

Is the Friction in Your Processes Sending Your Patients to Other Providers?

Online retailers like Amazon have revolutionized consumer expectations.

In healthcare, a customer's experience is critical, affecting both patient outcomes and provider competitiveness.



Making an appointment

NTT DATA conducted an assessment to measure the friction patients encountered at 25 major health systems in two transactions.



Canceling an appointment

Consumers want simple and reliable interactions for routine transactions:

Because scheduling is at the start of every patient visit, it can set the tone for the entire patient experience. It's an opportunity to build relationships and should be treated with care.

Patients that want the ability to book an appointment online. This trend is going up.¹

Consumers who would switch providers for a better experience – like what they find when interacting with the retail, banking and travel industries.²

41.5%

50%

Our assessment showed:*

56%

Only 56% of organizations in the study allow customers to schedule an appointment online.

There were wide gaps between the health systems deemed the **Leaders** (with the lowest friction) and those considered **Laggards**.

Leaders

Allowed patients to schedule a first visit with minimum information, creating a positive start to building a relationship.

Delayed detailed registration requirements to the time of the appointment.

Added instant online and email confirmations to build confidence in the process.

Tightly integrated web, mobile and email scheduling systems for a superior digital experience.

Empowered the patient to cancel the appointment online in two steps or less.

Laggards

Required numerous preregistration tasks before allowing scheduling, adding extra time and friction.

Forced users to move from online to phone, increasing time to schedule and frustration.

Failed to reuse the information provided during registration, forcing patients to input the same data multiple times.

Dictated the channel, set strict response timelines and required unnecessary steps to complete the process.

* The 2018 NTT DATA Customer Friction FactorSM (CFFSM) assessment measures friction in customer interactions across five categories and assigns it a quantifiable score. Our assessment rapidly identifies an organization's customer friction points and helps justify the investments necessary to correct them.

Want to learn more?

Read the full study or contact Healthcare.Team@nttdata.com to find out how NTT DATA can help you eliminate friction and provide a superior customer experience.

¹ <https://us.nttdata.com/en/-/media/assets/white-paper/hcls-friction-in-processes-whitepaper.pdf>

² <https://us.nttdata.com/en/news/press-release/2018/march/ntt-data-study-finds-consumers-expect-their-healthcare-digital-experience-to-be-like-retail>