

# The Patient Journey

Patients encounter numerous touchpoints before, during and after a dermatology office visit. Each of these touchpoints, as well as the associated staff, impacts the patient experience. Our objective is to help affiliated practices enhance their patient experience efforts with the goal of providing exceptional service to each patient.



## New/existing patient provider research

- user-friendly informative website
- online provider profiles
- online reviews



## Appointment Scheduling



phone / online

## Pre-visit Communications



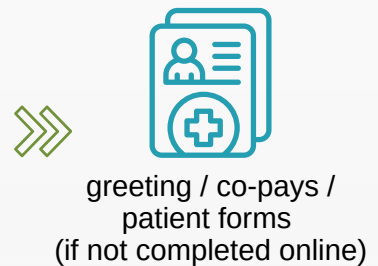
- appt reminders
- safety protocols
- patient forms

## Arrival at Facility



parking / accessibility

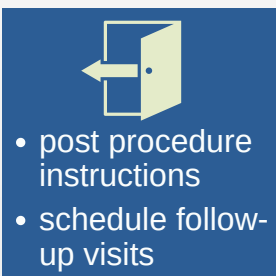
## Front Desk Check-in



greeting / co-pays / patient forms (if not completed online)

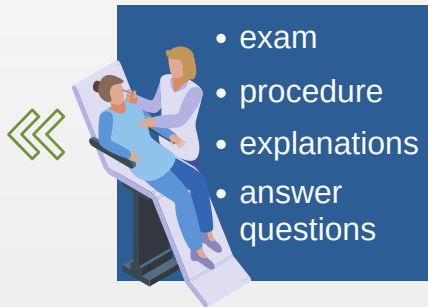


## Check Out



- post procedure instructions
- schedule follow-up visits

## Provider Interaction



- exam
- procedure
- explanations
- answer questions

## Patient Transport to Exam Room



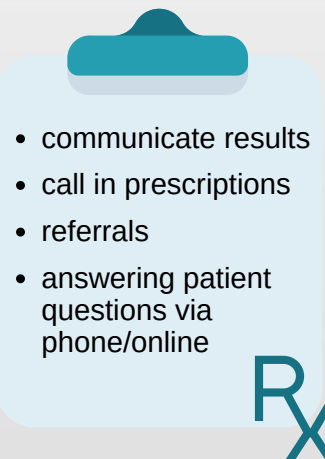
## Waiting Room



- wait time
- appearance
- comfort
- cleanliness



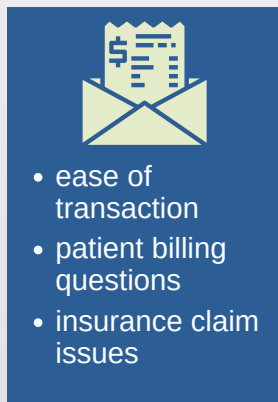
## Post-visit Follow-ups



- communicate results
- call in prescriptions
- referrals
- answering patient questions via phone/online

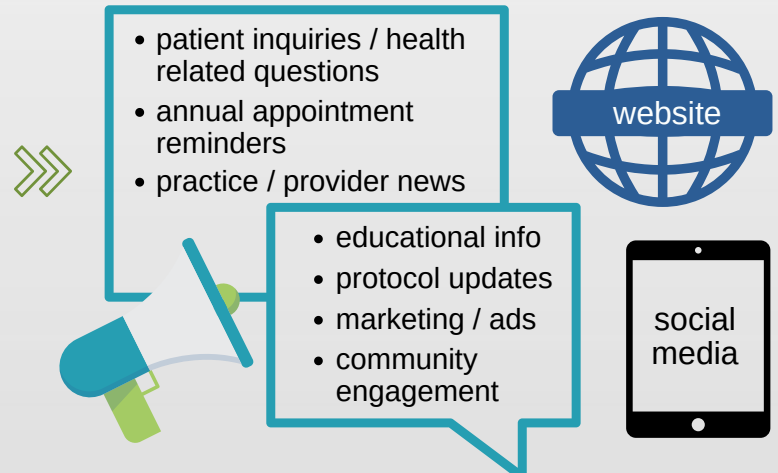


## Billing / Bill Pay



- ease of transaction
- patient billing questions
- insurance claim issues

## Ongoing Engagement / Communication



- patient inquiries / health related questions
- annual appointment reminders
- practice / provider news

- educational info
- protocol updates
- marketing / ads
- community engagement

social media