

Improve 1:1 patient engagement.

5 simple reminders to keep patients coming back

1

Make an emotional connection with patients



Patient satisfaction doesn't guarantee loyalty. Strive for an emotional connection. Make patients feel valued, cared for, and understood. Start encounters with a friendly greeting. Smile and call patients by name. Apologize for long wait times. The benefits of these habits extend to you by providing a renewed sense of meaning and fulfillment in your work.¹

2

Strive to listen to the patient without interrupting them



Often, you can learn more from listening to patients than from asking questions. Yet, high patient volumes and scheduling demands often cause compromises in quality of conversations with patients. Patients whose doctors listen to them comply more with orders, are more satisfied with their treatment, and enjoy better health.² Research suggests we remember only 25-50% of what we hear.³ Using "active listening" methods can help.

3

Keep the patient's communication style in mind



Respond in a manner that will make the patient feel comfortable. Empathy is critical. It shows you're listening and care. Boost patient satisfaction by effectively using nonverbal cues (e.g., eye contact).⁴ Improve your nonverbal communication to help address some of the social biases that can negatively affect patient care.⁵

4

Empower patients to improve outcomes using tools that work for them



Create opportunities for patients to communicate with you in the way they prefer: 93% want to email clinicians; 80% want to text.⁶ Direct-to-patient email communication (via a secure platform) improves engagement and has the potential to affect higher quality outcomes.⁷ Patient-provider texting inspires behavior change in areas such as weight loss and diabetes management.⁸

5

Provide transparency for patients



Before your patients arrive for service and treatment, proactively reach out to explain your front office process and require that essential information be completed in advance. Your patients will feel more prepared for their visit and engaged in the practice, and you'll be likely more to receive payment for services.

Ready for more ideas?

Email results@nextgen.com
or call 855-510-6398

SOURCES:

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