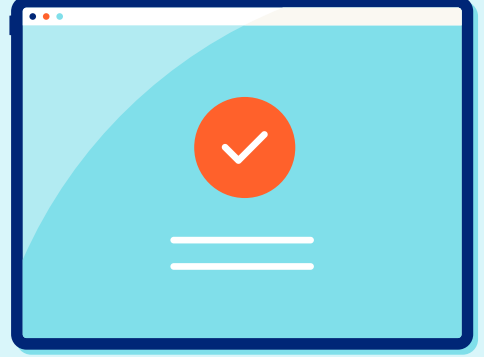


Does your patient engagement platform check all the boxes?



Is your solution ...

1 Omnichannel?
Can patients self-schedule appointments on all common digital channels?

Yes

2 Streamlined?
Can providers retain their current scheduling rules?

Yes

3 Transparent?
Can patients get accurate price estimates before receiving care?

Yes

4 Automated?
Can the solution verify eligibility and benefits?

Yes

5 Efficient?
Can patients complete registration and intake on their phones for faster check-in?

Yes

6 Integrated?
Can the solution integrate in a read/write fashion with the practice management system?

Yes

7 Scalable?
Can the solution be scaled across the enterprise and all specialties?

Yes

8 Targeted?
Can providers execute targeted outreach campaigns to attract patients?

Yes

Your patient engagement platform can:

- Support patient search across all digital channels
- Digitize provider scheduling protocols
- Show price estimates that drive patient satisfaction
- Automate time-consuming processes for a smoother revenue cycle
- Speed up patient registration through mobile intake
- Integrate with existing practice management systems
- Scale across a diverse health enterprise to include primary care, specialists, urgent care, labs and more
- Attract new patients through targeted marketing campaigns

No → **Your providers may be losing potential patients searching for care online.**

53% of consumers say online scheduling is important¹

40% search through their health plan¹

No → **Your providers may feel a loss of autonomy.**

31% of executives say managing provider preferences is a top scheduling challenge²

No → **Patients may delay care or change providers when they don't know their costs.**

70% say seeing an estimate of out-of-pocket costs is important when getting care¹

No → **Manual verification slows down the revenue cycle and leaves room for error.**

14 minutes per transaction can be saved by automating eligibility and benefit verification³

No → **Patients may feel frustrated with waiting room paperwork.**

1 in 5 patients would switch providers for online services¹

No → **You may be relying on more costly resources to keep your system current.**

\$265 billion could be saved through increased automation and self-service⁴

No → **You may be limiting your ability to scale cost-effective patient engagement by using multiple vendors.**

\$38 billion is spent annually on digital engagement, intake and care coordination⁵

No → **You may be wasting valuable marketing dollars with generic messages that do not drive bookings.**

75% campaigns using a single access care message will not engage consumers.⁶

Request a demo to see how Optum[®] Patient Access and Engagement can link patient satisfaction with operational efficiency.

1. Optum. [Patient access and engagement in the age of omnichannel](#), 2024.
 2. MGMA. [Optimizing provider staffing, patient scheduling and communication for improved patient access](#), Jan. 25, 2023.
 3. The Council for Affordable Quality Healthcare. [The CAQH Index Report](#), Jan. 31, 2023.
 4. McKinsey. [Administrative simplification: How to save a quarter-trillion dollars in US healthcare](#), Oct. 20, 2021.
 5. Frost & Sullivan. [Digital front door and patient experience solutions](#), Aug. 19, 2022.
 6. Optum. Field campaign data analysis using Optum Consumer Acquisition Service analytics, vs. typical email campaign, 2022.