

Most consumers want better digital health experiences—can providers rise to meet their needs?

Article

The data: Software provider **Redpoint Global's** latest [survey](#) reveals US health consumers are still calling out for their healthcare providers to offer digital, more personalized experiences.

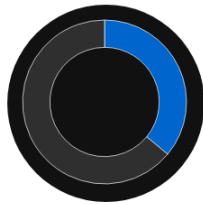
- **80% of consumers prefer to use digital channels** (like online messaging and virtual appointments) when communicating with their healthcare providers at least some of the time, and **44% prefer it a majority of the time.**
- **36% expect communications from a provider to match in-person experiences** in terms of relevance, consistency, and outcomes.
- **And 29% expect frictionless check-in experiences** both online and in-person.
- For context, the survey was conducted in November 2021 of 1,000 US adults.



4 in 5 consumers prefer digital channels for healthcare communications at least some of the time



29% expect frictionless check-in experiences both online and in-person



36% of consumers expect digital communications from a provider to match in-person experiences

Source: RedPoint Global, 2021

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Digging deeper into the data: US healthcare consumers will select a provider based on how well they meet their desire for digital, personalized experiences.

- **66% of respondents said their provider selection** was dependent on the provider's ability to communicate efficiently and consistently.

- **And 60% of consumers would choose a provider based on how well the provider understands them, beyond just basic patient data.**

And consumers don't just want digital communication—it has to be relevant, timely, and fruitful.

- **44% of consumers expect their providers to contact them proactively**—and 15% would be more likely to choose a provider that was more proactive.

The bigger picture: Healthcare incumbents still lag on offering strong digital experiences.

- **57% of consumers** think retailers and financial services do a better job at providing personalized, omnichannel experiences than healthcare institutions, per RedPoint.

What's at stake? Consumers are growing less loyal to their providers and more open to shopping around for healthcare services, and nontraditional/digital health companies are meeting healthcare consumers' demands.

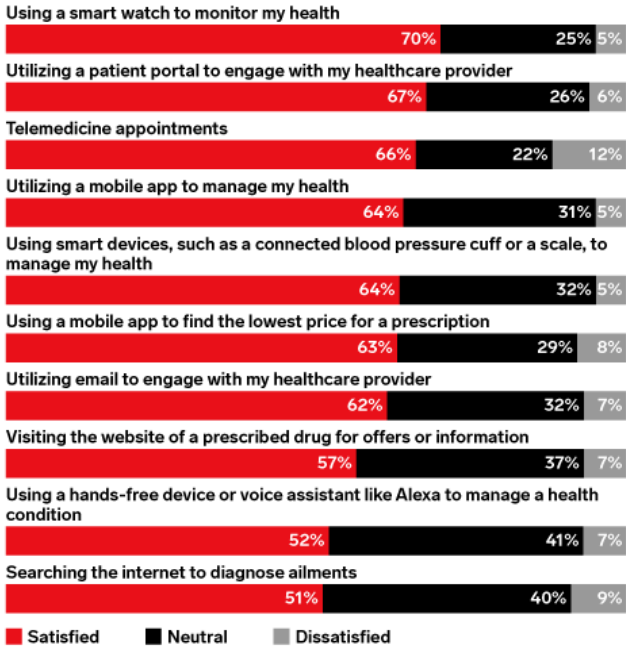
For example, **CVS Health** launched a virtual primary care solution, Aetna Virtual Primary Care, which offers consumers the convenience of hybrid in-person and virtual care and a continuous relationship with their preferred provider.

In another example, **Teladoc** ranked first in consumer satisfaction and number one among D2C telehealth providers [per](#) JD Power's 2021 Telehealth study.

- This is likely because Teladoc takes on whole-person care well, integrating every step of a patient's health journey and the quick and easy access consumers have to Teladoc's providers.
- Teladoc patients can typically connect with doctors within 20 minutes of a request, doctors are available 24/7, and [92%](#) of Teladoc patients have their medical issues addressed in a single call.

US Adults' Level of Satisfaction with Select Health Activities to Manage Their Health, June 2021

% of respondents in each group



Note: numbers may not add up to 100% due to rounding

Source: Mobiquity, "Exploring the Impact of Digital Tools in Healthcare Management and Patient Loyalty," July 9, 2021

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