



5 Ways Digital Self-Service Helps You Run an Efficient Practice

What is digital self-service for consumers?

Digital self-service refers to the tools and experiences offered by an organization that allow consumers to choose how they find, select, schedule, and manage their care. Prioritizing digital self-service boosts patient acquisition and retention and brings operational efficiencies to your practice by freeing up valuable staff time.



Digital self-service offerings are a must have for patient, provider, and staff satisfaction.



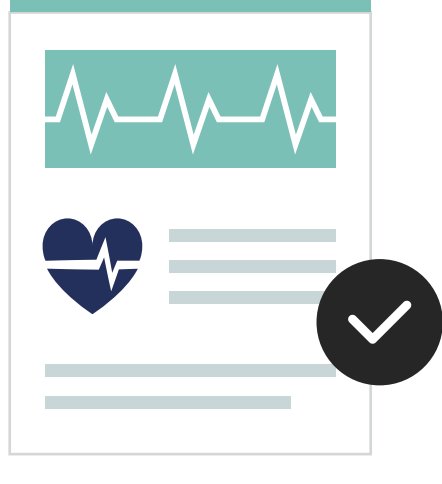
40% of consumers prefer online booking¹

50% would switch providers for the ability to book appointments online¹

➤ **Less than 50 percent of consumers successfully schedule an appointment on their first call into an organization¹**

93% are extremely or very interested in using digital self-service for pre-visit tasks, such as check-in¹

More than 90% of patients who start digital check-in, complete all assigned tasks²



How does digital self-service drive efficiency and satisfaction?

1 Improved Patient-Provider Matching
Ensure providers are surfacing correctly on your website enabling an accurate care match, the first time.



TIP: Having access to a robust clinical taxonomy complete with consumer-friendly terms will help ensure that providers surface correctly.

2 24 Hour, Staff Free Online Scheduling
Offer online scheduling to patients to help divert call volume so staff can focus on other, high value tasks.



TIP: Consider first opening online scheduling for a subset of less complex appointment types, or for your advanced practice providers (APPs) such as NPs, or PAs before expanding.

3 Expedited Check-In & Payment
Allow patients to check-in and make payments on their own time, giving staff the opportunity to interact with those who really need it.



TIP: Increase outstanding balance collection by offering payment options at the time of check-in, making it easy for patients to manage payments through a single experience.

4 Better Data, Better Care
Capture important intake information that only patients can provide such as quality data, social determinants of health, and medical lists, and have it automatically update in the patient's chart, saving valuable clinical time during the visit.



TIP: Tailor the intake experience to the unique visit type that a patient is being seen for to ensure the appropriate steps are completed.

5 Contactless Patient Arrivals
Eliminate tasks associated with managing patients by providing self-service tools for patients to manage their own arrival, freeing up valuable staff time.



TIP: Use a QR code in addition to any physical devices (kiosks or tablets) to allow patients to check-in on their own devices, further reducing wait times and burden on staff.

1 Kyruus Health, Patient Access Journey Report, 2022.
2 Kyruus Health, analysis based on aggregate customer data, 2022.



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