

# Unlock the Future of Healthcare: Why a Connected, Patient-First Approach is Key to Success

US health systems face increasing pressure to deliver seamless, digital-first experiences that meet rising patient expectations. Today's patients want more control over their care and expect the same convenience they receive in retail and banking. To keep up, healthcare providers need to transform how they engage with patients, connecting every interaction meaningfully and efficiently.



# Patients Want and **Deserve** **Better**

Patients now demand more from their healthcare providers. Health systems that fail to meet these expectations risk losing patients to competitors offering more convenient, digitally connected care. A comprehensive patient engagement platform can enhance satisfaction and loyalty by providing easy access to health records, virtual care, and streamlined communication tools.



**63%** of patients find navigating the healthcare system stressful<sup>1</sup>



**75%** of patients prefer to use digital tools to manage their health<sup>2</sup>



**52%** of consumers say a bad digital experience ruins the entire experience with the provider<sup>3</sup>



**79%** of digitally engaged patients are more likely to stay loyal<sup>4</sup>

<sup>1</sup> <https://www.ipsos.com/en-us/mdvipipsos-poll-shows-americans-are-struggling-healthcare-system>  
<sup>2</sup> <https://www.mckinsey.com/industries/healthcare/our-insights/how-covid-19-has-changed-the-way-us-consumers-think-about-healthcare>

<sup>3</sup> <https://www.accenture.com/us-en/insights/health/leaders-make-recent-digital-health-gains-last>  
<sup>4</sup> <https://www.accenture.com/content/dam/accenture/final/accenture-com/document/Accenture-Humanizing-Healthcare-Experience-Payer-Provider-Health-POV.pdf>

# Five Steps to Implement a **Seamless Patient Engagement Platform**

In today's competitive healthcare landscape, implementing a solution that connects every healthcare interaction isn't optional—it's critical to attracting and retaining patients.

- 1 Create a Unified Access Point**  
Provide a single digital channel for patients to manage all aspects of their care. From accessing health records to finding providers, patients should be able to navigate their healthcare easily.
- 2 Integrate Systems for Streamlined Workflows**  
Integrate your platform with existing EMRs and external data sources so everyone can access the same information. This will reduce inefficiencies and administrative burdens on staff and provide a better patient experience.

- 3 Offer Virtual Care and Digital Tools**  
Provide patients with the tools to manage their health remotely. Digital admission processes, virtual consultations and remote monitoring make it easier for patients to engage in their care, improving accessibility and convenience.
- 4 Leverage Data to Personalize Patient Care**  
Leverage data to deliver personalized care that meets individual needs. Symptom assessments, electronic referrals, and tailored health information can help guide patients to the right care quickly and efficiently.
- 5 Focus on a Digital-First Experience**  
Ensure your platform offers a user-friendly, modern interface that mirrors the digital experiences patients expect from other industries. This helps build trust, attract new patients, and keep them engaged over the long term.

# Unlocking Success: Key Considerations

Implementing a patient engagement platform that drives results goes beyond adopting technology—it requires a focus on integration, scalability, and improving patient relationships. Approach it as a strategy with a vision for a complete ecosystem supporting consumers across all healthcare interactions. Consider the following:

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## **PROVEN EXPERTISE:**

Working with a healthcare-specific platform already used by large, complex organizations will ensure smooth implementation and reliable performance.

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## **PATIENT TRUST AND**

**LOYALTY:** Delivering a consistent, user-friendly experience is crucial for retaining patients. Ensuring your platform provides a seamless digital experience is key to long-term loyalty.

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**SCALABILITY:** As your organization grows, your platform should be flexible and scalable to adapt to changing needs. A modular design allows for expansion without disruptions to care.

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## **PATIENT ENGAGEMENT**

**AND OUTCOMES:** Your platform should support patients at every step of their journey. Engaged patients are more likely to take an active role in their health, leading to better outcomes and higher satisfaction rates.

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## **OPERATIONAL**

**EFFICIENCY:** A well-integrated platform reduces administrative tasks, allowing clinicians to focus on patient care and driving increased revenue through improved efficiency.

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# Welcome to **Healthcare** **Transformed**

In today's competitive healthcare environment, implementing a patient engagement platform that connects every touchpoint is essential for meeting patient expectations and staying ahead. By offering a unified, digital-first experience, health

systems can attract new patients, build long-term loyalty, and improve care outcomes. The keys to success lie in leveraging proven expertise, scalable solutions, and a focus on improving both the patient and clinician experience.





Ready to take the next step?  
**Trust the experts.**

**Contact us today** to learn how you can deliver a seamless,  
connected healthcare experience for your patients.

**[orionhealth.com/us/contact](https://orionhealth.com/us/contact)**