

TOP TIPS FOR PRIVATE PRACTICES TO IMPROVE PATIENT ACQUISITION

The Challenge

The private practice landscape is competitive by nature and is becoming increasingly so as patients continue to act as educated consumers - conducting research prior to selecting their choice for care delivery. Therefore, successful patient acquisition strategies must speak to drivers of patient choice and provide the education patients need to select your clinical services.

Said plainly, patient outcomes data is your competitive advantage to showcasing quality, attracting patients, and improving patient acquisition and retention.

Leveraging PRO Data to Speak to Patients

Patient outcomes data is evidence of the quality care your practice delivers. Armed with this data, you're able to demonstrate not only patient satisfaction but successful clinical outcomes. After all, patients care more about how their lives can improve after receiving your care than they do about the number of patients you have served or the number of procedures you have completed.

Turn your outcomes data into patient-facing metrics that inspire confidence and demonstrate your sincerity to improving patients lives.

But Will It Drive Patient Acquisition?

The research is clear - 90% of patients seeking healthcare services use online information to assess their providers. 70% of those patients consider the practices reputation to be extremely or very important - so much so that nearly half would go out of their insurance network for a provider with a more positive public perception in terms of quality of care.

TOP TIPS TO LEVERAGE YOUR OUTCOMES DATA FOR PATIENT ACQUISITION

Showcase Data in Patient Terms

Patient-reported outcome measures are extremely valuable for your practice's assessment of quality care, but the measures themselves aren't easily understood by patients. For example, the average patient does not know what a PROMIS or KOOS JR score is or what it represents. Instead, utilize the questions asked of patients to formulate these scores. For example:

- "One year after knee surgery, 91% of "Example Practice" patients could easily stand upright
- Before hip surgery, 45% of patients had sever or extreme hip pain going up or down stairs. After care at "Example Practice," 88% of patients could take stairs with little or no hip pain
- 83% of patients could sleep with little to no difficulty because treatment at "Example Practice" treated their shoulder, arm, or hand pain

Patients understand this language and are compelled by it to select you as their care provider over another practice who cannot demonstrate the same success.

Utilize Benchmarking Data

In addition to response data, leverage national benchmarks to showcase how you compare to organizations across the country. For example, with PatientIQ, [DMOS Orthopaedics Centers](#) and [Midwest Orthopaedics at Rush](#) are able to demonstrate that they outperform national averages for total joint replacement surgery outcomes.

When making a choice over where to receive treatments, patients will take note that you exceed averages and are among the best at what you do.

Demonstrate Patient Satisfaction

Studies show the power of patient satisfaction data and reviews to influence prospective patient decision-making. In fact, 74% of patients claim online feedback is extremely or very important when choosing a healthcare provider.

In addition to patient-reported outcome measures, satisfaction data *is* outcome data - and your patient outcomes program should be collecting both to provide the most comprehensive representation of your care quality.

PatientIQ customers utilize the platform to ask questions specific to patient satisfaction, and collect both quantitative and qualitative data to power their patient acquisition strategies.

For example, DMOS Orthopaedics Centers leverages the platform to conduct patient satisfaction surveys and manage online reviews. In doing so, it generated more than 800 online reviews in under 12 months, and has identified important data points such as 85% of its patients would recommend the practice to friends or colleagues. The practice also uses the platform to showcase patient quotes, so prospective patients can understand the value of its care delivery.



patients said likely to recommend DMOS to friends or colleagues



>800

new online reviews generated

"The doctors and staff at DMOS have always provided professional and attentive care! As repeat customers we have always been pleased with their service and attentiveness."

Patient
DMOS Orthopaedic Centers

HOW DOES PATIENTIQ EMPOWER PRIVATE PRACTICES?

PatientIQ is a cloud-based, EHR-integrated platform that enables private practices to systemically collect and analyze patient outcomes data in order to prove clinical and operational value. The platform combines scalable PROM, patient satisfaction and online review collection with patient education content to comprehensively engage patients in their care. Additionally, the platform provides unmatched analytics at the point of care that are unique to each patient, and it offers practices benchmarking and population health analytics so that they may quantify the current state of care delivery, identify drivers of positive patient outcomes, and target areas in need of quality improvement. From internal quality assessment to research and registries, PatientIQ is the competitive advantage private practices need to achieve clinical and operational success. [Learn more.](#)