

WEBINAR

Craft Your Organization's Digital Front Door Strategy with Results From the 2022 Consumer Health Survey

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Geonetric's 2022 Consumer Health Survey Report helps healthcare marketers like you understand how and where consumers want to engage with the healthcare system using digital technology. This is critical information as you plan where you need to invest to stay competitive in 2023 and beyond. This webinar reveals the results of this survey, showing how patient loyalty has changed and what the most important factors are as patients make their healthcare choices.

Ready to craft your digital front door strategy? Use this important data to learn about consumer needs in the healthcare journey and how to meet them where they need you to be.

1

Consumerism is a growing force in healthcare.

Consumerism has been a growing force within healthcare and healthcare providers are under more pressure than ever to meet the expectations of health consumers. Consumers expect providers to operate on their terms and meet them where they are. When healthcare organizations can't answer questions about price, have inconvenient hours, and can't schedule appointments online, they're less competitive.

2

Personalization aligns with consumer expectations.

Geonetric's [2022 Consumer Health Survey](#) results revealed 70% of consumers expect healthcare websites to personalize their experience by understanding their preferences and needs as individuals to deliver more relevant information and services. Personalization creates a better consumer experience by improving relevancy, and healthcare marketers are increasingly able to demonstrate the value of personalization.

3

Preferred interaction channels change through the healthcare journey.

Overall, there is a strong preference for the web, particularly in the early stages of the journey when researching health issues, self-diagnosing, evaluating care options, viewing wait times, and selecting a care provider. Mobile apps grow in popularity once a healthcare appointment is scheduled — filling out paperwork, holding the appointment via telehealth, checking labs, and paying the bill.

4

Patient-provider loyalty erodes.

Whether switching from one healthcare provider to another or increased splitting of care, 43% of consumers received care from a new provider or new health system in the past two years. When selecting care, the core fundamentals are most important to consumers. Does the provider take my insurance, and can I get an appointment? After that, information on price, quality, and convenience are next on the criteria list. In fact, all of these criteria rank above having an existing relationship with the provider.

5

Get started creating your digital front door.

As an established local healthcare provider, you have a trust advantage today with consumers over newer competitors. Those new entrants are planning to use their strength in areas that consumers value such as pricing transparency, convenience, and exceptional experiences to close that gap. Now is the time to invest in levelling up your organization's digital front door capabilities to remain competitive.

At Geonetric we have the expertise to help you through the process. With our help, you can find the path to a consumer centered digital experience.