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 experience

Channel proliferation
95% of consumers use more than one channel with the brand

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

Rising expectations
75% of consumers expect consistency across channels

34% rise in use of patient portals

Self-service preference
85% of consumers prefer to self-serve through conversational interfaces using speech and text

Experience is top priority
90% of organizations will ultimately compete on customer experience

52% of patients credit virtual care and better administrative experiences for improvements

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

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?

Visit nuance.com/PES to learn more.


Huffington Post, December 6, 2017
Forrester, September 19, 2017
Harvard Business Review, July 26, 2017
Forbes, July 15, 2018

The demand for a better patient experience is intensifying