

Patient Experience by the Numbers

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Patient Experience Statistics that Every Chiropractic Clinic Should Know



Chiropractic practices have started to pursue higher patient satisfaction scores so that they can provide value-based care. Providers know that dissatisfied patients are more likely to share a negative online review, leave the practice to seek treatment elsewhere, delay paying their bills, and skip their appointments.

To help chiropractic clinics prevent such negative outcomes, here are 21 patient satisfaction statistics for each step of the patient's experience.

Appointment Scheduling

1 **68%** 68% of patients say they are more likely to choose healthcare providers that offer the ability to book, change, or cancel appointments online.

2 **51%** 51% of patients expect doctors to send automated text or email reminders urging them to schedule appointments.

3 **70%** 70% of patients say they will choose healthcare providers who send emails or text messages when it's time for follow-up care.

Convenience and Wait Time

4 **51%** 51% of patients said convenience and access to care are the most important factors in their decision-making.

5 **84%** 84% of people believe wait time is "important" to the overall experience at a provider's clinic.

6 **30%** 30% of patients reported that they walked out of an appointment due to long wait times.

Patient Communication

7 **4 out of 5 patients** 4 out of 5 patients expressed they wished their doctors would communicate what portion of the bill their insurance covers compared to what they owe.

8 **58% of Gen Z, Millennials, and Gen Xers** 58% of Gen Z, Millennials, and Gen Xers say responsiveness to follow-up questions via email or text outside of the appointment is critically or very important to their overall satisfaction.

Online Reviews

9 **94%** 94% of healthcare patients use online reviews to evaluate providers.

10 **It only takes 1-6 online reviews** for potential patients to form an opinion about your practice.

11 Patients also appreciate reputational integrity and transparency, so much so that consumers are five times more likely to select a practice that embodies these traits.

Patient Interactions

12 **71%** 71% of patients want their experiences with healthcare providers to be as easy as their interactions with non-healthcare brands in their lives.

13 **40%** 40% of patients express interest in a set of broader virtual health solutions, such as a 'digital front door'.

Can't reach 20%

20% of patients feel they cannot easily reach their doctor's office.

No-show 42%

42% of patients reported that they were unaware of their doctor's no-show policy.

Communication Barriers and HIPAA

16 **Barriers to Communication**

I do not have the technology	6%
Their systems are not easy to use	26%
Providers do not offer all the communication options I like	33%
It requires a lot of effort to connect with providers	42%

17 **32%** 32% of people are willing to or have already switched providers over their data privacy policies.

HIPAA

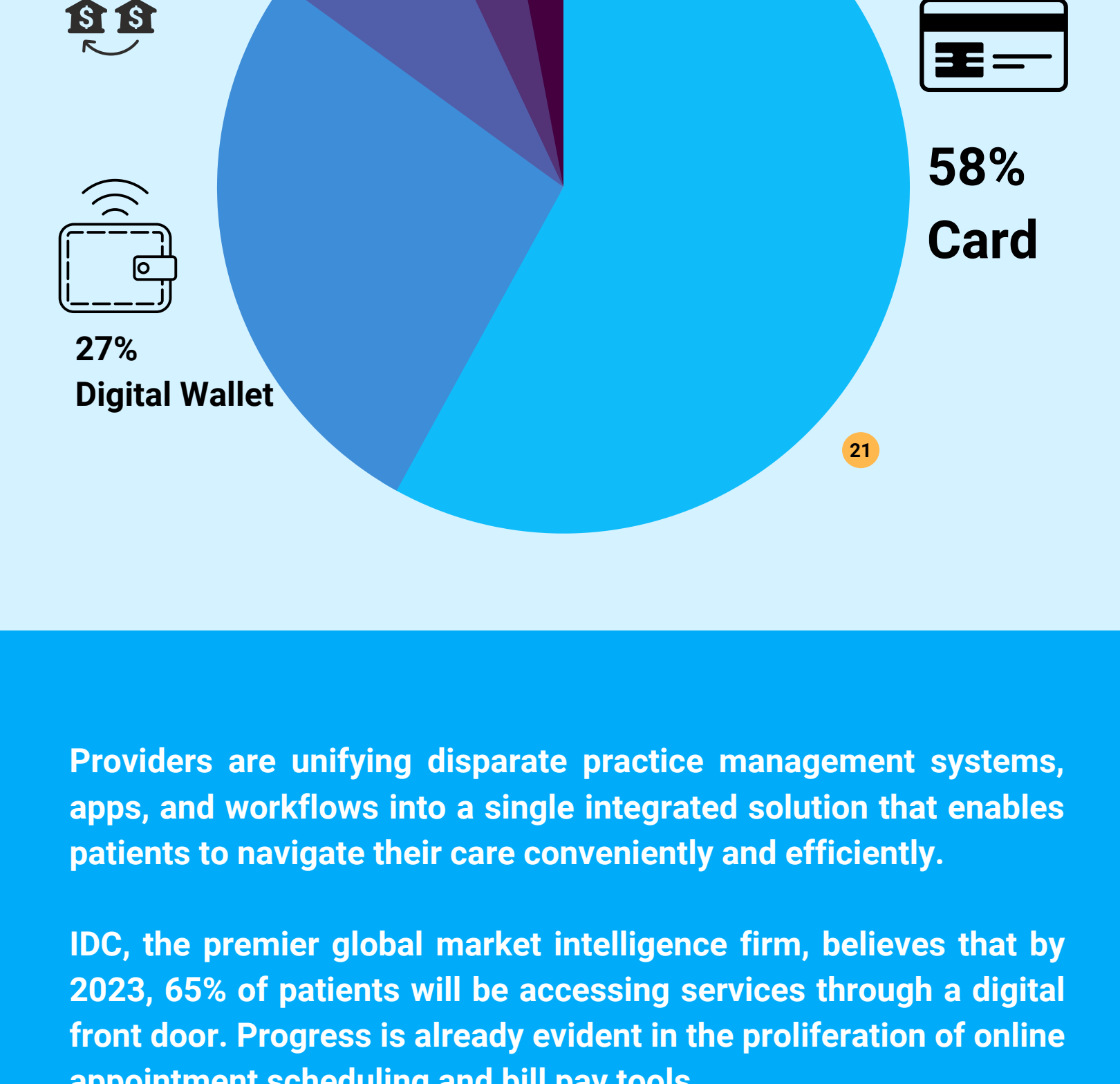
Digital Payments

18 **50%** 50% of patients would pay more quickly if their billing notification preferences were used.

19 **56%** 56% of patients prefer digital communications for payments over traditional mail.

20 **41%** 41% of patients stated they would consider switching providers due to a poor billing experience.

Forecasted Payment Split 2023



Sources:

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- RevLocal
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- Designing Your Perfect Patient Engagement Program in 2022
- Data privacy and patients
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