Stages
Awareness
Engage
Arrival
Care
Reaction (Feedback)
Billing
Support
Relationship
Summary of Patient Experience
Touchpoint
Office Objectives at Touchpoint
Patient Expectations at Touchpoint
Department or Person Responsible at Touchpoint
Current Actions that are Producing Approach Behavior
Current Actions that are Producing Avoid Behavior
Future State Produce Top Level Service and Patient Results
Images
Web Search
Social Media Accounts
Front Sign
Digital Ads
Blood Work
Online Payments
Digital Portal
Referrals
Office Manager
Lead Nurse
All Staff
Text only when needed
Quick and easy to share
Want my voice heard
Accurate and Timely
Privacy with empathy
Front Desk Manager
Physical Forms
Patients on the room
Local print ads working
Effective two-day notice
Appts can back up
Follow up email