

Kyruus deal shows health system execs' No. 1 priority is improving patient access

Article

The news: Provider search and scheduling company **Kyruus** is acquiring digital patient engagement entrant **Epion Health**.

What it means: Kyruus gets access to Epion's telehealth, virtual scheduling, virtual check-ins, and patient reminder tools.

Together, the combined entity will reach **more than 500 health systems and medical practices**.

- It's not like Kyruus didn't already have a wide footprint before the acquisition, though.
- The company's provider search and scheduling platform spans more than **300,000** providers alone. Its 2021 acquisition of price transparency service **HealthSparq** also helped Kyruus boost its clinician network.

Patients don't have time to wait: Many patients prefer booking appointments after-hours, same-day, or next-day. Without digital scheduling tools, it's hard to do this quickly.

- About **1 in 4 patients say they face difficulty reaching someone at their doctor's office by phone**, per Zocdoc.
- That lack of availability affects patient acquisition. If a patient's initial attempt to call an office doesn't get them an appointment, **many (26%) said they wait a few weeks to try booking an appointment again**, according to Zocdoc.

Flexibility is important to patients. Especially since it determines where patients want to get care.

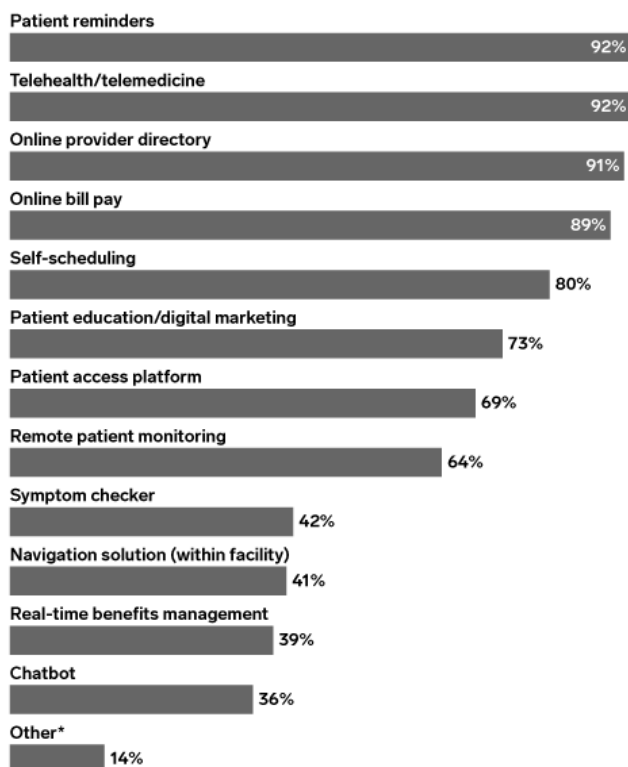
- About **42% of patients will switch physicians if they don't provide good digital experiences** like online billing and appointment scheduling, per Cedar.

The larger trend: Patient access is a top priority for health system execs over the next year.

- Many health system execs plan to improve patient access by **implementing patient reminder tools (92%) or self-scheduling tools like Kyruus (80%)**, per a 2022 KLAS and Center for Connected Medicine report.
- We've already seen some health systems keep true to their patient access plans. Last month, **UNC Health** tapped engagement platform **Well Health** to send patients appointment reminders, for instance.

Digital Solutions that Are Being Leveraged to Help Improve Patient Access According to US Healthcare Executives/Leaders, Sep 2021

% of respondents



Note: n=64; *include alerts to primary care provider, automated check-ins, call centers, COVID-19 testing, emergency department waiting room, medical record digital access, mobile app, operating room status, and text message campaigns
Source: Center for Connected Medicine (CCM) and KLAS Research, "2022 Top of Mind for Top Health Systems," Dec 1, 2021

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