

Exploring the Impact of Digital Tools in Healthcare Management and Patient Loyalty



July 9, 2021

Introduction

The COVID-19 pandemic brought with it significant shifts in the way everyday tasks are accomplished, with a heavy shift toward contactless, digital engagement. Healthcare has been no exception: the pandemic accelerated adoption of digital tools that help patients manage their health and stay in touch with healthcare providers. And while past Mobiquity research has shown that users have grown to prefer the convenience of digital touchpoints when it comes to ordering take-out or managing their finances, we wondered how attitudes and adoption might differ when it comes to something as significant as managing one's health.

In other industries, we've seen winners and losers – companies who were prepared to quickly shift their business model to digital, and in contrast, companies who have struggled to keep their doors open and maintain customer loyalty in the face of newfound digital habits. But how does this translate to healthcare? Are patients prepared to find a new doctor if their existing provider offers a subpar (or no) digital options? Will the adoption of digital tools have an impact on overall wellness by giving patients user-friendly ways to monitor and manage their health? These were the questions we set out to answer in our latest research, "Exploring the Impact of Digital Tools in Healthcare Management and Patient Loyalty."

In June of 2021, we reached out to 994 consumers across the US to see how they are utilizing digital technology to manage their health and explore what they'd like to see in the future. What we found is that while all age groups are engaging with technology in the healthcare space, there is a significant divide in how people of different ages want to leverage virtual means to manage their well-being. Older patients tend to want more face-to-face interaction with their provider, while younger patients were more inclined to appreciate the convenience of telemedicine and more open to utilizing technology to monitor their health.

Despite some age-related nuances, we found three nearly universal truths:

1. Seamless experiences drive patient engagement with medical treatment.
95% indicate it is important that their healthcare provider makes it easy for them to ask questions and get responses from a physician or nurse.
2. The vast majority of patients want more connection with their healthcare provider and see positive connections as trust-building.
78% are more likely to seek medical treatment if the overall experience is easier.
3. Opportunity exists to improve satisfaction with digital healthcare tools.
Only 67% expressed satisfaction with telehealth.

As we've seen in other industries, continuing to improve digital experience will be key in maintaining patient engagement. Companies and providers who are willing to act as a partner in managing patients' health in ways that fit their lifestyle will have the most success.

"Older generations are the most entrenched in the healthcare system of the past and the most resistant to change. Despite that, we see pockets of digital adoption across all generations, and we also know that to appeal to the patients of tomorrow, healthcare organizations must evolve."



Teun Schutte

If you're ready to discuss how to improve patient experience, [let's talk](#). Mobiquity experts are experienced in creating human-centered digital health solutions. We understand how to address all stakeholder needs, and have helped some of the largest healthcare systems, hospitals, and pharmaceutical companies with their digital transformation.

UPMC



CSL Behring



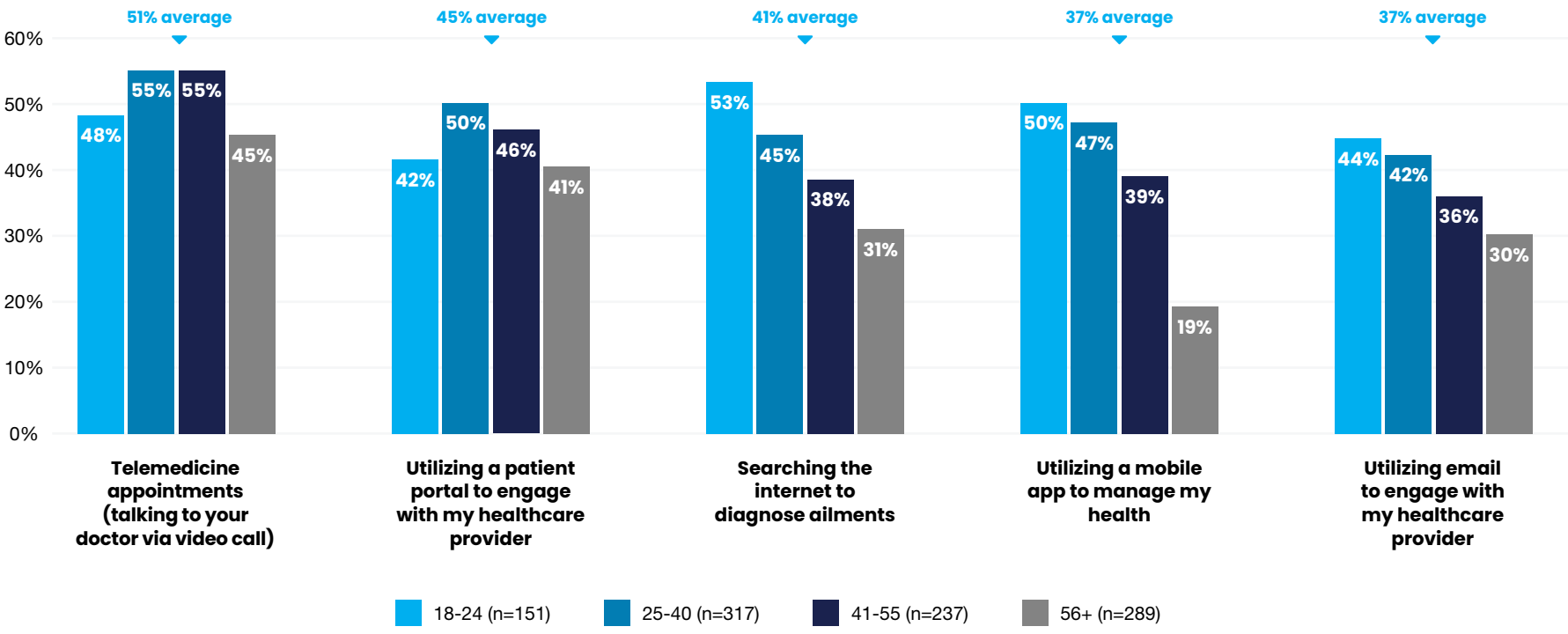
Alcon



Patients report increased usage of digital healthcare tools across all age groups.

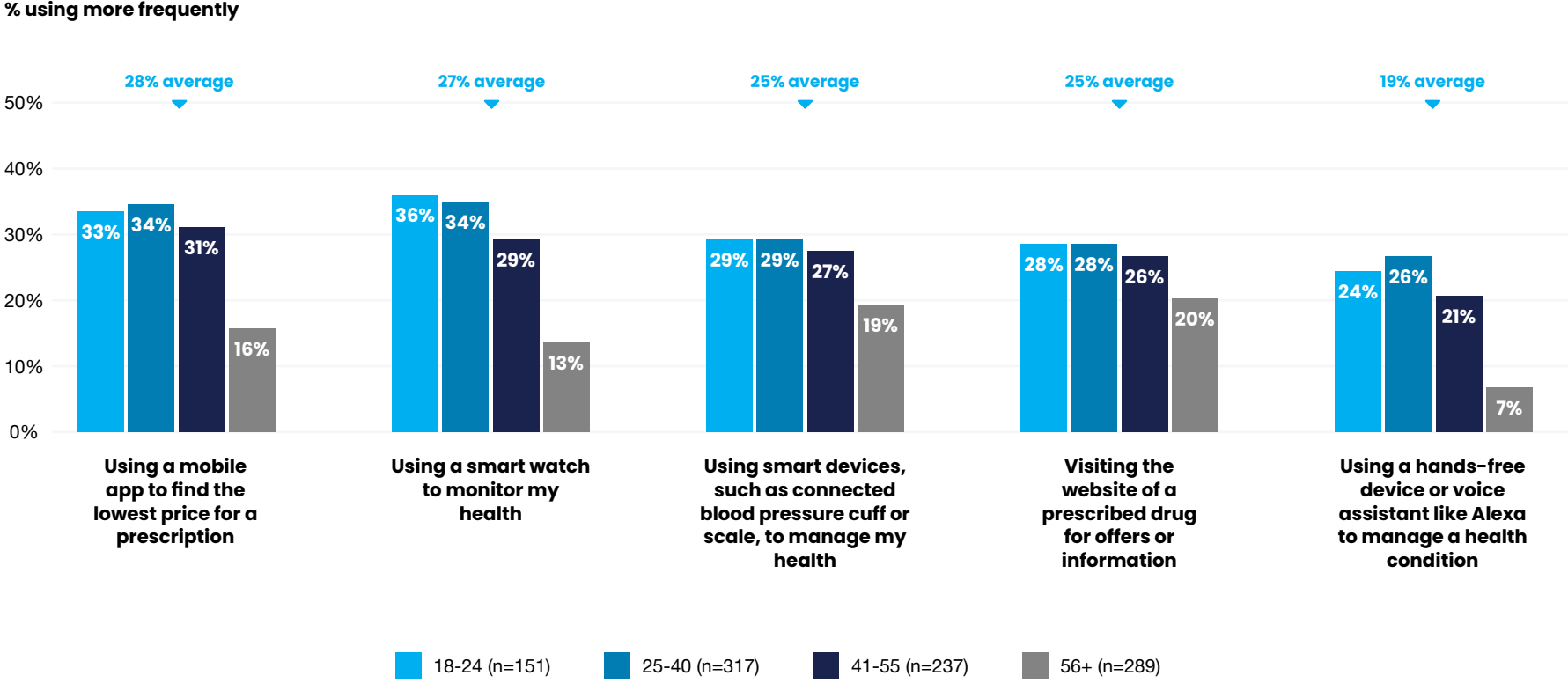
Q1 Please indicate how the frequency with which you engage in the following has changed versus before COVID-19 began.

% using more frequently



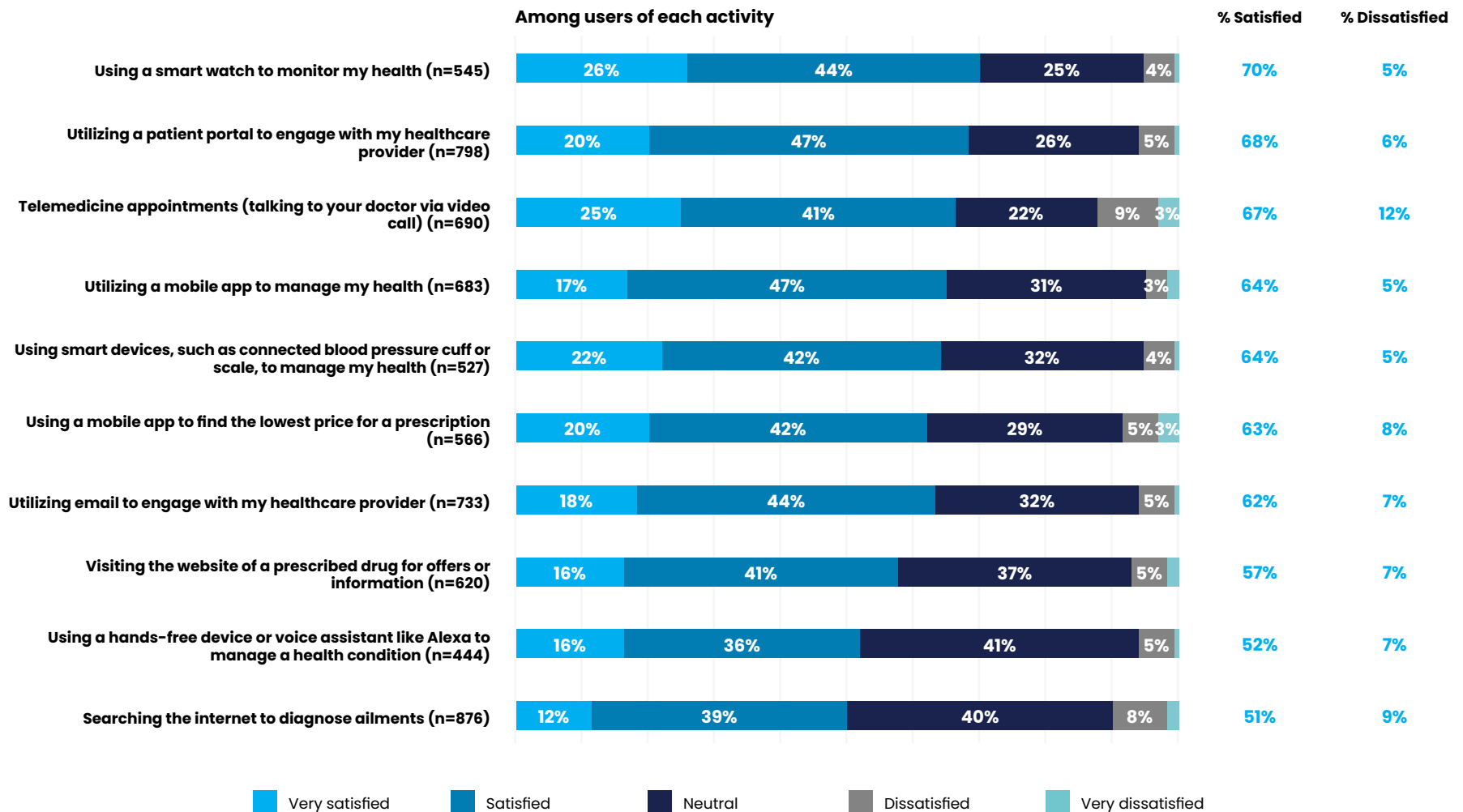
Those 56+ were the least likely to be utilizing a smart device before COVID, and also indicate the smallest increase in use since COVID began.

Q1 Please indicate how the frequency with which you engage in the following has changed versus before COVID-19 began.



Opportunity exists to improve digital experiences across the healthcare spectrum.

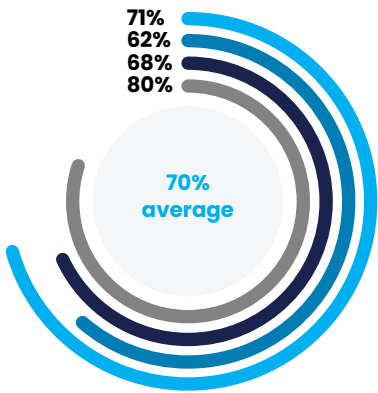
Q2 Please rate your overall satisfaction using the following to manage your health.



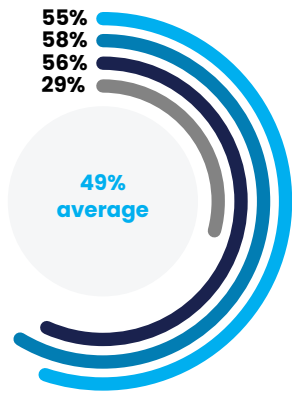
While face-to-face is the preferred method of engagement, almost 50% of patients feel positively toward continued telemedicine options. Those aged 56+, however, are the least interested.

Q5 Please indicate your agreement with the following statements about telemedicine.

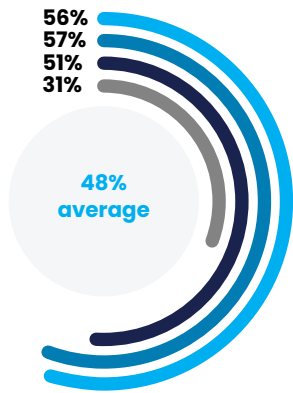
% agree



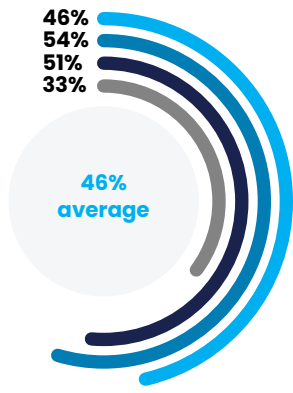
I prefer talking to my doctor face-to-face



If a healthcare provider offered me telemedicine options, I'd be more likely to keep annual visits and seek preventive care



I would be more likely to select a healthcare provider who offers telemedicine options

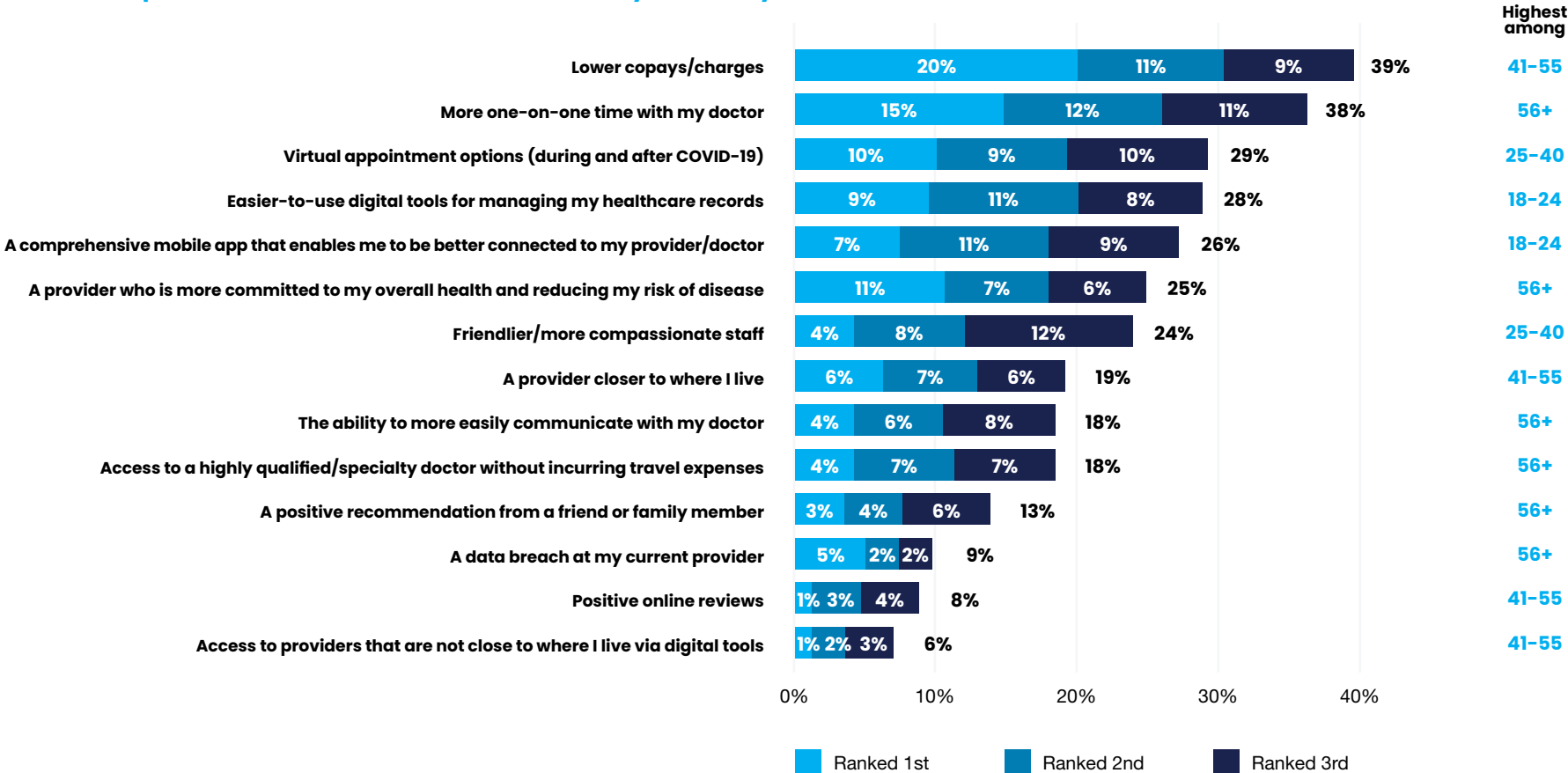


I'd like to continue using telemedicine as much as possible even after COVID-19 ends



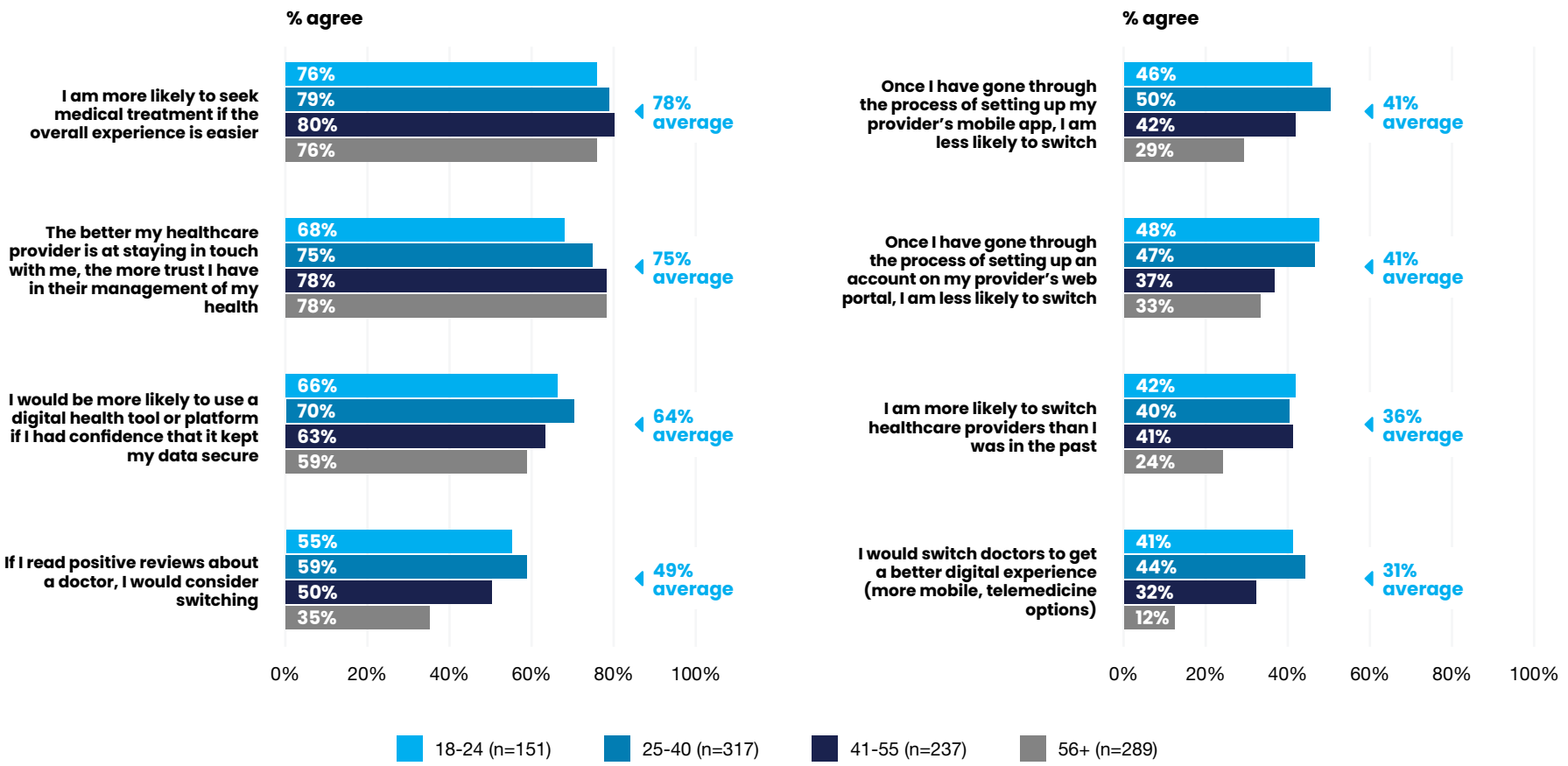
Lower copays/charges and more one-on-one time with doctors are most likely to make patients switch. Digital tools and mobile apps for managing healthcare records also have potential to motivate switching.

Q4 Please rank the top three things you selected in the previous question that would be most likely to cause you to switch healthcare providers in the future, with 1 = most likely to cause you to switch.



Providing a frictionless experience and maintaining contact is extremely important to patients in remaining with their current provider. Younger patients are more influenced by digital touchpoints.

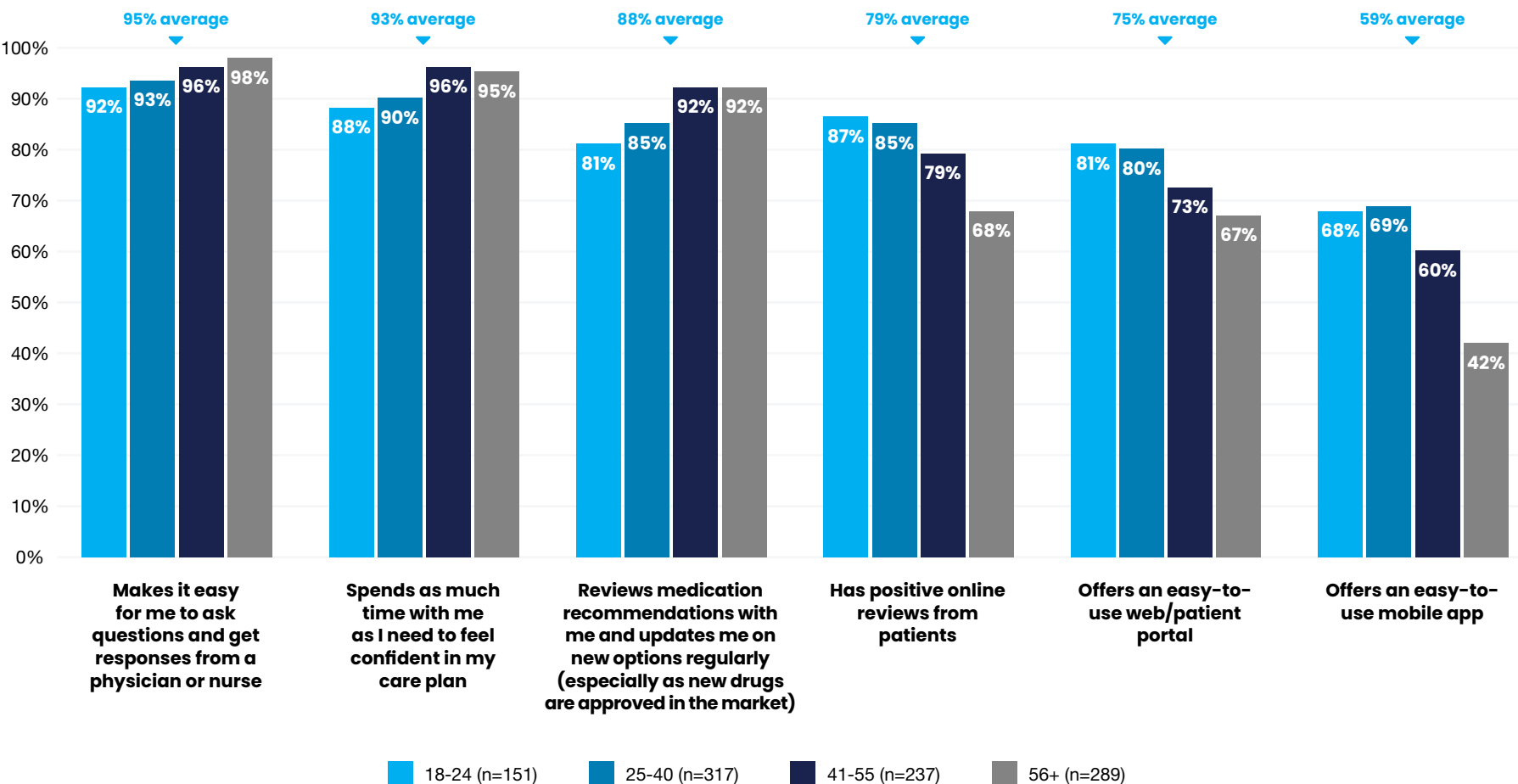
Q6 Please indicate your agreement with the following statements about engaging with your healthcare provider.



Ease of communication with a provider is nearly universally important.

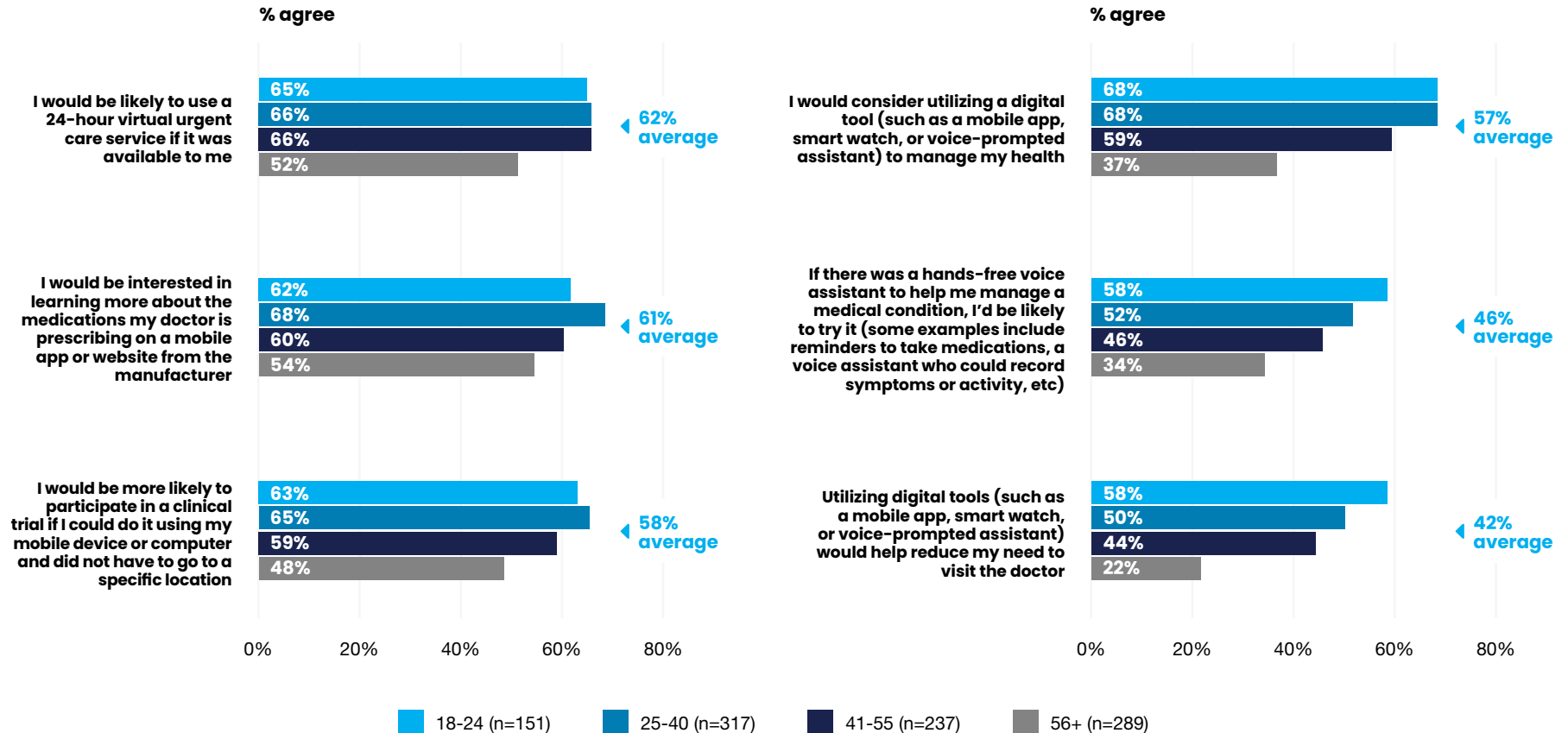
Q7 Please indicate the importance of each of the following attributes when thinking about continuing care with your current healthcare provider.

% important



Those aged 56+ are least interested in expanding the use of digital tools to manage their health, but are most motivated by being able to learn more about medications through apps or websites.

Q8 Please indicate your agreement with the following.



About Mobiquity

Mobiquity is proud to facilitate discussions that propel life changing technology. As a digital consultancy that partners with leading healthcare and life sciences organizations, we design and deliver meaningful digital products and solutions for patients across the globe. Our end-to-end services consider every dimension of the challenges facing life sciences, providing strategy, experience design, product engineering, cloud services, and analytics. Mobiquity clients include Bayer, CVS, Alcon, Otsuka, Novartis, UPMC and many more.

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