

Redefining Point of Care

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Times Are Changing

- **Healthcare Consumerism** – right information at the right time
- **Value-Based Care** – support for new payment models
- **EHR Burden and Burnout** – more work, less time with patients

Physicians' Perspectives

**Patient Engagement Technology
(and Pharma's Role in It)**

A 2018 RESEARCH STUDY

- Commissioned and executed by Digital Health Coalition
- Surveyed 206 physicians
- July 2018
- Glean attitudes and behaviors on emerging tech

Technology is Improving the Patient Experience



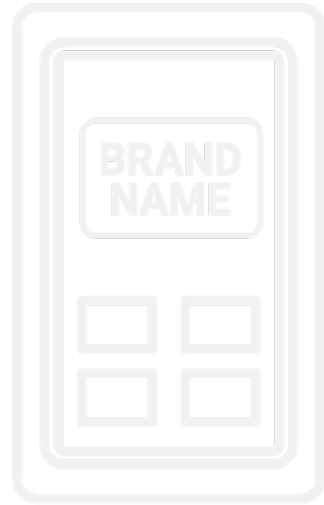
77%

of physicians agree the use of patient engagement **technology in their office helps improve patients' overall experience.**

61%

are using technology in **nearly all of their interactions with patients to better educate and engage** with them.

How Do Docs Feel About Pharma in Their Office?



Physicians are comfortable with in-office **technology** including pharma messaging

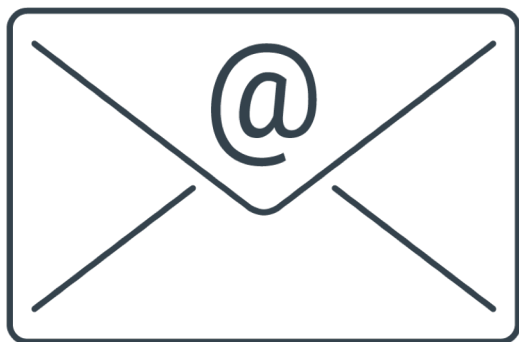


74%

of physicians highly or somewhat interested in in-office tech featuring tailored education + ads

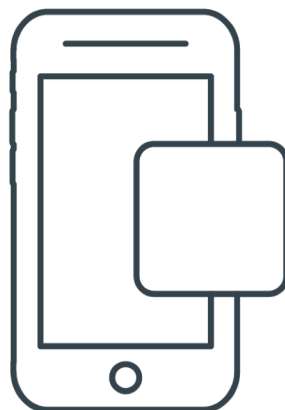
Taking Engagement Beyond Office Walls

Top 3 technologies physicians are most interested in using to connect with patients outside the office:



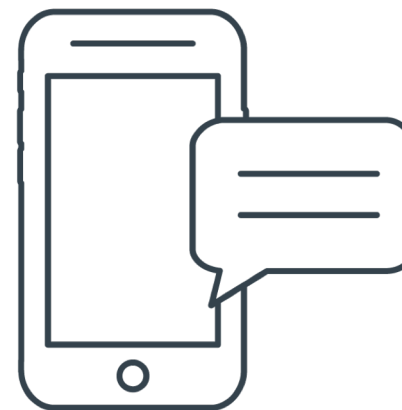
59%

Email



48%

Mobile App



39%

Text (SMS)

Source: SERMO for PatientPoint and Digital Health Coalition,
"Physicians' Perspectives Patient Engagement Technology" 2018

Future Outlook

- **Content & services** for patients and physician engagements
- **Omnichannel** and multi-modal approach to reach patients
- **Data** to target content, & embed inside existing workflow



Final Thoughts



Patient engagement technology is transforming how healthcare providers interact with and educate patients.



Physicians see value in and want to integrate tech across important touchpoints to improve experience & better educate patients.



Leveraging POC gets brands in on the action and in the middle of patient-physician engagement both inside the office and out.



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