



# **PATIENT ENGAGEMENT IN 2020**

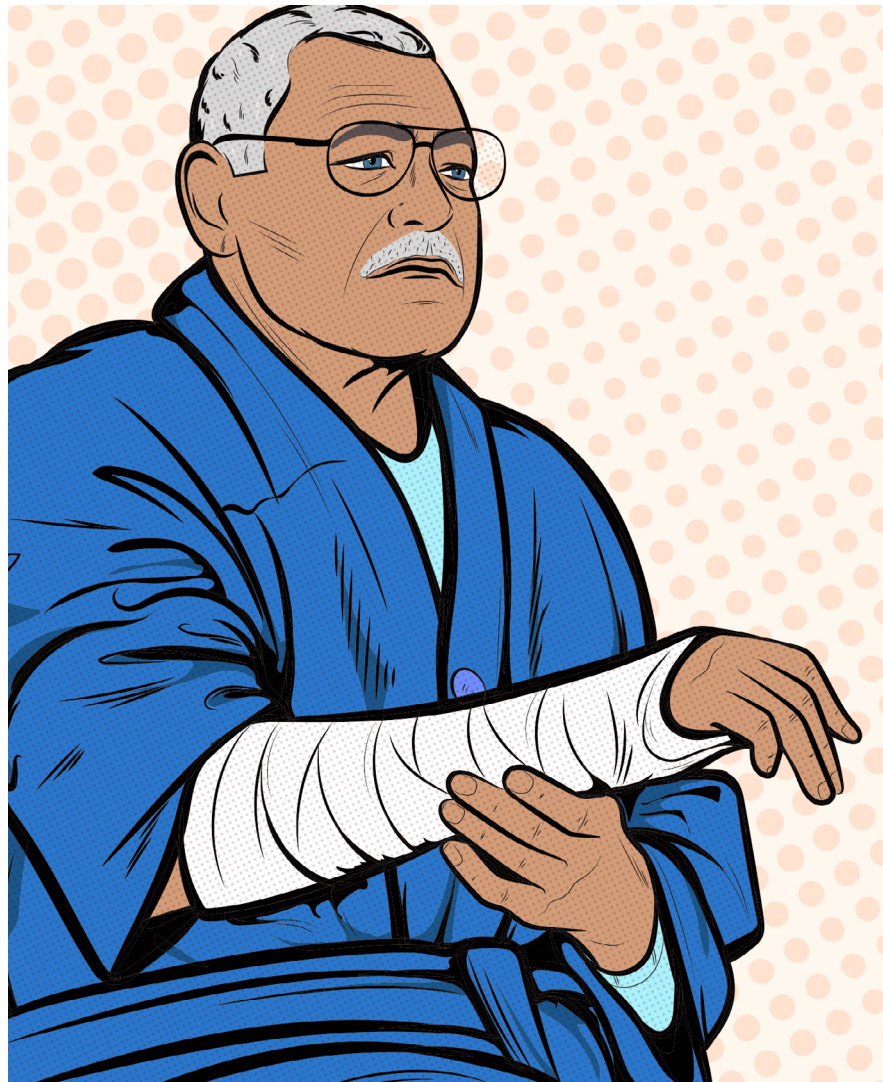
## What 2019 Trends Taught Us

Luma Health was built on the idea that healthcare should work better for all patients, and that means technology that is designed with the patient at the center. With over nine million patients, 350 clinics, and four million patient interactions, Luma Health is primed with all the data necessary to optimize patient engagement and maximize health outcomes, patient satisfaction, and clinic and system business results.



## HOW DO PATIENTS WANT TO ENGAGE IN THEIR CARE?

Seven out of ten patients want better communication with their providers. For the nine million patients on Luma Health, that's the new reality. Text-first, mobile-friendly technology is making health care work smarter, faster, and better for patients nationwide.



### Automated outreach works

Luma Health data shows that when providers use automated, two-way text messaging to invite patients to care, it works. From regular referral uploads to annual patient assignment, inviting patients to schedule an appointment via text message is highly effective.

WHEN REFERRED TO A SPECIALIST, **56% OF PATIENTS** WHO GET AN INVITATION TO CARE END UP MAKING AN APPOINTMENT.



## Text reigns supreme

With Luma Health, providers have sent over 20 million appointment reminders in the last year alone. Text message reminders consistently see better response rates than email and voice call reminders.

TEXT MESSAGE RESPONSE RATES ARE **60% BETTER** THAN EMAIL RESPONSE RATES AND **67% BETTER** THAN PHONE CALL REMINDER RESPONSE RATES.



### REMINDER RESPONSE RATE ACROSS CHANNELS



26%

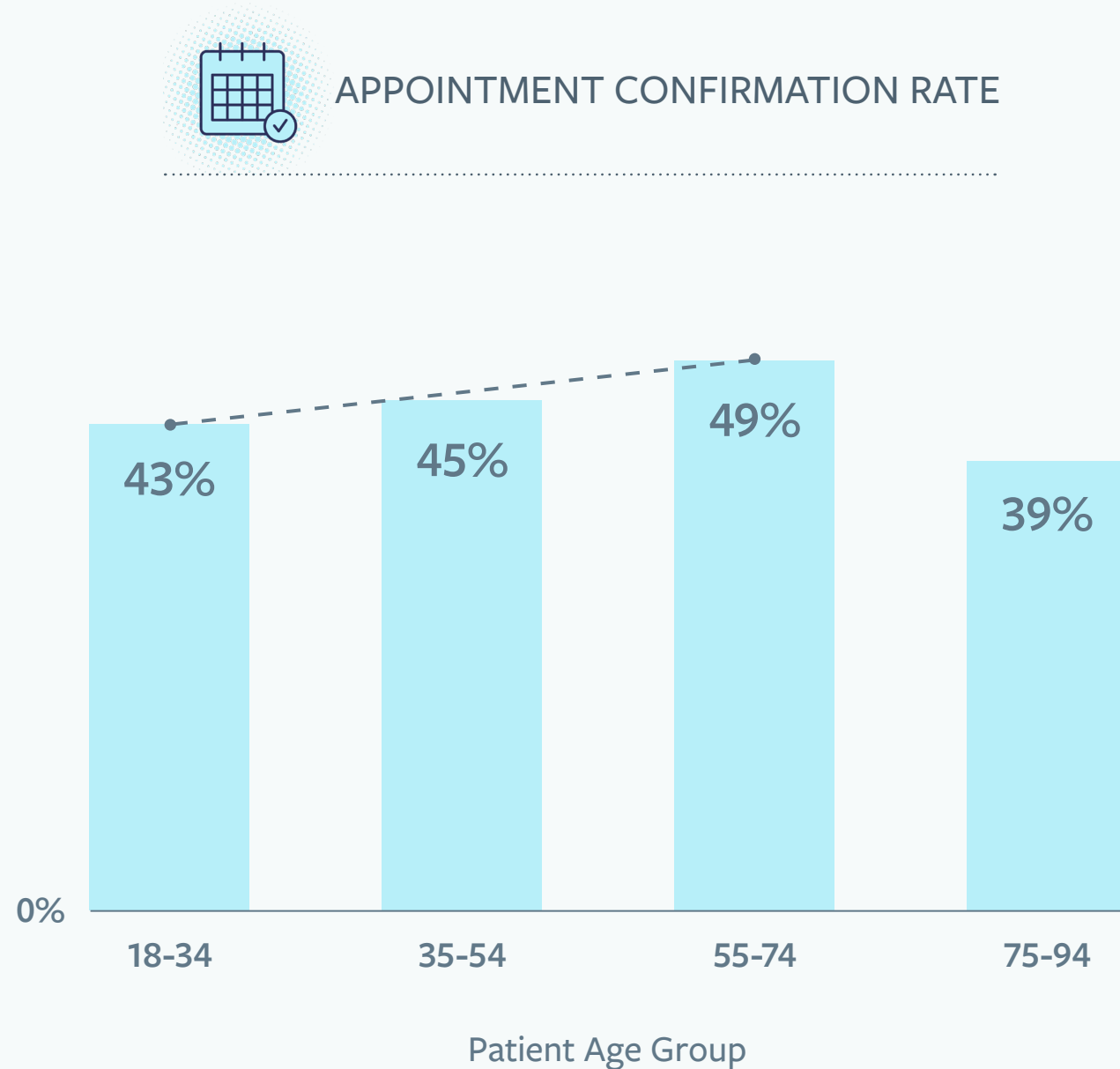


28%



52%

## PATIENTS OF ALL AGES ARE TEXTING

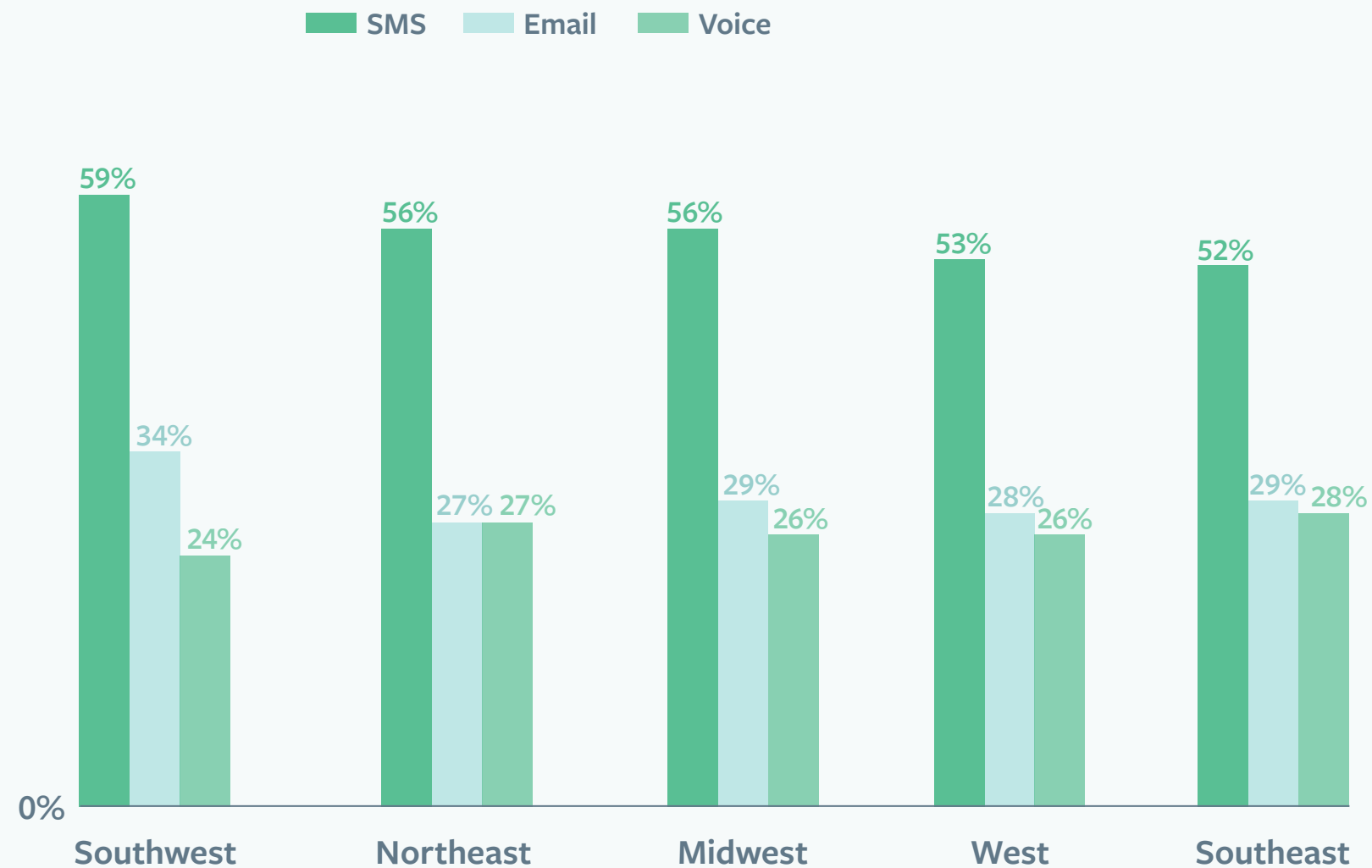


Patients of all ages are responding to confirm their appointments. In fact, reminder confirmation rates among patients ages 55-74 are **13% higher** than confirmation rates for patients ages 18-34.

## TEXT DOMINATES ACROSS THE COUNTRY



REMINDER RESPONSE RATE BY CHANNEL AND REGION

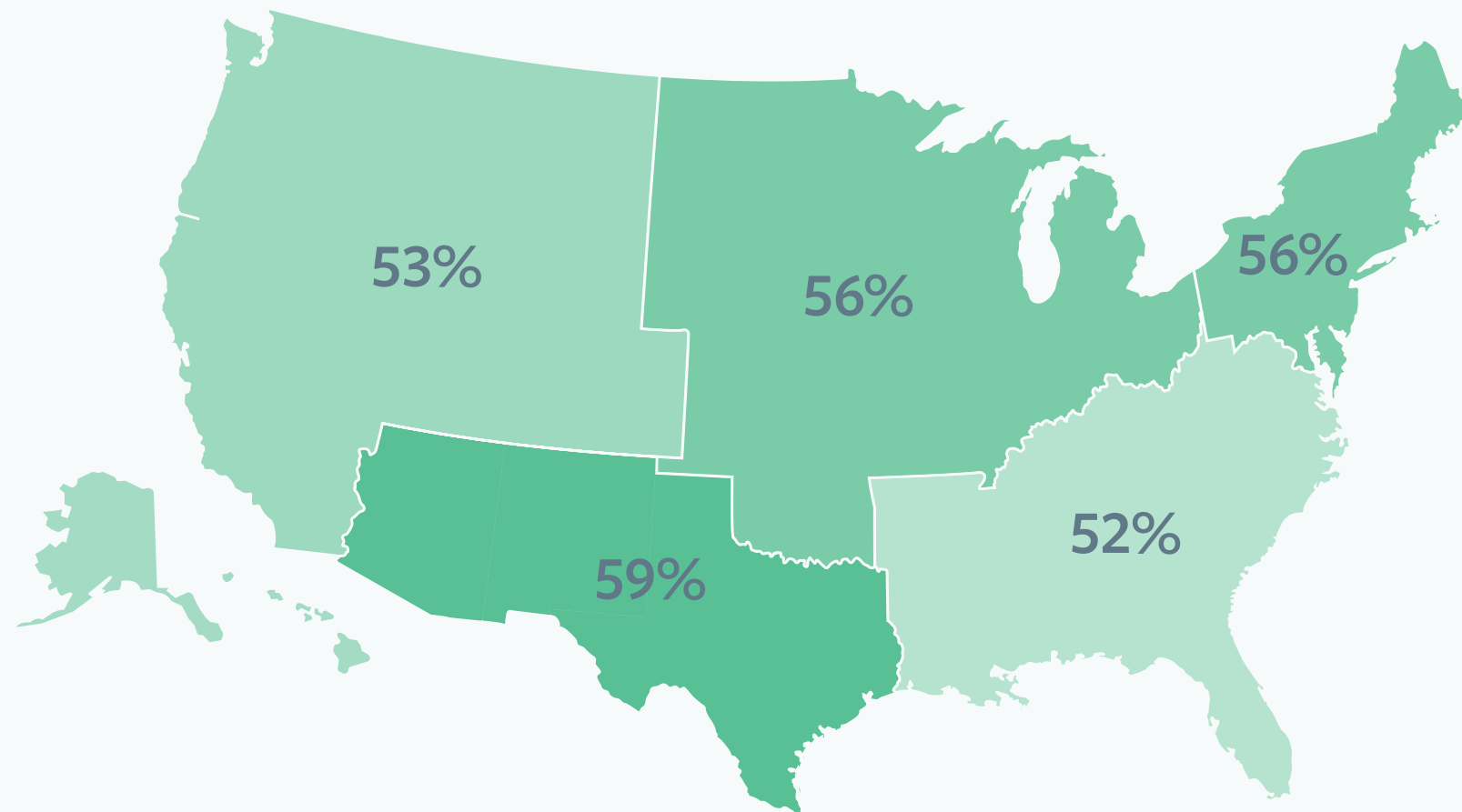


Patients in all parts of the country are also using text to respond. They are consistently responding to reminders via text at rates between **23 and 35 percentage points** higher than phone or email, whether they live in San Francisco, California or Bangor, Maine.





## REMINDER RESPONSE RATE BY TEXT



While email and text are increasingly the preferred method of communication, people in the Southwest seem to be moving towards those channels at a faster pace than the rest of the country

Southwest-based providers take note: If you want to improve engagement with your patients and you don't have a strategy for doing so via electronic means, we recommend you prioritize that in 2020.

## ONCE CARE IS COMPLETE, PATIENTS STILL WANT TO TEXT YOU



### FEEDBACK RESPONSE RATE BY CHANNEL



19%



38%

When it comes to collecting actionable feedback after every visit, patients are more than willing to respond – via text. When asked to rate their visit on a scale from 1 to 10, Luma Health data shows that patients are offering feedback via text at much higher rates than via email.



### PATIENTS RESPONDING TO REQUESTS FOR FEEDBACK

27%

18-34

38%

35-54

46%

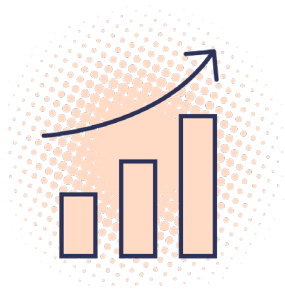
55-74

37%

75-94

Patient Age Group

And similar to reminder response rates, patients of all ages are texting their clinics with same-day, actionable feedback. Whether they are 25 or 65, text is the best approach to collect net promoter score (NPS) data, collect more information from unhappy patients, and route promoters to leave glowing online reviews.



We make smart, simple, and intuitive technology that streamlines the entire patient journey. Learn more about how choosing Luma Health as your technology partner can help you achieve your 2020 goals, all while working toward your goals of healthier and happier patients at [www.lumahealth.io](https://www.lumahealth.io).