IMPROVING PATIENT ENGAGEMENT
Next Steps & the Road Ahead

In a recent survey conducted on behalf of Elsevier, healthcare providers nationwide acknowledged a need to improve their patient engagement and education tools to empower patients to take a more active role in improving and maintaining their health. Nearly a third indicated a desire to take action within the next year, and more than half planned to integrate a diverse range of formats, including video.

When my organization makes an implementation decision on a patient education solution, I will be:

- **18%** Involved in testing/evaluating the solution
- **58%** Part of the decision making group
- **7%** The primary decision maker
- **17%** Recommending to the primary decision maker

**KEY TAKEAWAY**

Majority of profiled respondents are part of the decision making group.

We are currently experiencing issues in the following areas:

- **Patient Satisfaction** 25%
- Readmission rates regarding frequency and redundancy 22%
- Number of canceled surgeries and procedures 6%
- Cost associated with patient education and engagement 15%
- Length of patient stay 18%
- Clinical Efficiencies 14%

**KEY TAKEAWAY**

Top issues profiled respondents are experiencing:
- Patient Satisfaction
- Readmission rates, both frequency and redundancy
- Length of patient stay

Majority of profiled respondents plan to address these issues in the next 12 months.

**We need to address these issues within:**

- 32% 12 months
- 24% >12 months
- 22% 6 months
- 14% 3 months
- 8% 9 months

- **11%** 6 months
- **10%** 9 months
- **12%** 3 months
- **26%** 12 months
- **41%** >12 months

Our patients are not satisfied with our current patient education offerings and find them limiting. We plan to address this in:

- **3 months**
- 12%
- **6 months**
- 11%
- **9 months**
- 10%
- **12 months**
- 26%
- **>12 months**
- 41%

**KEY TAKEAWAY**

Majority of profiled respondents plan to address the satisfaction of their patients regarding patient education in 12+ months.
Patient education is a priority for our organization this year and we are looking for a patient engagement solution that provides our patients with the following:

- Selection of health literacy levels (13%)
- Accessibility anywhere and on any device (19%)
- Easy-to-use tools for further education and engagement (27%)
- User-friendly and interactive experience throughout the care continuum (24%)
- Multiple language options in both text and video (17%)
- Multiple language options in both text and video (27%)

**KEY TAKEAWAY**

- Majority of professed respondents plan to expand their patient engagement platform in 12+ months.

We have had discussions around broadening our patient education to include video. We plan to implement this in:

- 7% in 3 months
- 11% in 6 months
- 7% in 9 months
- 29% in 12 months
- 46% >12 months

**KEY TAKEAWAY**

- Majority of professed respondents plan to implement and broaden their patient engagement platform to include video in 12+ months.

Our current patient education approach consists mainly of printed materials. We are looking into implementing a patient education tool with a diverse platform of learning tools and formats both interactive and engaging. We plan to address this in:

- 41% More than 12 months
- 32% 12 months
- 11% 6 months
- 8% 9 months
- 8% 3 months

**KEY TAKEAWAY**

- Majority of professed respondents plan to expand their patient engagement platform in 12+ months.

Elsevier Interactive Patient Education provides user-friendly tools and health information across all care settings and throughout the patient’s journey.

- Includes evidence-based content used by care providers, but presented in a patient-friendly format.
- Fuels better collaboration and improved patient outcomes with materials delivered in the format, language and health literacy level at which a patient learns best.
- Integrates with your EHR and is easily accessible via web browser, mobile device and TV.

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