

# The End

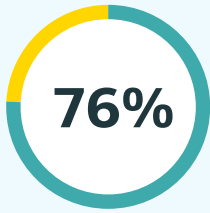


# WAITING ROOM?

A recent survey of consumers reveals a strong and growing preference for virtual healthcare. Here are the key highlights.

## The Waiting Room is Not a Great Experience for Patients

Not surprisingly, most people do not have strong favorable opinions about their experience in waiting rooms.



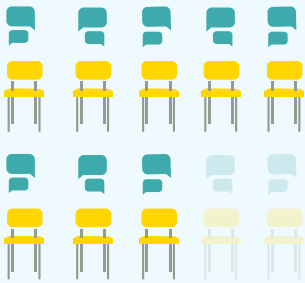
of respondents who answered rated the waiting room experience "Fair" or "Poor".

"We own a fair amount of expensive real estate that's dedicated to the waiting room and it's something our customers don't value."

**JEFF JOHNSON**  
VP, INNOVATION AND DIGITAL BUSINESS  
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DIGITAL CONVERSATIONS PODCAST, EP 43

## Virtual Waiting Rooms Have Broad Appeal

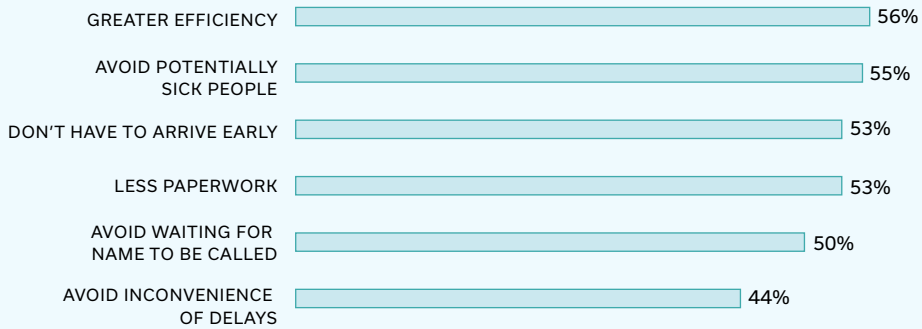
An overwhelming majority of consumers strongly prefers virtual replacements for physical waiting rooms.



**80%**

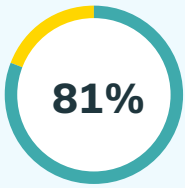
of respondents indicated they would rather complete paperwork on their mobile device, prior to arriving at the doctor's office. This was fairly consistent across all demographics.

The virtual waiting room concept has many perceived benefits. Here are the favorites, ranked.

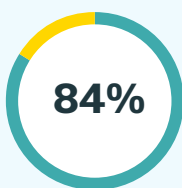


## COVID-19 and the Opportunity for Change

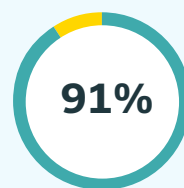
The pandemic forced healthcare organizations to make care more virtual and digital. Respondents showed a strong preference for a mobile patient intake experience.



thought that the virtual solutions implemented because of COVID-19 should be permanent.



thought virtual waiting room technology should be used for COVID-19 vaccination scheduling and check-in.



would choose to schedule their own COVID-19 vaccinations virtually if given a choice.

## Study Demographics

Survey conducted by YouGov, March 2021

**2,476**

US adults

**51%**  
Female



**49%**  
Male

