How to elevate the digital patient experience with generative AI

Healthcare organizations face pressures from multiple fronts that challenge sustainable growth and high-quality outcomes

Growing demand, limited supply

Health systems and provider networks are not equipped to serve the increased demands of an aging population.

- **46% increase** in 60 to 90 years old population combined with a shortage of up to 124,000 physicians by 2034

Source: US Census Data, AAMC

Rising consumer expectations

Patients and members are changing behaviors and demanding healthcare experiences on par with other industries

- Nationally, **more than 38%**, or 18 million, annual wellness patients **switched their primary care provider** within the last three years

Source: Definitive Healthcare

Increasing healthcare costs

Increasing utilization and supply-side cost structures are adding additional financial pressures on patients/members and providers

- **12% increase** in US health expenditures from 2019 to 2022, to $4.3 Trillion or $12,914 per capita

- **24.8% increase** in hospital labor expense per adjusted discharge from 2019 to 2022

Source: AMA, AHA, Synthellis

Growing demand

As demand grows, the 'lack of ease in accessing care' a top factor for switching providers

Once people begin their healthcare experience, many find it difficult to navigate the entire care journey. In fact, **nearly 80% of provider switchers cite ease of navigation** factors as the reason for leaving. These factors include difficulties in doing business, bad experiences with administrative staff and inadequate digital solutions. Consider too that the rate of switching for ease of navigation factors is nearly double that of even a poor clinical experience.

56% of seniors call navigating the U.S. healthcare system "difficult and stressful." This can lead to missed appointments and higher costs down the road.

The Difference Between Loyalty and Leaving (accenture.com)

Identified as Top Factor

Ease of Navigation

89%

Switching Provider Factors

- They were difficult to do business with
- I had a bad experience with the front desk or administrative staff
- The digital/online service and support solutions do not meet my needs (e.g. mobile, digital/virtual assistants)
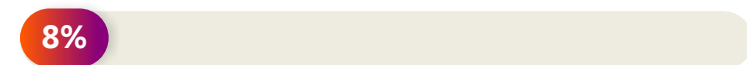
Clinical Experience/Expertise

44%

Switching Provider Factors

- I had a bad experience with a doctor or a member of the care team
- Got referred by someone I trust to a better provider
- Found someone more expert for my clinical needs

Convenience

8%

Switching Provider Factors

- Their appointment hours were inconvenient
- I was not able to get an appointment quickly enough
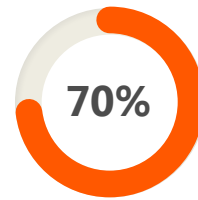- Their location(s) were not convenient to work or home

Patient Access

Top factor influencing how people select providers

**An overwhelming 71% of people cite access as a top factor in selecting a new provider.**

They value things like appointment availability, convenience, customer service and the ability to connect to their provider through their preferred channels. Access is a known imperative across many healthcare organizations. While it's a complex issue to address, organizations that have invested in transformational change are gaining ground.

2024 Accenture Patient Experience Benchmark Survey

70%

Access

- Their location(s) were convenient to work or home
- I was able to get an appointment quickly
- Their appointment hours were convenient
- Evening and/or weekend hours
- The ability to interact with them over digital, mobile, social media
- Telehealth and virtual care offerings (e.g. phone calls or video appointments)
- Online scheduling for an appointment, without having to speak to someone
- Their customer service

53%
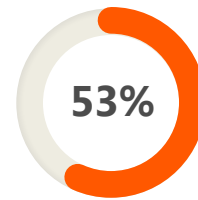
Trusted Source

- They were referred by a primary care physician I trusted
- Referred by a friend or someone I trust
- They were referred by a specialist I trusted
- Their proactive and engaging communications to me
- I saw a promotion or advertisement about their services

33%
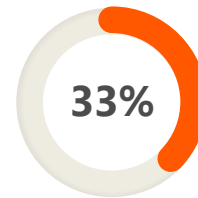
Coverage/Cost

- They were listed in my health insurance provider directory
- The out-of-pocket costs I would have to pay
- Price transparency tools can tell how much I have to pay before my visit

26%
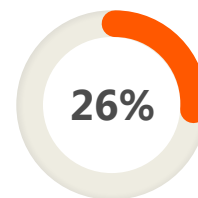
Reputation/Brand

- Their reputation/trusted image
- Their focus on sustainability, social responsibility and/or diversity

Client Story

The American Dental Association polishes its digital experience

With patient experience and ill-timed outages top of mind, this healthcare association chose to modernize their website to transform the brand and member experience. The ADA website was designed to be a one-stop-shop for services and resources to enhance members' dental business, but members couldn't find what they were looking for because the content wasn't organized in an intuitive way.

Avanade helped build a new site and membership hub using the Sitecore Experience Platform hosted in Microsoft Azure. The new dynamic persona-based

hub gives members access to content that's timely and relevant, keeping them engaged in the ADA's services and empowered to promote their patients' oral health.

Results

This transformation resulted in a **27% increase in the average number of pages** each user accesses per visit. **Page views increased 7%** and **average time on the site rose 14%.**

In addition, the ADA achieved cost savings with its call center, which has seen a dramatic reduction in questions related to the website.

Generative AI can help lower healthcare costs and improve the patient/member experience by focusing on two priorities

The transformative potential of generative AI to lower costs and elevate the patient experience seems almost endless. By leveraging AI models, healthcare providers can save time delivering more personalized care, tailoring treatment plans and communication to individual patient needs.

AI-driven tools can help reduce time spent on repetitive tasks through virtual assistants, automated timely reminders, and improve access to health information, making it simpler for patients to navigate their healthcare journeys.

Additionally, AI can streamline appointment scheduling, reduce wait times, and help with faster, more accurate diagnoses, ensuring patients receive quicker and more effective care. Ultimately, generative AI helps replace high costs with a more seamless, responsive, and patient-centered healthcare experience.

Personalized communications

44% of patients expect healthcare providers and brands to **proactively contact them at the right time and in the right context** to improve the overall care experience.

60% of consumers say that it is critical for providers to show how well they **understand the individual beyond basic patient data.**

17% of consumers cite a **lack of personalization** and patient understanding as the **most frustrating aspect of communicating with a provider** – second among seven choices behind limited doctor availability / slow response times (34%).

Proactive outreach

94% of providers think **interventions** like pharmacist mentions, text reminders or phone follow-ups have a positive impact on a **patient's ability to successfully follow the care plan** created for them.

83% of consumers would like providers to **remind them about appointments**, while **78% want reminders for annual checkups** and **75% for routine testing and preventive care.**

89% of consumers who take specialty medications or have a complex condition said **medication refill reminders** by phone or text were very or somewhat important.[2]

2024 Accenture Patient Experience Benchmark Survey

Client Story

Albert Einstein Hospital average call service times reduced up to 10%

Albert Einstein Hospital needed to reduce the average time of service for its exam scheduling call center – comprised of approximately 160 employees. The client chose Avanade to help improve customer service and reduce costs.

The Avanade-delivered project paired computer telephony integration with CRM, providing patient data quickly to the client's call center operators. The interface with the audible response unit, provides for automatic caller ID and a CRM query to determine if the register already exists. This patient information is passed on to the operator, facilitating and expediting the registration process.

Results

The work done led to increased patient satisfaction with a **reduction in average time of service by 5% to 10%.**

In addition, productivity increased. Commercial sellers capture opportunities and new customers even outside of Einstein's network, which automatically synchronizes with CRM when logged in.

From a continuous improvement perspective, dashboards are available for monitoring and reporting, and reduced training time for operators due to fewer system screens to learn.

Generative AI is the fastest moving new technology the world has ever seen!

Avanade can help you harness it.

What differentiates Avanade from competitors is our **deep healthcare and life sciences expertise** and **unmatched Microsoft relationship** with privileged access to Microsoft's AI roadmap. We are proud to be recognized as the Microsoft 2024 Global Alliance Si Partner of the Year, 19 consecutive times.

Get Immersed in Generative AI

Learn | Explore | Build

Work together with Avanade SMEs to understand and realize the business value of Generative AI from Microsoft.

Avanade will join your team on-site (or remote) to go in-depth on the business value of Generative AI and Azure OpenAI, the technical architecture and use cases that can be realized today. We'll then workshop to identify the business scenario that drives the most benefit. We then move to build and prove it can be done to showcase the value of this new technology for the business.

Avanade experts:

Advisory Lead, Advisory OCM, Analyst, Experience Lead, Data Engineer, Data Scientist, Technical Architect

Our easy to consume starter pack starts the journey fast, leveraging repeatable frameworks to accelerate time to value.

1

2 Hour Learn & Discuss
Introduction to Generative AI. Overview of OpenAI capabilities, and MS product integration. Open Q&A and use case brainstorming session.

2

2 Days Hands-on Workshop / Design Thinking
Workshop focusing on deeper dive to clarify and prioritize client use cases, explore journeys, & build-in trust considerations.

Depending on Workshop Outcomes

3

6 weeks POC / MVP
Directly build a PoC or MVP to prove the technology and business value for prioritized use case(s) if client is ready, and use case is easily defined

OR

6 Week Strategy Assessment
Strategy assessment to help define data readiness, and multiple complex use cases while also reviewing use cases through our Responsible AI framework, defining a roadmap, and ROI.

avanade

Do what matters

Elevate the patient experience with Avanade

Avanade is a recognized leader in delivering Microsoft solutions to health and life sciences organizations. Since 2000, Avanade has leveraged its close partnership with Microsoft to bring the latest technologies to market, serving as Microsoft's "Client Zero" and earning, with Accenture, Microsoft's Global SI Partner of the Year Award a record 19 times. Contact us today.

avanade.com/contacthealth

About Avanade

Avanade is the world's leading expert on Microsoft. Trusted by over 5,000 clients worldwide, we deliver AI-driven solutions that unlock the full potential of people and technology, optimize operations, foster innovation and drive growth.

As Microsoft's Global SI Partner we combine global scale with local expertise in AI, cloud, data analytics, cybersecurity, and ERP to design solutions that prioritize people and drive meaningful impact.

We champion diversity, inclusion, and sustainability, ensuring our work benefits society and business.

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