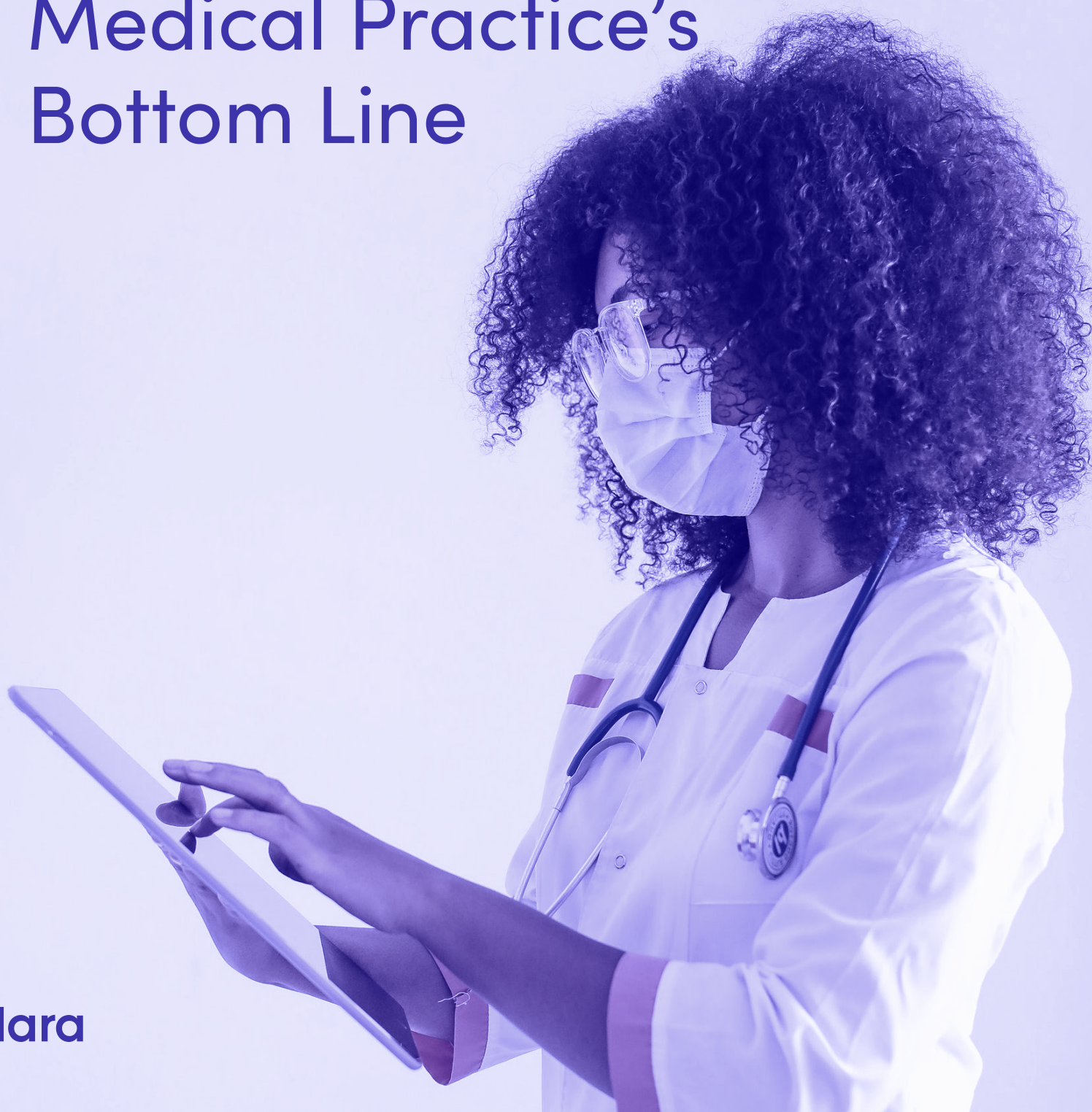


7 Ways Better Patient Communication May Help Improve Your Medical Practice's Bottom Line



Communication Is Key

An exceptional patient experience starts with exceptional communication. From setting the first appointment, all the way through intake and recall – each communication touchpoint matters.

Patients are becoming more active players in their care than ever before. Patients are looking for more convenience and more value from their providers. Providers need to find a way to differentiate their practice, while keeping their patients happy and costs under control – and one way to help do that is by improving patient communication.

By making simple fixes to the way you communicate with patients, your medical practice may be able to reduce hold times, respond to patients faster, or reduce the volume of calls your practice gets. This may help to improve your patient experience while saving time and reducing costs. Throughout the remainder of this white paper, we dive into the how and why.



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4%
of complaints are
about quality
of care

96%
of complaints
are about poor
communication

1

Better Communication = Better Online Reviews

Patient communication may be one of the top drivers behind patient satisfaction and your online reputation is directly linked to the patient experience. When patients have a hard time getting in touch with your practice, that means that they may be more likely to have a negative experience and may be more likely to leave a negative online review.

Research has shown that [96% of patient complaints are about poor communication and service](#), with only 4% of complaints actually related to the quality of care. This shows that better patient communication helps medical practices provide a better patient experience and boost overall satisfaction.

Patients are acting more like consumers than ever before. In fact, [94% of patients will check online reviews](#) before booking their first appointment. And [consumers need to read an average of 10 reviews](#) before they decide to choose a business — meaning that you need to have a steady flow of new and positive online reviews in order to attract new patients.

Giving your patients an easier way to communicate with your practice can help to eliminate potential complaints, paving the way for better online reviews and more patients visiting your practice in the future, which may help to grow your business and boost your revenue.



2

Streamlining Communication Keeps Patients Coming Back

The importance of patient communication when it comes to patient retention cannot be overstated. [Studies show](#) that it costs five to eight times more to attract new patients than it does to retain an existing one.

[One study](#) even demonstrated that practices lose up to two-thirds of first-time patients due to poor communication. [Another study](#) found that 60% of patients who are kept on hold for more than a minute will hang up — and only a third of those will actually call back.

You can help to eliminate the risk of patient attrition at your medical practice by making it easy for your patients to get in touch with your practice through two-way text messaging or a chat messenger on your website. [Increasing patient retention](#) by just five percent can lead to a notable increase in the lifetime value of your patients — anywhere from 25% to 100%.

Implementing a secure messaging platform or allowing your patients to text with your practice may help give patients the satisfaction of knowing that their voice has been heard. You can also help to mitigate patient frustration by allowing them to get in touch with your practice at their convenience.



3

Happy Patients May Refer Friends And Family To Your Practice

83% of Americans say word-of-mouth recommendations have influenced a purchase. In order to build trust with patients, you need to give them a positive experience first. It is important to give patients the ability to easily communicate with your practice in order to keep them satisfied. In turn, satisfied patients may be more likely to recommend your practice to others.

83%

say word-of-mouth influences their purchases

A good patient experience is about so much more than just quality of care, so by implementing an effective patient communication solution, you can help maximize your chances of getting more patient recommendations.



4

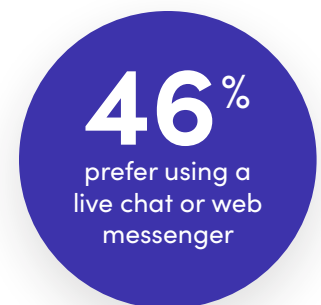
Optimizing Your Practice's Website May Help Improve Patient Acquisition

Patients actively research providers before choosing a practice, and more often than not, that's going to take them to your website. But once they find your site, it's also important that they have some way to get in touch with your practice. Unfortunately, many practices will have a 'Contact Us' section on their site, which simply directs patients to call in. When patients have to take that extra step of going from your site to calling in, a huge drop-off may occur.

Instead of directing patients to call in, your practice should focus on offering a simple way to contact your practice directly from your site with live chat or web messenger functionality.

Studies have shown that 46% of online consumers prefer using a live chat or web messenger over other means of contact. Another study found that people who use live chat or web messengers show a 10% increase in their value versus their peers. The same study found that live chat leads to a 48% increase in revenue per chat hour and a 40% increase in conversion rate.

Adding a web messenger or live chat feature to your site may help you capture new patients, make it easier for them to get in touch with you, and help increase your revenue.





5

Eliminating Unnecessary Technologies And Services May Save Money And Reduce Complexity

In some cases, communication may be one of the most complicated parts of any practice's technical stack. Between emails, voicemails, answering services, patient portals, phone calls, and online appointment scheduling, there are more ways for patients to reach out to your practice now than ever before. If all of these channels are managed through different solutions, it may mean managing upwards of half a dozen different platforms, just to make sure that you're properly addressing all of your patient communication channels.

Implementing a holistic communication platform can help eliminate some of these subscriptions from your stack entirely. Unsecure emails may create security and compliance issues, and patient portals may have low patient-adoption rates. With a text messaging platform that is designed with security in mind, you can direct patients to reach out via text, and respond and reach out to them via text as well. Some messaging platforms, like [Klara's conversational patient engagement platform](#), may even interface with your voicemails, so all of your patient communications can be centralized in one place.

Patient messaging platforms may help to make it easy to triage messages and keep on top of patient communications, so you can streamline your technologies and help to ensure that patients receive timely and personalized responses when they need them. Simplifying your technology stack may help to reduce complexity in your practice, make your staff more efficient, and streamline the patient experience.



up to **3^h**
saved per day
per staff using
Klara

6

Better Communication Helps Save Time For Your Staff

In many practices, the administrative staff is mainly responsible for the front lines of patient communication. Whether that's in-office interactions or phone calls, administrative staff may be the primary contact that patients have with your practice.

If administrative staff cannot keep up with the volume of calls that your practice is receiving, it may directly impact your patient experience. Longer wait times on the phone and unanswered voicemails can be detrimental to your practice's reputation — and in turn, your bottom line.

By implementing an effective communication solution, you can both help to enhance your patient experience and make your staff more efficient. Secure communication platforms may also minimize the number of calls your practice receives each day.

Rather than spending minutes listening to voicemails and playing phone tag, a two-way texting solution allows your staff to read and respond to patient texts in seconds. Triage patient communications becomes much more efficient when staff isn't limited by phone and voicemail alone and may save hours of wasted staff time per day.

Making your communications more efficient is an essential step to helping reduce overhead costs. And with a better communication workflow, you may be able to reduce the number of FTEs dedicated to simply answering phones all day.



7

Differentiate Your Practice From Competitors

Your practice should always strive to offer top-quality care, but when it comes to attracting new patients and retaining the old, you need to offer patients an improved experience over your competitors.

Doctors today are seeing more patients than ever before, which may result in spending less time with each patient. This may mean that medical practices need new methods of improving operational efficiency in order to build relationships with patients. [One study found](#) that patients who reported poor-quality relationships with their physicians are three times more likely to voluntarily leave that physician's practice than patients with high-quality relationships.

But there are still ways to build relationships with patients without dedicating more time to face-to-face encounters. By implementing a two-way messaging solution, you may be able to provide patients with a better way to get in touch with your practice — and even have questions answered directly by providers or clinical staff. That way, you may be able to provide patients with ongoing, personalized care, even between appointments, to differentiate your practice and give patients a memorable experience.

Take the next step in improving your practice's patient communication

Now that you know how improving patient communication may impact your practice's operational efficiency and patient satisfaction, it's time to find out how to take the next step in improving communication. [Klara is a conversational patient engagement platform](#) that is built to help medical practices improve their patient communication by addressing each of these seven points (and so much more), all while saving staff time and delighting patients.

Klara's conversational patient engagement platform aims to change how care teams and their patients collaborate throughout the entire healthcare journey. It enables medical teams to streamline workflows, automate key patient touchpoints with two-way messaging, provide virtual care, and centralize communication for all parties involved — including staff, patients, guardians, and pharmacies.

Discover why thousands of healthcare teams across multiple specialties use Klara to improve operational efficiency and deliver a delightful experience across the entire care journey.

[Schedule your complimentary demo](#) to discover how Klara can help your practice improve communication with a solution that fits the specific needs of your patients.

Book a demo

