



Creating an Effective Digital Front Door for Organizations Using MEDITECH



The front door to your organization sets the tone for a great experience that ultimately creates lifelong loyal patients. But many healthcare organizations report **struggling to reach their patients, or even losing patients to nearby organizations**, because they lack an effective digital component to that front door.



Our data analysis and customer community feedback show that **it's possible to create a great digital front door, integrated with your MEDITECH system**, that gains and retains loyal patients. This resource offers tips to help you get started.

Is Your Digital Front Door Effective?

Even if you offer some digital options to your patients today, you might be experiencing pain points that indicate areas for growth. If you answered “Yes” to two or more of these questions, you might need a more effective digital front door:



- ☐ My call center or access staff are spending many hours handling inbound patient calls.
- ☐ Calling patients to confirm appointments or follow up is a common task for my staff.
- ☐ Our organization has long hold times (patients might also be dropping off calls at high rates.)
- ☐ We worry about losing patients to retail care or other local providers who are offering more convenient self-service options to patients.
- ☐ Our organization has a goal of offering a differentiated patient experience.

3 Ways to Create a Digital Front Door Patients (and Staff) Love

Research shows that **patients of all ages want self-service options, especially for checking in and scheduling/managing appointments**. Patient-staff communication might not be as high of a priority for patients, but can reduce burden on your staff to help them provide a better experience to patients in person and on the phone.

Here are three ways to create a more effective digital front door integrated with MEDITECH:

1

Offer patients an easily accessible option to schedule with you beyond the patient portal.

New patients in particular are likely to encounter your organization online. Even for returning patients, an option to schedule beyond the portal (e.g., from your website) is critical – **only 30% of patients on average have a patient portal account**.

TIP

If you already offer patients the ability to request appointments, consider expanding this capability by **offering start-to-finish self-scheduling or providing additional channels**, such as your Google My Business profile.



2

Help patients self-service more broadly from your website.

You might include a link to your patient portal, a nurse chat line, a prescription refill request form, and more. **Luma Bedrock™ data shows** that with simple but actionable next steps, **patients are likely to self-service**. (For example, patients in our data set were most likely to self-schedule when they could do so quickly and choose from a variety of time slots.)

DID YOU KNOW?

Luma offers **new and returning patient scheduling, rescheduling, and waitlist** integrated directly with MEDITECH Expanse.



3

Once patients are on the schedule, give them actionable next steps to keep them on track.

For example, you might message scheduled patients in the patient portal three days before their appointments for confirmation. Or, for patients who don't have your patient portal, consider reaching out to them using SMS. **You can even use reminders to encourage patients to sign up for the patient portal!**

LUMA COMMUNITY OUTCOME

Phelps Memorial Health Center uses SMS to ask patients to complete intake forms ahead of time. **84% do so, saving Phelps staff hours in manual reminder calls.**

