

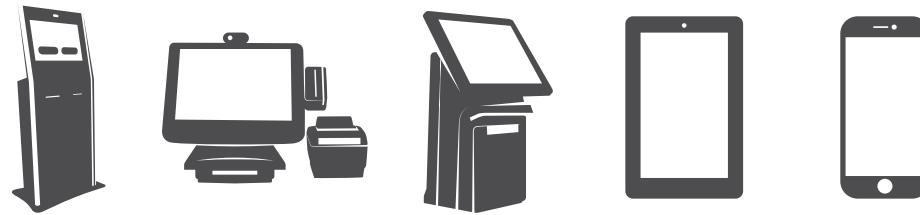
KEYS TO
**PATIENT
USAGE**

AN EVALUATOR'S GUIDE

STREAMLINE YOUR **PATIENT EXPERIENCE**



A SPECIAL REPORT FOR
Healthcare Professionals



In order for your kiosk to be a success, it has to be used by patients!

Through our proven process and 100's of successful implementations we've developed 7 keys to enhance kiosk usage.
Read, download, share and most importantly *execute* these 7 keys today.

The 7 Keys Are:



Assign a
Champion



Assign an
Implementation
Coordinator



Ensure Proper
Identification



Address
Staffing Levels



Location



Staff
Incentives



Patient
Promotion

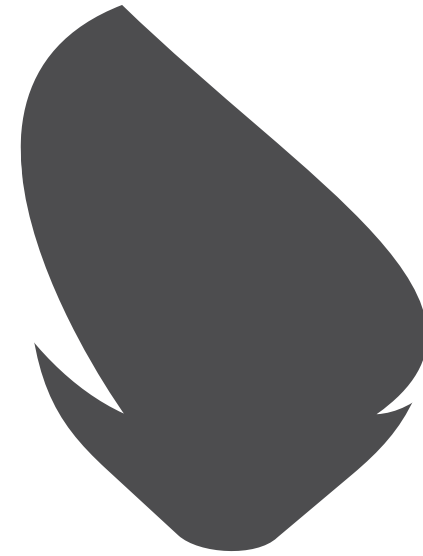
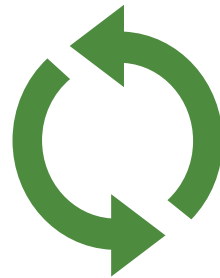
Champion



Leadership must create organizational buy in for the check-in project to be a success in the short and long term. The Champion (CEO, CFO, COO) shares the benefits of the NEW way to check-in:

- ✓ Improve overall efficiencies for patients, staff, providers and the business
- ✓ Increase patient payments, throughput, patient satisfaction and reduce lines and wait time
- ✓ Staff will enjoy a less hectic work environment, fewer manual repetitive tasks, less paper forms
- ✓ The opportunity to reassign staff to their skill-set
- ✓ Workflow changes will be necessary to achieve these benefits

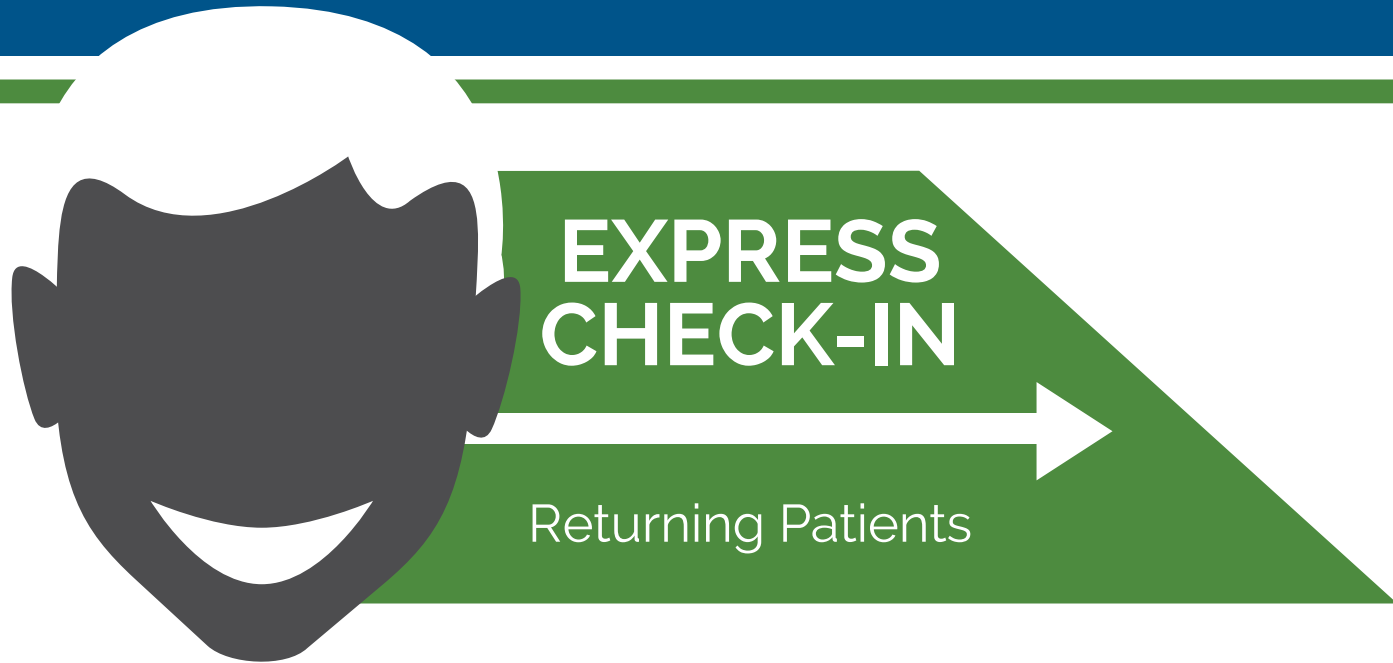
Implementation Coordinator



An "Implementation Coordinator" is the internal lead for the check-in project, working closely with the OTech Support team. We recommend a practice administrator, site manager, front desk supervisor or similar role. The Implementation Coordinator is a different role than the Champion.

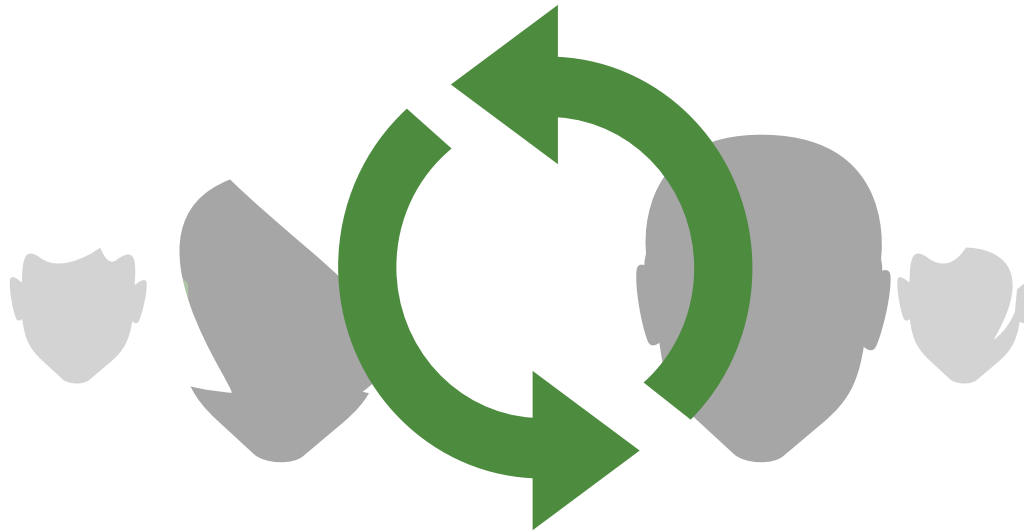
Identification

Signage and Greeter



Signage identifies what the kiosk is used for (express check-in) and who should use it (returning patients). A staff person reassigned to the role of greeter for the first few months of the check-in project is an effective way to encourage patient usage while maintaining your levels of customer service.

Staffing Levels



Placing a check-in device in the office will not magically create usage. "If you build it, they will come" only works for baseball. Successful Champions leverage staffing levels to ensure check-in project success:

- ✓ Reassign half of the check-in staff to other profitable tasks on Day 1 (greeter, phones, insurance)
- ✓ Staff should only be available for patients who cannot use the kiosk
- ✓ The right patients should always attempt using the kiosk first, THEN go to staff if needed
- ✓ If smiling staff are facing patients as they enter, patients will be drawn to staff and usage suffers
- ✓ By turning staff workstations on an angle to the entry door, staff is less inviting yet still available

Location



Don't underestimate the importance of placement! Factors for location are visibility and accessibility:

- ✓ Kiosk (not staff) shall be easily seen by patients immediately upon entering the practice
- ✓ The right patients should always attempt using the kiosk first, THEN go to staff if needed
- ✓ Bring power and network drops to the best location... don't limit placement to your existing drops

Staff Incentives

GOAL!

Set goals with staff and offer incentives to reach them. Successful clients offer coffee, bagels, paid time off and everything in between to incentivize staff. Recognition and celebration go a long way.

Patient Promotion

Awareness BEFORE Appointment = Usage



Sharing the news with your patients of a quick and easy way to check-in, that your patients are familiar with (airports, grocery stores) BEFORE their appointment will create awareness, which will drive usage. Promote the NEW way to check-in via your website, email newsletters, on hold message and automated appointment reminders. This is great customer service, from a cutting edge practice.



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