

Healthcare's Digital Front Door

Here are 5 ways to improve the telehealth experience

1



Boost your online profile

Invest in online reputation management services and improve the digital presence of your medical practice. Provide clear business information across platforms, including any COVID-19 updates.

2



Streamline onboarding

Patients lacking tech-savvy will benefit from a brief tutorial before getting started with virtual care. Transparency around privacy policies and data security can also help build trust.

3



Invest in accessibility

Offer translation services, voice activation, larger font sizes, and captions for spoken text to help widen access to care.

4



Gather feedback

How are your patients responding to telehealth services? Pulse surveys can provide data for meaningful improvements to help avoid friction.

5



Remember the final moment

Research shows people judge an experience most by its final moments. Get the most ROI out of your investment by making final touchpoints such as bill pay and issuing prescriptions as seamless as possible.

