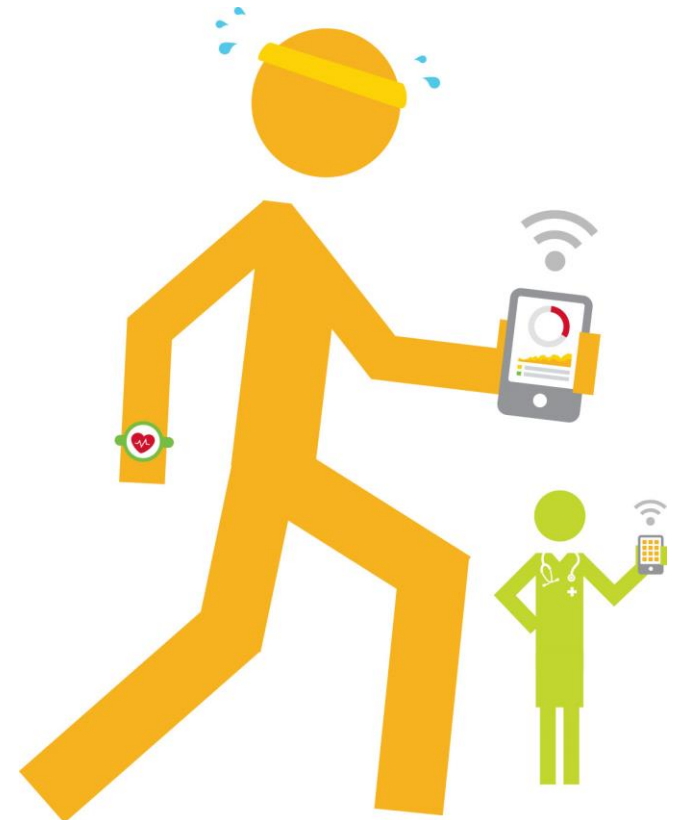


The ability to schedule appointments

Patients say their biggest problem with online healthcare information is that **they cannot access as much of their personal healthcare information as they would like.**

Technology Provides a Path Forward

- **74%** of patients believe having greater online access to their personal healthcare information would help them take a more active role in their healthcare
- Providers are in tune with this sentiment: **67%** are currently working on a way to make personal healthcare records easier to access
- **68%** of patients say they would submit personal, real-time healthcare information to their provider in an effort to improve their health
- However, this varies by age – **57%** of patients 65 or older would be willing to submit real-time healthcare information to their provider vs. **76%** of patients 18-29 years old



Providers Prepare for Action

- **60%** of providers believe that providing patients with greater online access to their personal healthcare information would improve their quality of care
- Top online features that providers are working to add are:



23%

Ability to track self-care activities



21%

Ability to schedule appointments



20%

Ability to view cost of visit/procedure

- **28%** of providers say that they either allow or plan to enable patients to merge information stored on their mobile devices or wearable technologies to the online patient portal they offer

Observations for the Road Ahead

When asked what advice they would give to another organization looking to improve their patient engagement strategy, providers suggest focusing on patient needs, ease of use and the proper IT/staffing support. Important recommendations include:

Make [online access] **patient-centered** and **easy to use**.

Spend more time listening and educating patients.

Provide them with the skills/info necessary to be partners in their own healthcare.

Do a patient survey to see what the patients are interested in having access to; oftentimes implementation is based on physician or provider interests, which **loses sight of the goal**.

Don't be afraid to **have patients more involved** in their care.

Establish, advise patients, and adhere to reasonable expectations for responding to emails, texts, electronic messages via app/portal, etc.



THANK YOU