MAKE EVERY PATIENT INTERACTION COUNT
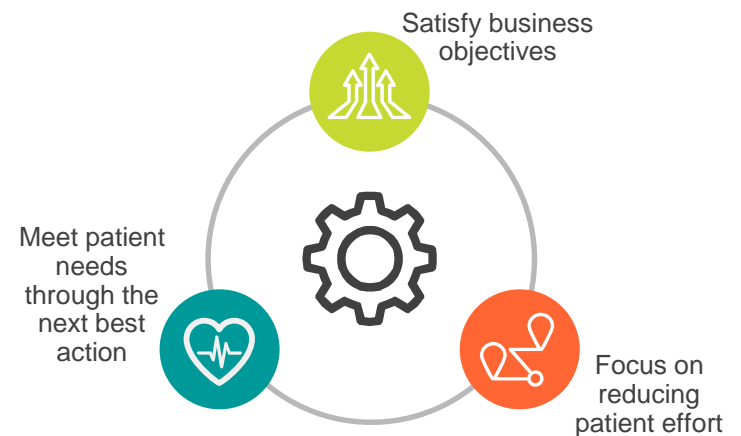
With Patient Experience Engineering

CONCENTRIX™

What is Patient Experience Engineering?

It's the art and science of improving a patient's experience so that it reduces their effort, simply by adjusting your approach and messaging. Engineering intentionally guides patients down a path of least resistance that leads to desired outcomes for both patient and practice.

Patient experience engineering seeks to meet three interconnected goals:

Satisfy business objectives

Meet patient needs through the next best action

Focus on reducing patient effort

96%

of patient complaints relate to issues *other than* medical treatment*

What does this mean to you and your practice? Patients are critiquing and evaluating their experiences beyond the medical care they receive – therefore you must consider their experience BEYOND the medical care given.

People expect everything to be easy, seamless and fast. Your job is to help patients receive the care they need in a way that meets their expectations.

Source: Journal of Medical Practice Management

Prime areas that can benefit from experience engineering are those with

high patient effort.

What makes an experience "high effort?"

It's important to conduct patient surveys to understand what *they* find to be the most difficult about interactions with your practice. Some common high effort experiences are:

- Difficulty scheduling appointments
- Long appointment wait times
- Confusing interactions around patient billing
- Repeating communication
- Inconsistent messaging between providers and insurance
- Front office staff who are not empowered to resolve issues

Once these areas are identified, improve the interactions with assumptive language and positioning techniques.

Assumptive Language (the "how") changes the wording of typical interactions to convey confidence, knowledge and authority to encourage the next best action.

Positioning (the "when" and "where") places the assumptive language at the right place in a conversation to suggest solutions – for example, using the end of a patient conversation to schedule the next appointment, or to better handle rebuttals.

Remember to employ anchoring – the concept of using the information you already have about the patient to craft responses that will enhance the interaction.
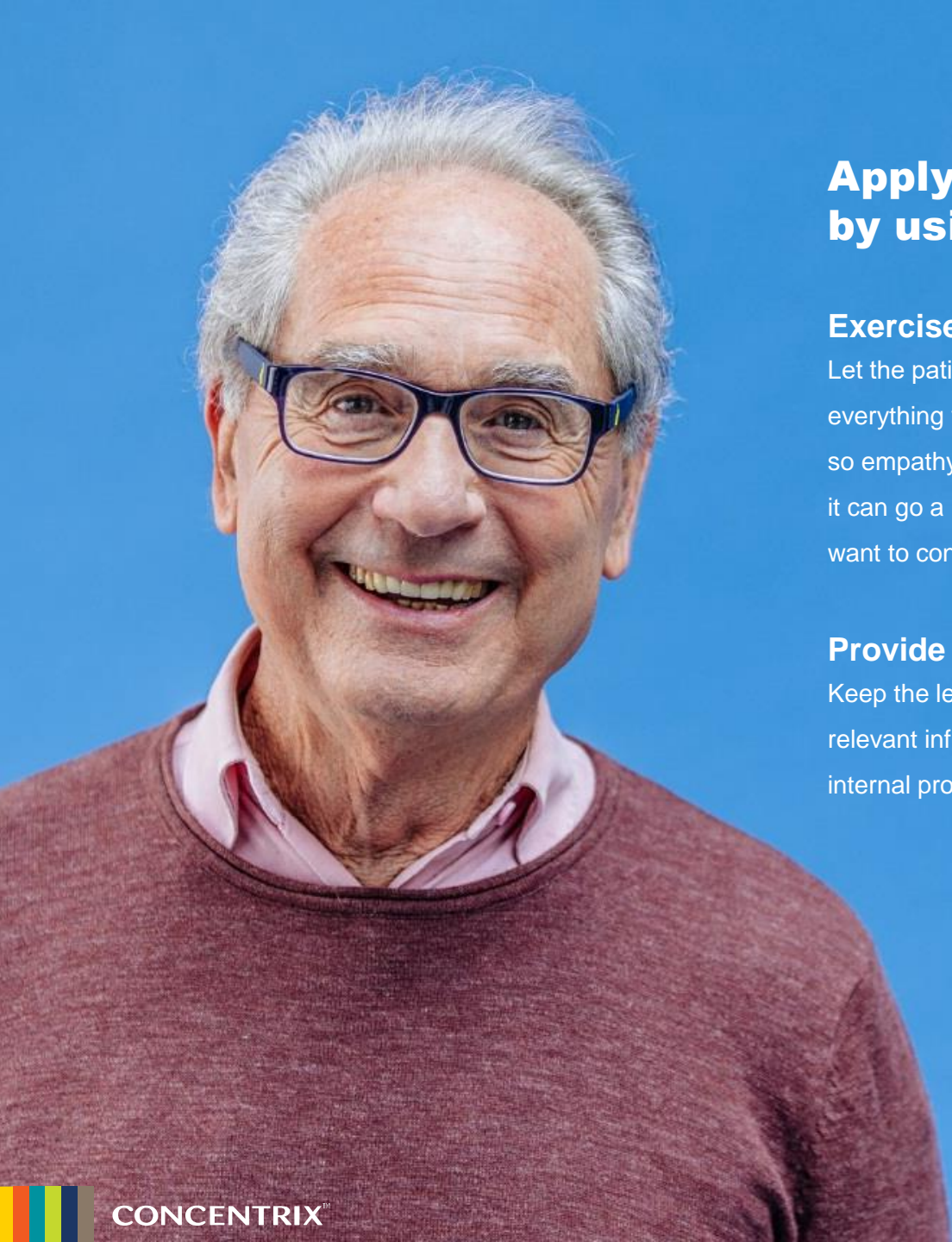
Apply experience engineering by using modifiers.

Exercise empathy.
Let the patient know they're understood, and that you will do everything you can to help them. Health can be very emotional, so empathy is an extremely important skill in the medical field – it can go a long way towards communicating the intentions you want to convey.

Provide detail.
Keep the level of detail appropriate by giving the patient relevant information only. Avoid jargon and over-explanation of internal processes.

Striking the right balance in the level of detail provided can be very impactful. Too much detail about unimportant things can frustrate patients, while not enough detail can leave them feeling confused and in the dark.

Keep patients informed.

Let the patient know what's happening – and what's going to happen – over the course of an interaction, before it happens.

The more pertinent information that can be shared, the more comfortable the patient will feel with what they're being told, and they'll feel more confident in the care they're receiving.

Set expectations.

Consistently remind each patient of the same details, setting expectations for what will happen leading up to, and during, their appointment.

Most of the gaps identified in patient interactions have to do with ending the interaction. Instead, leave the patient feeling as taken care of as possible. The easiest way to do that is to ensure expectations have been appropriately set for what comes next.

Areas with high employee effort can also benefit from experience engineering.

Your front office staff is your best asset, since they usually have a close relationship to your patients. Enable them to find the right information faster, to better serve your patients.

In summary …

1. High patient effort = low retention
2. Determine experiences to engineer and chart ideal paths
3. Use assumptive language to position solutions
4. Use modifiers to maximize experience engineering
5. Consider re-engineering areas of high staff effort
6. Measure outcomes to evaluate the progress of your engineering initiatives.

Interested in learning more about how experience engineering can improve your patient interactions? Contact us today!

+1 800 747-0583 | voc@concentrix.com | www.concentrix.com/solutions/voc

Follow us: in /showcase/concentrix-voc   @ConcentrixVOC

CONCENTRIX™