

The rise of healthcare consumers

Healthcare providers need to look to consumer brands to **meet the digital demands** of patients.



Over the past year...

40% jump in patients who switched providers due to a poor digital experience¹

NEW PATIENT appointment confirmation



Channel proliferation

95%

of consumers use more than one channel with the brand

Forrester, September 19, 2017

49% of patients wish for a digital healthcare experience resembling experiences from major consumer brands¹

Rising expectations

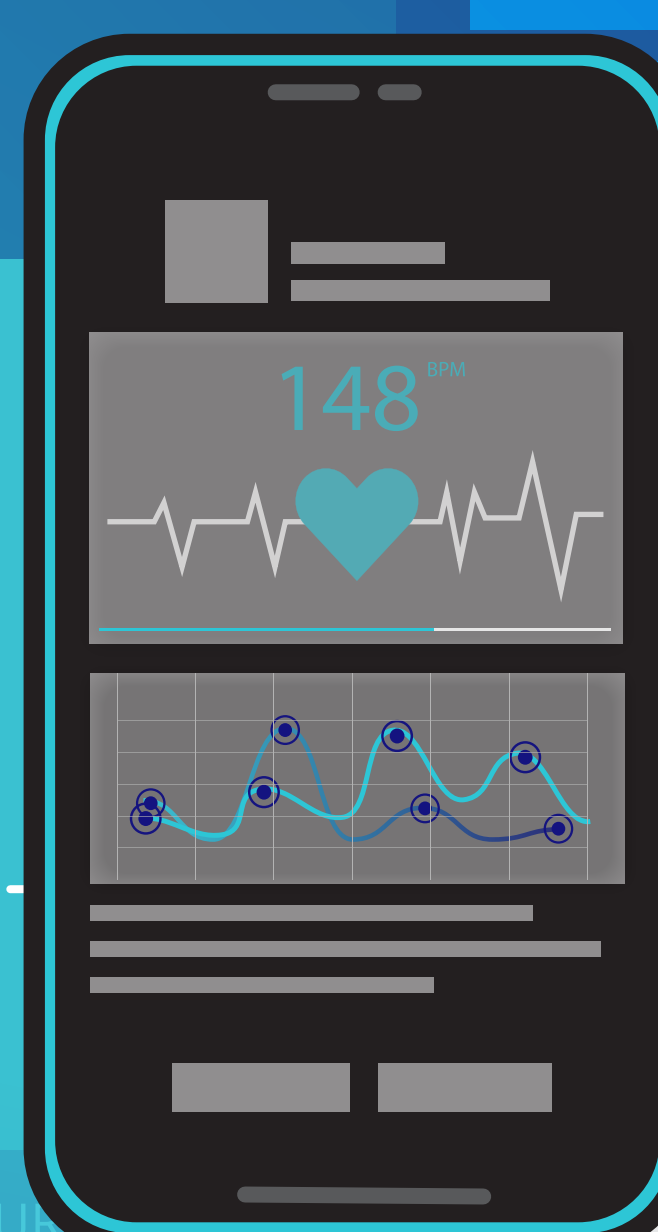
75%

of consumers expect consistency across channels

Huffington Post, December 6, 2017



34% rise in use of patient portals¹



Self-service preference

85%

of consumers prefer to self-serve through conversational interfaces using speech and text

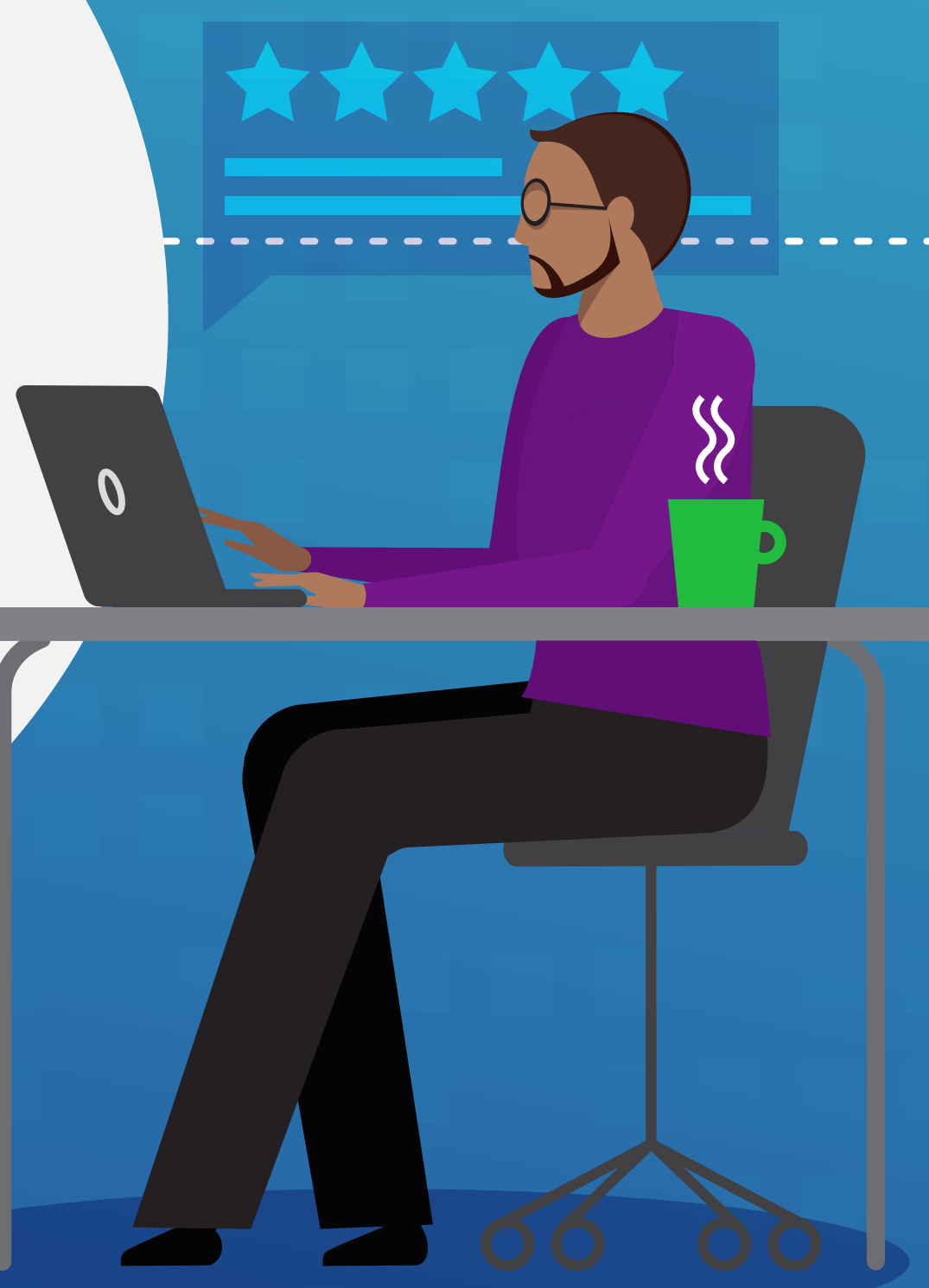
Harvard Business Review, July 26, 2017

Experience is top priority

90%

of organizations will ultimately compete on customer experience

Forbes, July 15, 2018



52%

of patients credit virtual care and better administrative experiences for improvements¹

Engaged patients are healthier patients

- Higher levels of preventative care and visits
- Fewer incidences of no-shows, delayed care, and unmet medical needs
- Improved patient adherence and retention
- Increased use of self-service for care management

The demand for a better patient experience is intensifying

Did you know the same conversational AI that powers virtual assistant capabilities in leading EHRs provides superior consumer experiences for over 1,500 leading brands?

Humana esurance Walgreens H&M BARCLAYS

Visit nuance.com/PES to learn more.

¹ <https://www.healthxec.com/topics/care-delivery/healthcare-consumers-digital-health-survey>