

TODAY'S CHRONIC PATIENTS: PROVIDER EXPERIENCE

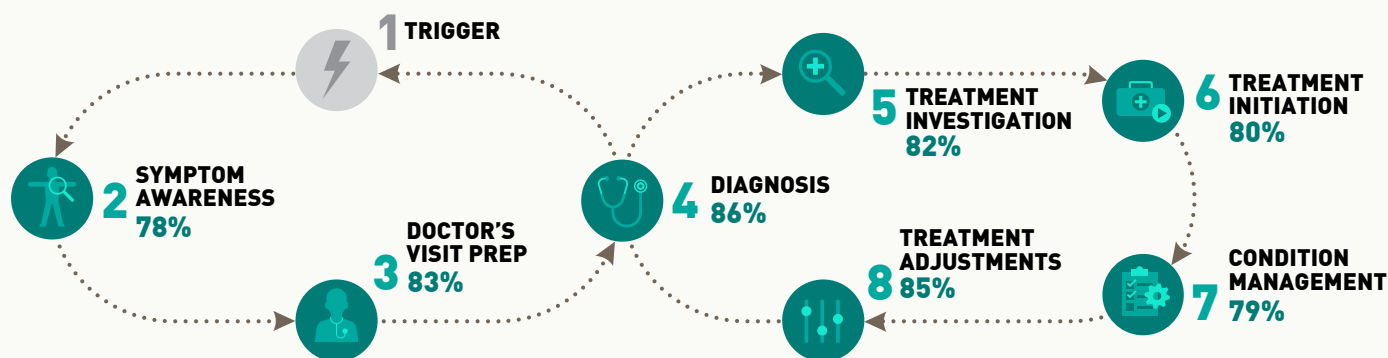
As part of RAPP's ongoing commitment to journey-based intellectual property, our latest customer experience management research, or CXM study, focuses on the healthcare vertical with an emphasis on chronic conditions. This study unearths and quantifies points of pain, influence and channel preference of patients newly diagnosed, recently treated and active in treatment, as well as intelligence around medication adherence, health technology and beyond.

Patient-Provider relationships weigh heavily on patients' health outcome and wellness. Patients expect Providers to be relationship-oriented—to engage with their inputs on treatment progress during provider visits. Aside from quality care, patients appreciate the compassion from their Provider and medical staff—simple gestures go a long way. Furthermore, technology now serves as a powerful resource for patients to stay on track with their lifestyle and treatments and maintain quality patient-Provider connections, helping Providers to evaluate patients more frequently and lowering barriers for Provider access.



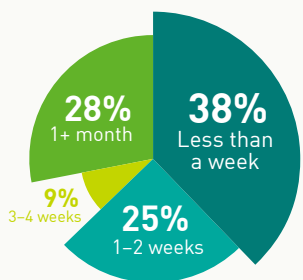
PATIENT-PROVIDER INTERACTION

Due to the nature and sensitivity of the information exchanged, in-person doctor visits (>78%) are preferred throughout the journey.

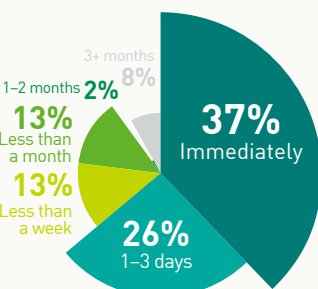


TIME SPENT

How long did it take you to research and select a Provider?



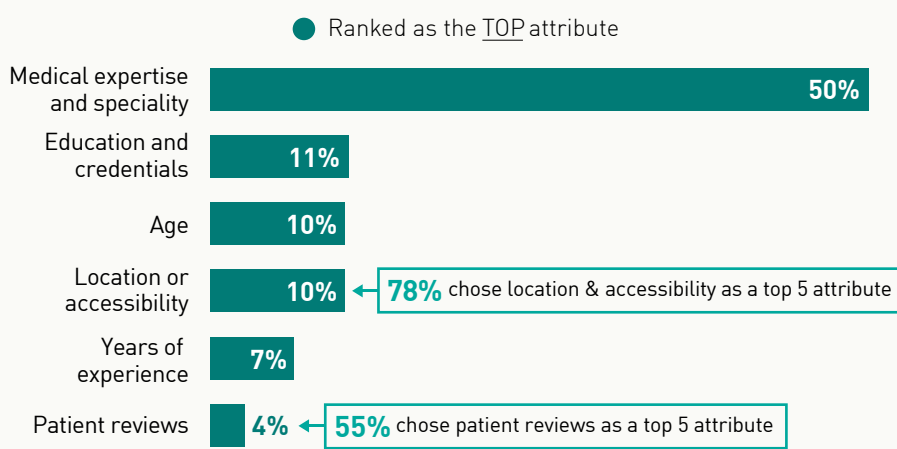
How long did it take to receive a formal diagnosis?



PROVIDER ATTRIBUTE

Finding the right doctor provides patients the confidence in receiving the care that they deserve. Patient reviews become increasingly important to the ongoing success of Provider selections, suggesting the importance of an accommodating patient experience.

When selecting a Provider, rank the attributes influencing your decision.



Things that would improve the experience of discussing a treatment plan with a Provider

The Provider must be a good listener and have patience. I always feel like I am on a timer in the office. I need to know all my options. ...

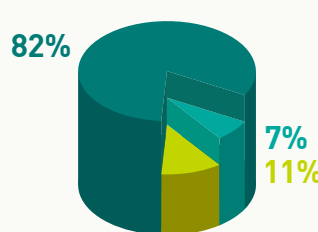
PROVIDER EXPERIENCE

While Providers want to provide the best care possible, seeing patients on time and taking their lifestyle into account, 1 in 2 patients mentioned that their Providers are not as accessible (level of assurance and attention) as desired. It is crucial for Providers to bring a consistent level of confidence and attention to their patients regardless of the length of the appointments (avg. 20 min.).

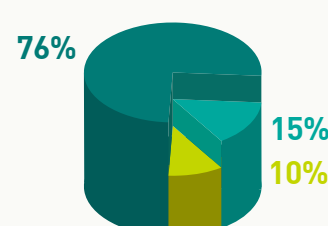
Indicate to which extent you agree or disagree with each statement.

Agree (Green), Neither (Yellow), Disagree (Red)

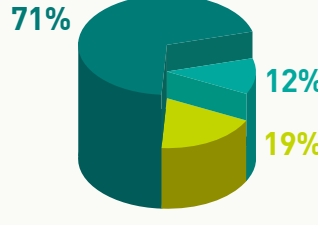
My Provider wants to give me the best care possible



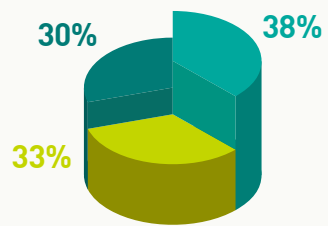
My Provider typically sees me at the time of my scheduled appointment



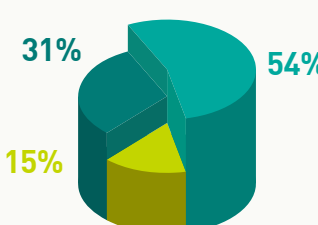
My Provider takes my lifestyle and preferences into consideration when recommending a treatment plan



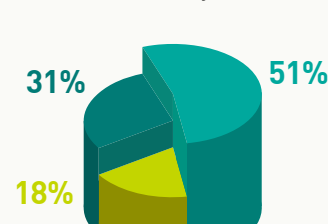
Virtual visits are too short to thoroughly discuss my healthcare concerns with my Provider



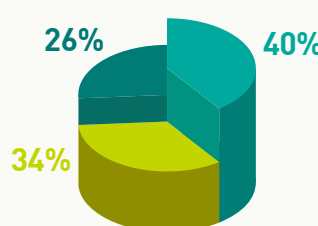
My Provider is not easily accessible when I need to contact them



In-person visits are too short to thoroughly discuss my healthcare concerns with my Provider



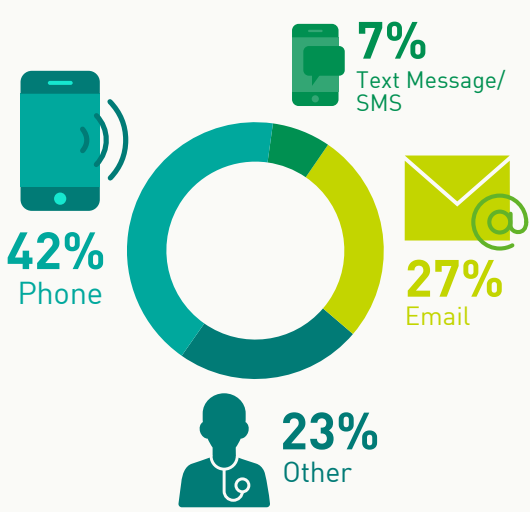
My Provider incorporates holistic care into their treatment plans



PATIENT-PROVIDER COMMUNICATION

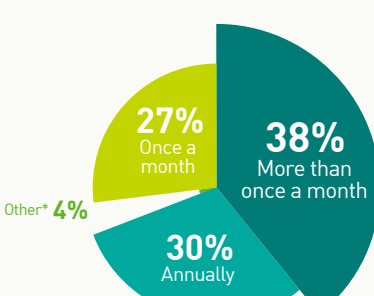
Phone remains the preferred method because of the immediacy and verbal cues available. Virtual communications (i.e., emails, patient portals) are being accepted and adopted more than ever.

What is your preferred method of communication with your Provider?



Other includes: In-person, patient portal, and office visit/at appointment

How often did you follow up with your Provider since the start of the treatment?



Other includes: biweekly, weekly, and multiple times a week

HEALTH RESOURCES

Physicians provide a personalized touch—patients look to their physician and clinical staff for support through treatment decisions and process.

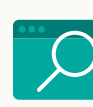
Most valuable resources provided by the Provider to learn more about the condition(s).

TREATMENT & HEALTH GUIDANCE



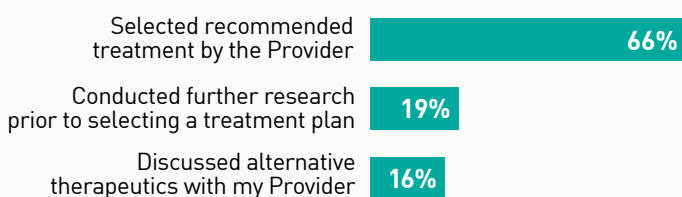
- In-person explanation of treatment and prescriptions
- Hospital hosted discussion groups/Zoom meetings

DIGITAL & PRINT RESOURCES



- Medical websites and articles (e.g., WebMD)
- Online webinars, YouTube
- Brochures and condition information packets

When thinking about your treatment options, which of the following actions did you take?



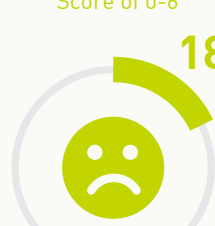
[The doctor] verbally gave us a lot of information on the nurse print some information out for us about COPD and gave us a packet, 'What to do after your COPD diagnosis,' that was informative.

NET PROMOTER SCORE

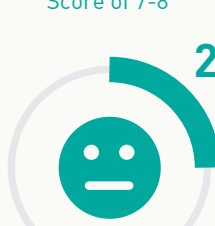
Patient-Provider relationships significantly impact the patient's experience, wellness, and health outcome. Patients appreciate the compassion they receive from their Provider; in fact, those who are disappointed are unhappy with the Provider's lack of investment towards them, as individuals, and their health.

On a scale of 1-10, how likely are you to recommend the current Provider/Specialist?

DETRACTORS
Score of 0-6



PASSIVES
Score of 7-8



PROMOTERS
Score of 9-10



NPS = 40

NPS = % Promoters - % Detractors

What would improve your patient experience with the Provider/Specialist?

The bureaucracy in the hospital's processes and policies, which limit my doctor's ability to be flexible or requires more steps to get procedures/tests done.

I wish instead of making comments on what I should do that [my Provider] would actually try to help guide me to where to go to get resources for the treatment she thinks I should have.

Looking at me, the patient, as a whole and incorporating alternative treatments into the plan, not just medication.