Leveraging Technology to Enhance Patient Engagement and Satisfaction

Growing evidence demonstrates that healthcare providers can achieve critical gains in both clinical outcomes and patient satisfaction by leveraging technology to increase patient engagement. Early adopters have achieved significant improvements in managing key chronic patient populations – improving their overall satisfaction and clinical outcomes – including reduced E.R. and Hospital visits.

Enhancing Patient Experience Creates Better Outcomes
There is growing evidence that the patient experience plays a larger role than expected in creating better outcomes and a higher degree of patient satisfaction. A study\(^1\) conducted by the National Health Service Confederation that studied the impact of patient experiences at British and U.S. hospitals, including the Mayo Clinic, Vanderbilt Medical Center and University of Pittsburgh Medical Center - found a correlation between hospitals delivering high-quality patient experiences and excellent records for mortality and safety. According to a recent HFMA article\(^2\) – "The success of an Accountable Care Organization ultimately depends on the extent to which it intelligently deploys technology solutions for data analytics, care team workflows and patient engagement - to improve population health while reducing costs." The mounting body of evidence points to a few unmistakable truths:

- Enhancements in patient engagement lead to better outcomes
- Patient experience and patient satisfaction are more intertwined than ever
- Increased patient satisfaction positively impacts the bottom line

Patient Preferences for “Engaging” Have Changed
In 2015, more people will access the Web using a mobile device than via PC (Source: IDC). Millennials are often described as preferring non-verbal communications, such as social media, chat or text messaging. However, this trend impacts all demographic segments, with a trend toward email, web or other digital communications, particularly on tablets and smart phones. While the phone channel will always be primary for many people, it is not uncommon to see older generations using Facebook. People want to engage where and when they want--you need to make that a reality.

Smart Technology Leverage Can Yield Rapid Impact
Deploying the right set of technologies to improve the effectiveness and efficiency of care coordination, patient education and monitoring, as well communications between patients and the care team will not only bring improved outcomes but also reduced overall patient care and program administration costs. Key elements needed in the technology mix are:

- Modern Patient/Customer Relationship Management tools to efficiently manage communications, monitoring and care plan interactions between patients and their care team.
- Rules-based process automation tools to intelligently manage self-service interactions with patients – to optimize their care, as well as improve clinical staff utilization.
- Imbedded analytics to drive continuous improvement of varying program elements within the many patient sub-groups who respond differently to varied approaches.

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\(^{1}\) "Feeling Better? Improving Patient Experience in Hospital" NHS Confederation, April 2010
\(^{2}\) "9 Steps to Effective Population Health Management, HFMA, 2015"
Optimize Interactions with Oracle Digital Experience Solutions

For patient outreach and care management programs to be **efficient** (lower cost) and **effective** (better outcomes) – you need technology that manages critical patient interactions and communications - regardless of which communication channel or physical device patients prefer to use. The technology needs to enable this without added IT intervention, or worse yet clinicians having to also become technologists. Through its leadership in customer experience solutions, Oracle has architected robust patient engagement applications that successfully enabled some of the world’s largest systems and national Health Ministries as well as individual healthcare providers in the U.S.

Our cloud-based, rapidly deployable solutions help you efficiently manage communications and care coordination across multiple patient or population sub-groups – regardless of individual patient preferences to communicate by phone, web, email or chat – and via any common device. The results are a vastly improved patient experience, better patient engagement in their own care, and far lower costs for staffing and managing care coordination and population health programs.

These modular capabilities are delivered via secure cloud services and priced on a simple per-user basis. They are implemented by strong technology partners with deep healthcare expertise.

**Improve Patient/Population Health Services**
Enable smart triaging of more complex patient questions and requests (e.g. rules-based channeling to available content, chat agent, nurse hotline, ER, etc.). Accelerate and enhance responses to routine patient questions and concerns. Support multi-channel patient/citizen interactions (text, email, chat). Facilitate internal communications among care givers and other staff.

**Enhance Engagement on Social Media**
Listen, connect, and receive information from patients from their social media posts. Plan and execute scheduled and ad-hoc communications that educate patients and their families. Run social outreach campaigns to targeted groups based on patient data. Methodically analyze social network engagement.

**Better Target Outreach Campaigns**
Build target groups including clinical, geographic, demographic, & psychographic audience models. Develop personalized and contextualized “marketing” or educational campaigns. Execute campaigns across email, web, social, mobile, advertising and syndicated content channels. Methodically analyze the effectiveness of these marketing campaigns.

**A Call to Action**
The impact of these looming trends is inescapable. Start your conversation with Oracle about this unique solution today!

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**KEY BENEFITS**
- Improve patient experience
- Accelerate and enhance response to routine patient inquiries
- Support multi-channel patient/citizen interactions (text, email, chat)
- Enable smart triaging of more complex patient questions and requests
- Facilitate communications amongst care givers and other staff
- Listen, connect, and receive information from patients from their social media posts
- Build target groups including clinical, geographic, demographic, & psychographic audience models
- Run social outreach campaigns to targeted groups based on patient profile data
- Develop personalized and contextualized “marketing” or educational campaigns
- Execute campaigns across email, web, social, mobile, advertising and syndicated content channels
- Methodically analyze the effectiveness of engagement approaches

**ORACLE CLOUD PLATFORM**
- 62 Million+ Users/Day
- 23 Billion+ Transactions/Day
- Integrated, unified cloud platform
- Security in depth

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