

Infographic: 7 ways to improve patient engagement

OCTOBER 5, 2015 ([HTTPS://WWW.HEALTHBANK.COOP/INFOGRAPHIC-7-WAYS-TO-IMPROVE-PATIENT-ENGAGEMENT/](https://www.healthbank.coop/infographic-7-ways-to-improve-patient-engagement/)) - DAVID BUTLER ([HTTPS://WWW.HEALTHBANK.COOP/AUTHOR/BUTLER/](https://www.healthbank.coop/author/butler/)) - BLOG ([HTTPS://WWW.HEALTHBANK.COOP/CATEGORY/BLOG/](https://www.healthbank.coop/category/blog/))

SEARCH



f ([HTTP://WWW.FACEBOOK.COM/SHARER.PHP?M2W&S=100&P%5BURL%5D=HTTPS%3A%2F%2FWWW.HEALTHBANK.COOP%2FINFOGRAPHIC-7-WAYS-TO-IMPROVE-PATIENT-ENGAGEMENT/](http://www.facebook.com/sharer.php?m2w&s=100&p%5BURL%5D=https%3A%2F%2Fwww.healthbank.coop%2Finfographic-7-ways-to-improve-patient-engagement/))

t ([HTTP://TWITTER.COM/HOME?STATUS=INFOGRAPHIC%3A%207%20WAYS%20TO%20IMPROVE%20PATIENT%20ENGAGEMENT%20%20HTTPS%3A%2F%2FWWW.HEALTHBANK.COOP/INFOGRAPHIC-7-WAYS-TO-IMPROVE-PATIENT-ENGAGEMENT/](http://twitter.com/home?status=infographic%3A%207%20ways%20to%20improve%20patient%20engagement%20%20https%3A%2F%2Fwww.healthbank.coop/infographic-7-ways-to-improve-patient-engagement/))

G+ ([HTTPS://PLUS.GOOGLE.COM/SHARE?URL=HTTPS%3A%2F%2FWWW.HEALTHBANK.COOP%2FINFOGRAPHIC-7-WAYS-TO-IMPROVE-PATIENT-ENGAGEMENT/](https://plus.google.com/share?url=https%3A%2F%2Fwww.healthbank.coop%2Finfographic-7-ways-to-improve-patient-engagement/))

in ([HTTPS://WWW.LINKEDIN.COM/SHAREARTICLE?MINI=TRUE&URL=HTTPS%3A%2F%2FWWW.HEALTHBANK.COOP%2FINFOGRAPHIC-7-WAYS-TO-IMPROVE-PATIENT-ENGAGEMENT/](https://www.linkedin.com/sharearticle?mini=true&url=https%3A%2F%2Fwww.healthbank.coop%2Finfographic-7-ways-to-improve-patient-engagement/))

BROWSE

Blog (<https://www.healthbank.coop/category/blog/>) (11)

Jobs (<https://www.healthbank.coop/category/jobs/>) (1)

News (<https://www.healthbank.coop/category/news/>) (18)

RECENT

JOBS (<https://www.healthbank.coop/jobs/>)

healthbank in a nutshell (<https://www.healthbank.coop/healthbank-in-a-nutshell/>)

The (possible) role of data storage at healthbank in chronic diseases and prevention (by Margot Vanfleteren) (<https://www.healthbank.coop/the-possible-role-of-data-storage-at-healthbank-in-chronic-diseases-and-prevention-by-margot-vanfleteren/>)

Patient engagement is a hot topic that is becoming more and more mainstream. The term is used to describe everything from patient portals to social media strategies, from tracking vitals with wearables to patients actively participating in their own health and wellness. HIMSS (<http://www.himss.org/>) published a leadership survey during the event, revealing that 72 percent of the respondents identified consumer and patient considerations, such as engagement, satisfaction and quality of care, as the business issue most impacting their organisations over the next two years.

Patient engagement is at the cornerstone of what healthbank is building: the world's first citizen-owned healthdata transaction platform. Our aim is to help you leverage the most valuable asset: your health

This infographic from eVisit (<http://evisit.com/infographic-how-to-boost-patient-engagement/>) outlines some statistics showing the need for better patient engagement. Those include:

- Access to medical records online
- Email marketing
- Health apps
- Virtual doctor visits

Take a look:



Patient engagement is more than just a piece of the Meaningful Use requirements – it's a long-term strategy for improving healthcare. But for many providers, how to actually achieve patient engagement is a mystery. That's why we put together these

7 steps for increasing patient engagement.

Work on these and you're guaranteed to see a difference.

"The interest in patient engagement is because of countless studies and empirical data that have confirmed what our common sense has known for years - when people are empowered and have a voice, you have better outcomes."

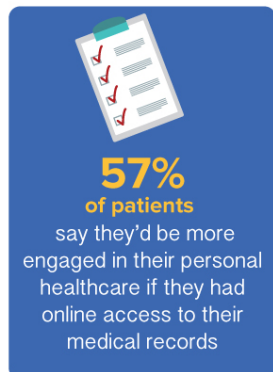
Chris Cashwell, Lincor Solutions



1

GIVE ACCESS TO PATIENT MEDICAL RECORDS ONLINE

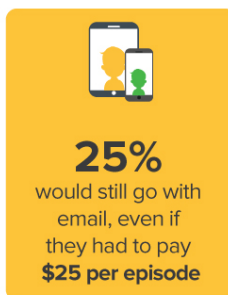
It makes sense. If patients have better access to their medical records, they're better equipped to manage their health. It can be a huge project for providers, but it's worth it in the long-run.



2

CULTIVATE AN EMAIL LIST

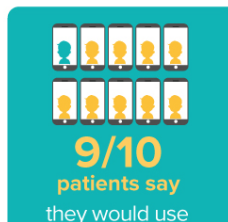
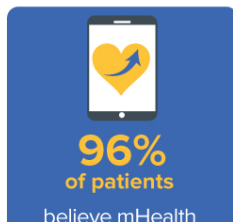
Many doctors skip email in favor of old-fashioned phone communication. But patients are starting to prefer email for the flexibility. A solid email list is an invaluable tool for practice marketing, appointment reminders, sharing updates on your patient portal, and sending out important health information.



3

RECOMMEND MHEALTH APPS

There are tons of helpful mHealth apps out there that your patients will love. Visit iMedicalapps.com to get clinically-vetted app recommendations.



Tweets by @healthbankcoop

healthbank Retweeted



Karsten Stampa
@kstamp

see something great coming up:
youtube.com/watch?v=GnRjcp...
#MakehealthdataYourData #SwissTrust
#healthbank #datasecurity
#HealthdataYourData

YouTube @YouTube



12 Aug

healthbank Retweeted



Daniela
@DanielaGunz

Birgit and Ivo - congrats for an interesting program at MedicalDeviceWorld congress:

[Embed](#)

[View on Twitter](#)

apps will help
improve their care

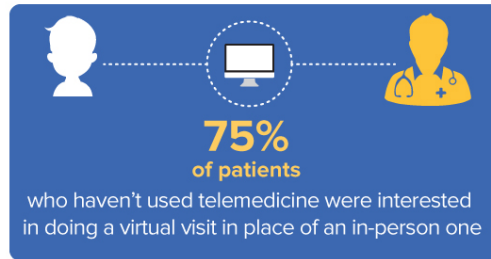
to monitor their
health conditions

an app prescribed
by their physician

4

OFFER VIRTUAL DOCTOR VISITS

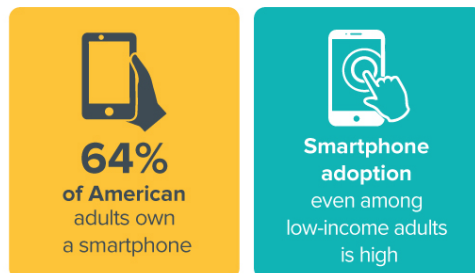
A majority of patients are now open to telemedicine. Offering virtual care is a great way to both strengthen your practice's profitability and stay connected to your patients.



5

GET MOBILE-COMPATIBLE

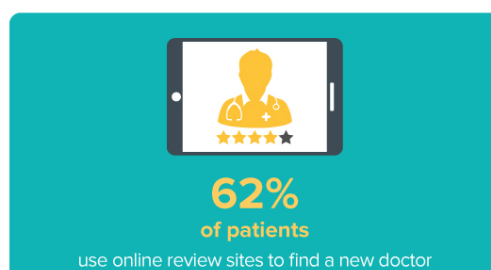
Most Americans live out our daily lives with our phones in hand. Take advantage of that. Make your practice website mobile-compatible. Create an app for your practice. Send out appointment reminders and other notifications via text.



6

BUILD YOUR ONLINE PRESENCE

Patients are more likely to be engaged when they trust you and can interact with your brand even when you're not around! Cultivating your reputation online through review sites, blogs, and social media can help build your presence.



USE TECH TO GET SENIORS ENGAGED TOO!

Plenty of seniors adopting technology to manage their health, usually to help manage one or multiple chronic conditions. Don't just assume your older patients aren't tech-savvy enough to get engaged online.



84%

of baby boomers
use the internet to
research medications
and medical conditions



57%

of surveyed seniors
wanted to interact with
their providers and
manage their health
online

Brought to you by:

eVisit®

Connect with your patients anytime, anywhere.
Simple telehealth software for providers.

Let's talk: (844) 693-8474
sales@evisit.com
www.evisit.com

Sources:

<http://news.xerox.com/news/Xerox-EHR-survey-finds-Americans-open-to-online-records>
<https://newsroom.accenture.com/news/more-than-40-per-cent-of-us-consumers-willing-to-switch-physicians-to-gain-online-access-to-electronic-medical-records-according-to-accenture-survey.htm>
<http://catalystthcr.com/news/catalyst-healthcare-research-finds-that-nine-out-of-ten-93-adults-want-email-communication-with-their-doctor/>
<http://hitconsultant.net/2015/03/19/clinicians-mhealth-apps-patient-engagement/>
<http://www.himss.org/ResourceLibrary/genResourceFAQ.aspx?ItemNumber=39175>
<http://www.softwareadvice.com/medical/industryview/telemedicine-report-2015/>
<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>
<http://www.softwareadvice.com/medical/industryview/how-patients-use-online-reviews/>
<http://catalystthcr.com/news/catalyst-healthcare-research-finds-that-nine-out-of-ten-93-adults-want-email-communication-with-their-doctor/>
<http://medcitynews.com/2012/09/the-great-health-care-chasm-patients-want-to-email-access-emrs-but-physicians-still-cant/>

f ([HTTP://WWW.FACEBOOK.COM/SHARER.PHP?M2W&S=100&P%5BURL%5D=HTTPS%3A%2F%2FWWW.HEALTHBANK.COOP%2FINFOGRAPHIC-7-WAYS-TO-IMF](http://WWW.FACEBOOK.COM/SHARER.PHP?M2W&S=100&P%5BURL%5D=HTTPS%3A%2F%2FWWW.HEALTHBANK.COOP%2FINFOGRAPHIC-7-WAYS-TO-IMF))

tw ([HTTP://TWITTER.COM/HOME?STATUS=INFOGRAPHIC%3A%20%20WAYS%20TO%20IMPROVE%20PATIENT%20ENGAGEMENT%20%20HTTPS%3A%2F%2FWW](http://TWITTER.COM/HOME?STATUS=INFOGRAPHIC%3A%20%20WAYS%20TO%20IMPROVE%20PATIENT%20ENGAGEMENT%20%20HTTPS%3A%2F%2FWW))

G+ (<HTTPS://PLUS.GOOGLE.COM/SHARE?URL=HTTPS%3A%2F%2FWWW.HEALTHBANK.COOP%2FINFOGRAPHIC-7-WAYS-TO-IMPROVE-PATIENT-ENGAGEMENT>)

in (<HTTPS://WWW.LINKEDIN.COM/SHAREARTICLE?MINI=TRUE&URL=HTTPS%3A%2F%2FWWW.HEALTHBANK.COOP%2FINFOGRAPHIC-7-WAYS-TO-IMPROVE-P>)



Published by David Butler

View all posts by David Butler (<https://www.healthbank.coop/author/butler/>)

0 Comments healthbank

Login ▾

♥ Recommend  Share

Sort by Best ▾



Start the discussion...

Be the first to comment.

 Subscribe  Add Disqus to your site Add Disqus Add  Privacy



Contact Us (<https://www.healthbank.coop/contact/>) | Privacy Policy (<https://www.healthbank.coop/privacy/>) | Versão em Português (<https://www.healthbank.com.br/>)

Connect with us

f (<https://www.facebook.com/healthbank.coop>)

© 2016 Société coopérative HealthBank