



12 Telemedicine & Digital Health Engagement KPIs Every Executive Should Know

Mend Telemedicine & Digital Health KPI Study & Statistics

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Foreword

We greatly appreciate getting the opportunity to share data and insights from our platform over the last year. Our team is passionate about helping you help more people.

We have intentionally tried to keep the content short and to the point. We welcome any comments or questions. You can reach me anytime via email, matt@mend.com. Please enjoy!

Thank you,



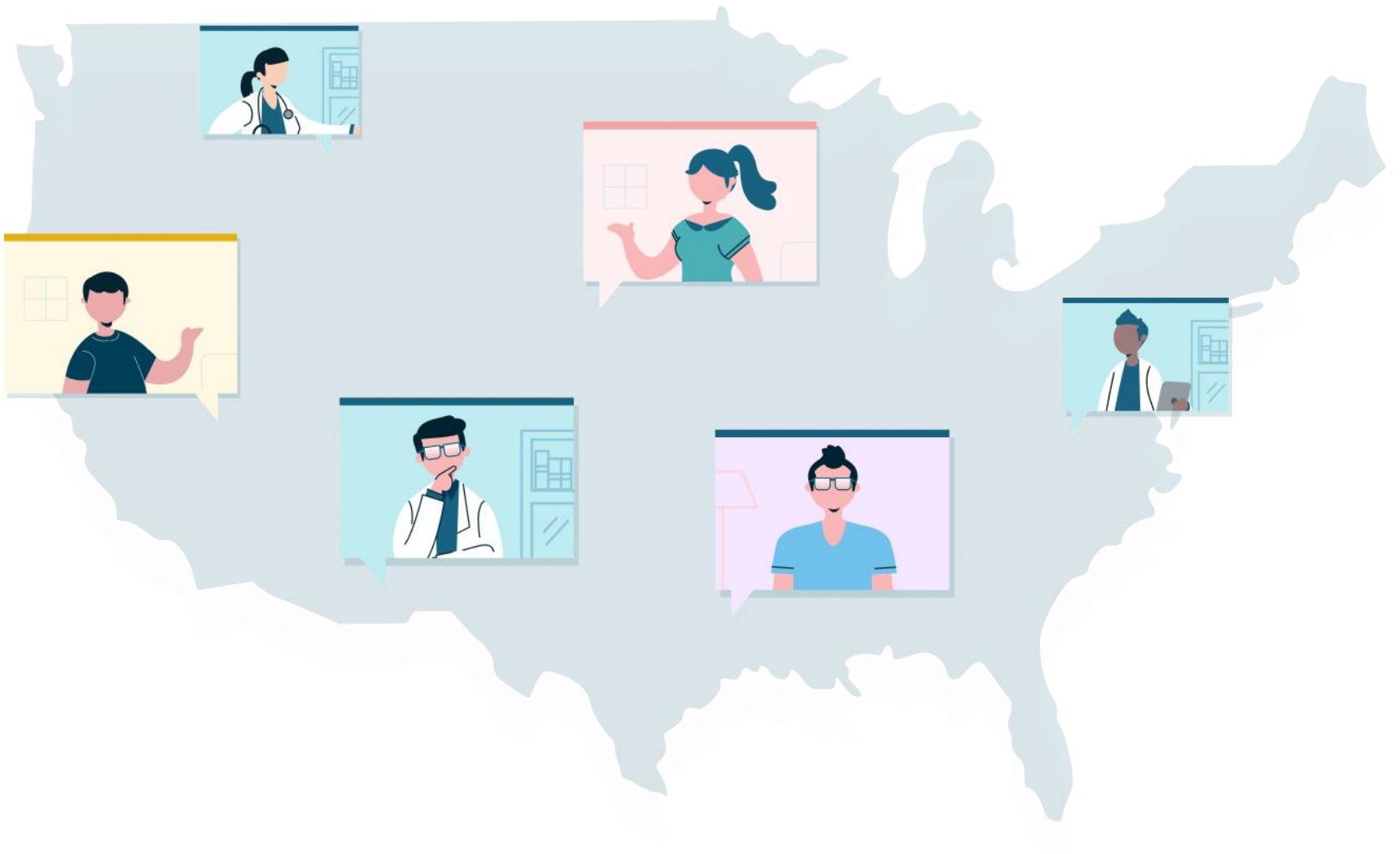
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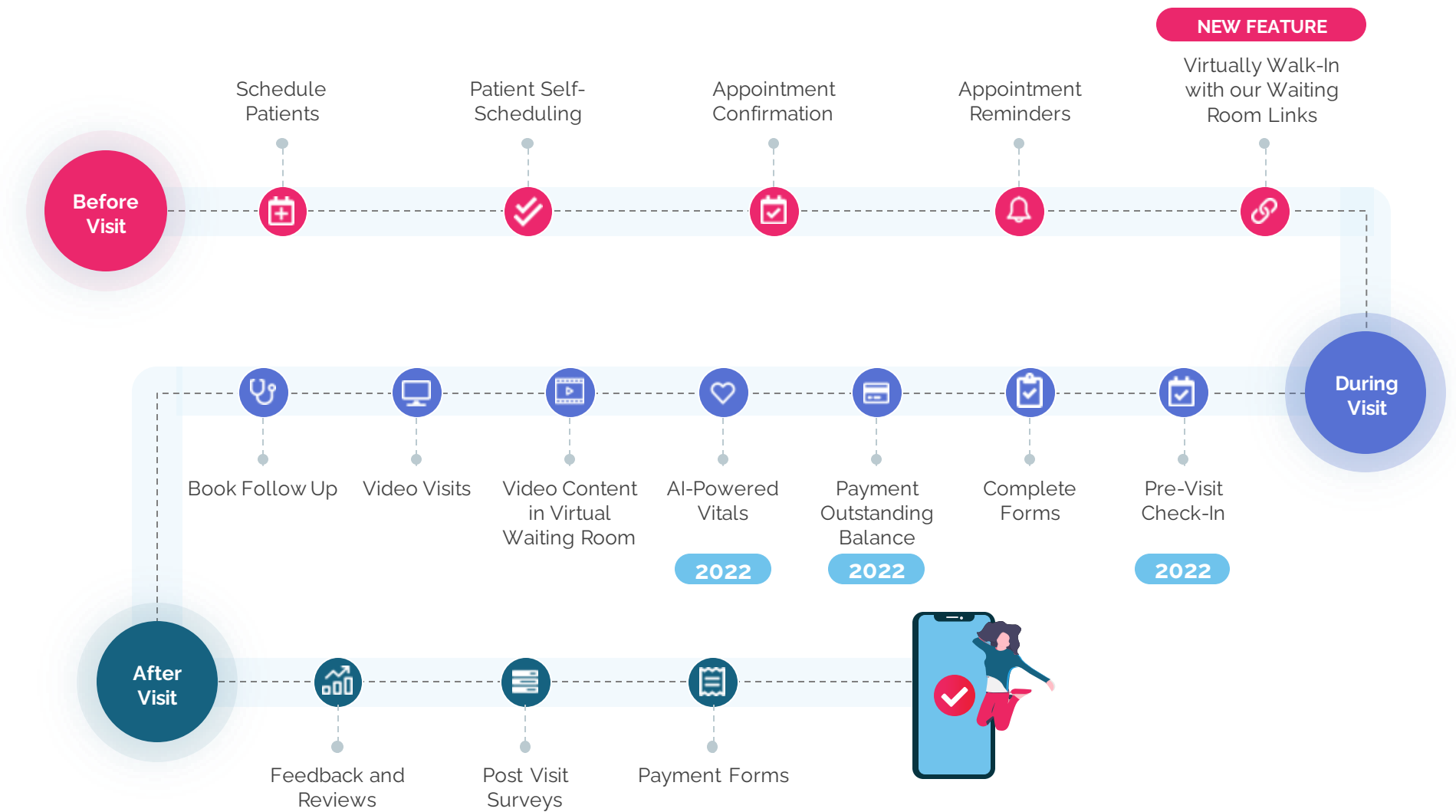
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What is Patient Engagement?



Mend Patient Journey

Comprehensive patient engagement platforms allow you to provide a digital experience throughout the virtual patient experience and can compliment in-person visits both before and after the appointment. From scheduling to follow ups post-visit, here is what a patient journey can look like on an affordable enterprise platform like **Mend**:



Stakeholder Value Propositions

Hybrid care models can be a win for both patients as well as everyone within your organization.



Patients

- Engage via technology
- Convenience
- Increased access to care
- Rural access to specialists
- Contain contagious disease



Clinicians

- Continuity of care
- Improve outcomes
- Increase chronic care
- Monetize frequent care
- Coordinate care between providers



C-Suite

- New revenue
- Fulfill quality measures
- Improve efficiency
- Improve patient retention and loyalty
- Reduce no-shows or cancellations
- Community outreach goals
- Expand patient base through access and referrals
- Increase data-driven care
- Increase innovation

What Do Consumers Want?

Every year **Accenture** conducts a digital health patient survey and publishes the results of those surveys to the public. Across several studies, here are some notable findings:



69% of Consumers

want to communicate with their provider through secure email.



70% of Consumers

want to receive reminders, via email or text message.



54% of Consumers

want virtual care from traditional medical care providers.



68% of Consumers want to book/change/cancel appointments online.



52% of consumers are open to virtual care for routine appointments. **42-46%** are open to virtual care for specialty, chronic, and diagnoses for illness.

Source: 

Mend Community Stats

The most productive Telehealth programs in the country run on **Mend**

70%

of Mend Enterprise
orgs average
Single-digit
no-show rates

400,000

video visits per
month

Mend has the only

5-star

telemedicine patient
satisfaction experience

- Patients rave about Mend's Enhanced Virtual Waiting Room
- 23% Increase in patient satisfaction



94%

of visits are
successful on
Mend

Over

4,000,000

patients, across
90 specialties

Instant technical
support available for
patients, providers,
and staff within

15 seconds

Over the last

1,000,000

digital forms

sent to patients through
the Mend platform

- 86% were completed
- 68% came back within an hour
- 75% came back within a day

12 Patient Engagement KPIs



Telehealth KPIs

Telehealth programs can provide a wealth of data because these encounters happen virtually. The number one reason why customers implement telehealth is to improve productivity by reducing no-shows and late cancellations. Productivity of in-person vs. virtual visits is probably the most important metric to track because it will validate Return On Investment (ROI) for telemedicine programs.



Telehealth can make significant impacts on an organization. We have seen unprofitable organizations become profitable. Patients rave about connecting digitally. We have even seen practices go from a provider shortage to a provider waitlist. Telehealth is a win for patients, providers, and healthcare organizations. Do not measure success subjectively; be objective and make sure to look at the following KPIs.



No-Show / Drop Rates



23%

U.S. Average No-show Rate

Elsevier B.V. Health Policy 122 (2018) 412-421

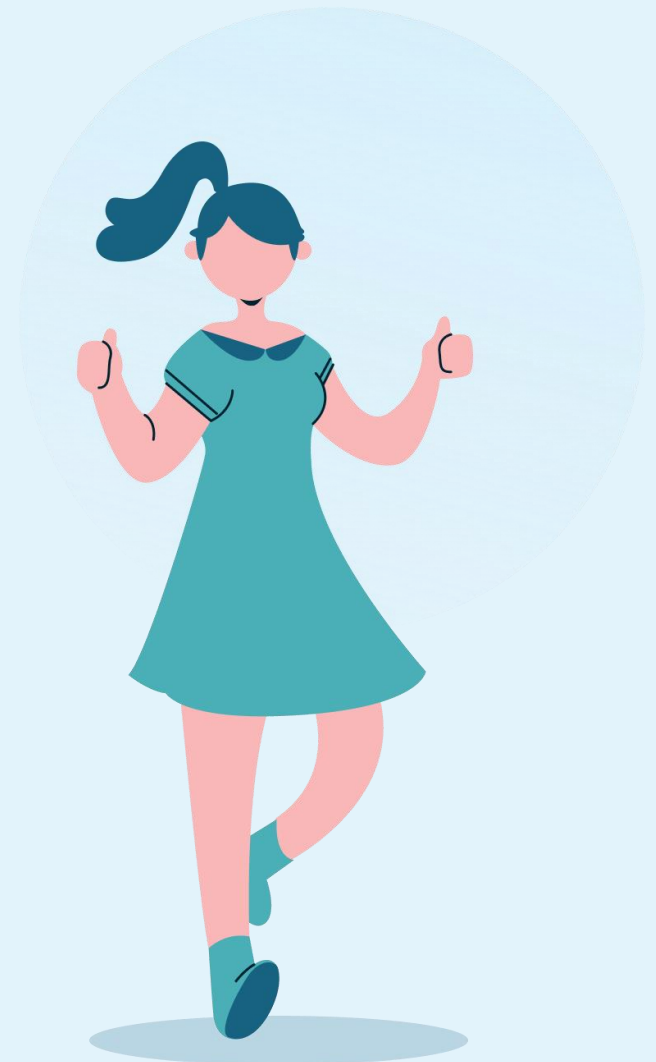


Single-digits

70% Mend Enterprise orgs for Telehealth, Q4 2021

Customer no-show rates spanned **2%-9.3%**

Mend Report, The Key Performance Indicators of Successful Telehealth & Patient Engagement Programs in 2022



Patient Wait Times

Waiting is going to occur with all of the patient demands organizations and providers are trying to manage. Telehealth programs do save travel time, so that is a win for the patients even if they experience a short wait. During this waiting period, patients can take advantage of the educational materials Mend is able to provide through our Netflix style waiting room experience. Instead of waiting, patients are learning to become healthier. What would you want patients to know about your organization? Custom video content can be uploaded for patients to watch while they wait.

The following are average wait times for the Telehealth industry as well as across the entire **Mend** platform:

15-20 min.

U.S. Average Telehealth Wait Times

HCC Patient Survey Results

13 min.

Mend Telehealth avg. wait time in 2021

- **589,410,250** total seconds waited
- 18 years, 251 days, 21 hours, 4 minutes, 10.6 seconds of wait time

Mend Report, The Key Performance Indicators of Successful Telehealth & Patient Engagement Programs in 2022



Patient Satisfaction

Patient satisfaction is key to patient retention. Studies have been conducted all over the country and **Mend** consistently outperforms national benchmarks because of ease-of-use, patient wait experience, instant technical support, and more. Are you measuring patient satisfaction for virtual visits? You may also want to consider tacking provider and staff satisfaction as well.

77.6%

Healthcare
Coalition (AMA,
ATA, & others)

HCC Patient Survey Results

82.7%

National Library
of Medicine

National Library of Medicine



93%

Mend has the **only 5-star telemedicine**
patient satisfaction experience

- Patients rave about Mend's
Enhanced Virtual Waiting Room
- 23% increase in patient
satisfaction

Mend Report, The Key Performance Indicators of Successful
Telehealth & Patient Engagement Programs in 2022

Successful Encounters

Successful visits can be hard for a Telehealth platform to determine because there is very little context for the visit. A patient engagement platform may not know if the visit was coded and then submitted for billing. **Mend** can integrate with Business Intelligence (BI) tools to allow data teams to look at data from across the organization.

Mend has developed success benchmarks that can be used to measure trends. If an appointment was checked out or if we can see participation in the encounter greater than 2 minutes, we can assume participation in the encounter, with a high probability of success.

94%

of visits are successful on **Mend** across two methods of analyzing success

One method verifies if the appointment was checked out

The second method looks for participation greater than 2 minutes

Mend Report, The Key Performance Indicators of Successful Telehealth & Patient Engagement Programs in 2022

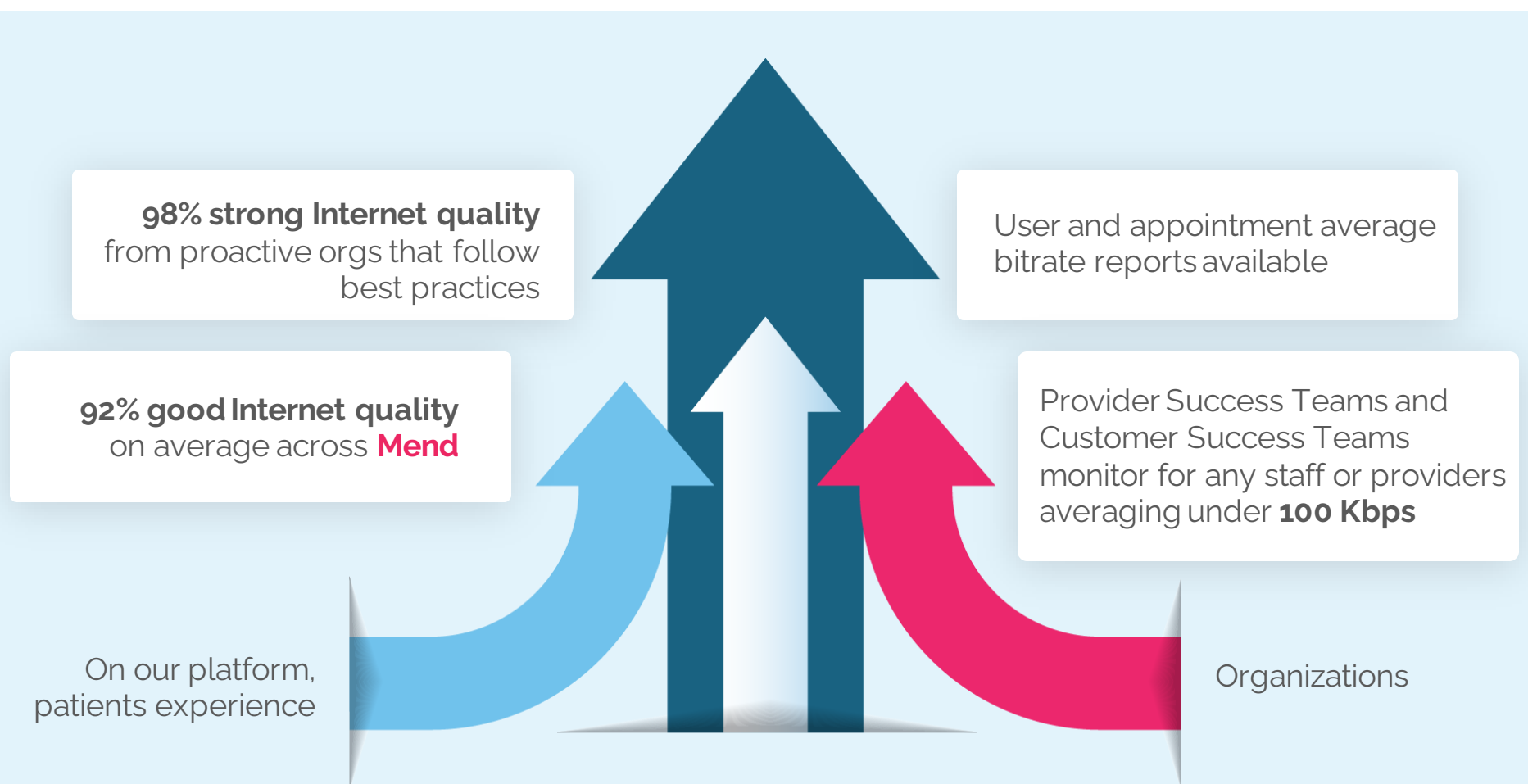


Connection Quality

Connectivity is always the number one priority for any telemedicine program. Analog phone calls are not always perfect, so two-way live streaming of video is not going to work all of the time. Platforms like **Mend** support video on 3G internet connections, and include audio fallback as well as additional audio options.

The best approach to measure connectivity quality is to aggregate your patient data to see what percentage of patients have poor Internet. If patients have poor connectivity, **Mend** can assist to help you develop more proactive processes to prepare patients prior to a visit or perhaps Telehealth kiosks are needed in certain situations where someone needs help with technology or lacks access.

Providers and staff need to be measured on an individual basis. Since remote work is more prevalent, personal networks or cellular networks that your IT department does control need to be monitored. If a provider or staff member has a poor connection, it can affect the experience of all their visits. Since video publishing heavily relies on upload speeds, Netflix could work perfectly fine while telemedicine visits struggle. We have all experienced poor connectivity or had to replace defective equipment. Monitoring staff connectivity is vital for productivity and satisfaction.

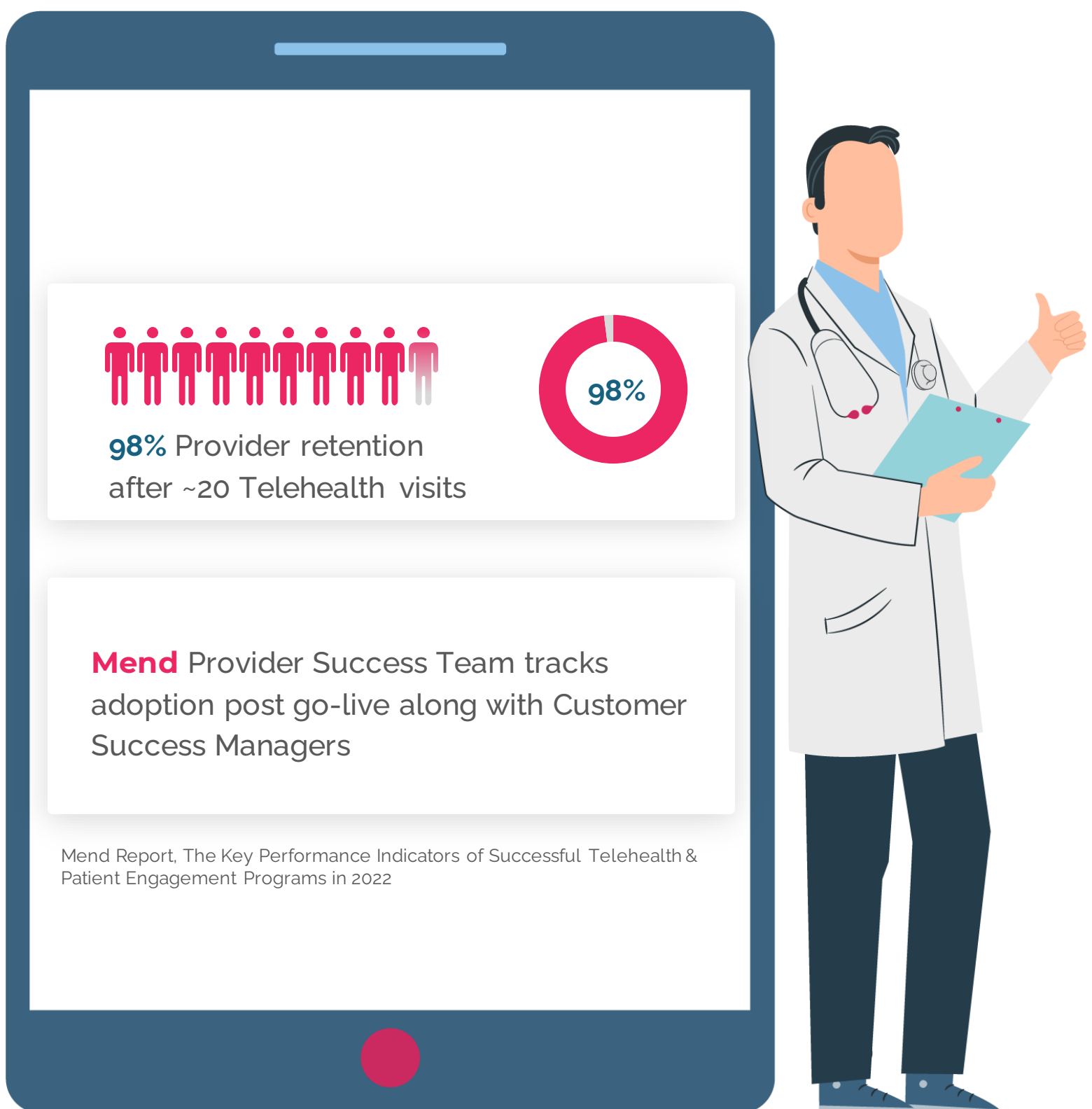


Mend Report, The Key Performance Indicators of Successful Telehealth & Patient Engagement Programs in 2022



Provider Adoption

Provider adoption can vary from organization to organization. Perhaps you have an Enterprise software license with a platform like **Mend** and all your providers have access if they ever need it. Or, for Behavioral Health organizations, every provider is likely to utilize telemedicine software everyday. Regardless, measuring adoption is important when measuring and tracking success.



Telehealth vs. Video Conferencing



Telehealth vs. Video Conferencing

Telehealth is the delivery of health-related services remotely via technology. Healthcare organizations can accomplish this via messaging, video, or audio, depending on the practitioner and patient preferences.

To successfully implement telehealth, a practice must first choose a telehealth platform. This is the software that will make it possible for a practice to use telehealth in the way they want.

Not all telehealth platforms are created equal, though. Possible limitations include:



HIPAA compliance: Some platforms fail to comply with HIPAA's stringent privacy requirements and can therefore create significant liability for the practices that use them.



Group session capabilities: If a platform cannot host group sessions, both patients and practitioners will miss out on the opportunity to participate in an effective form of treatment via telehealth.



Technical support: Some platforms may lack the reliable tech support needed to keep things running smoothly.



Low-bandwidth capabilities: For patients who live in rural areas or lack dependable internet, a telehealth platform that doesn't support low-bandwidth connections won't be a viable option.



Handling of wait times: There's a reason why clinics stock their waiting rooms with magazines and informational pamphlets — patients like to have something to do while they wait. The same applies to virtual waiting rooms, but some platforms offer nothing but a blank screen.

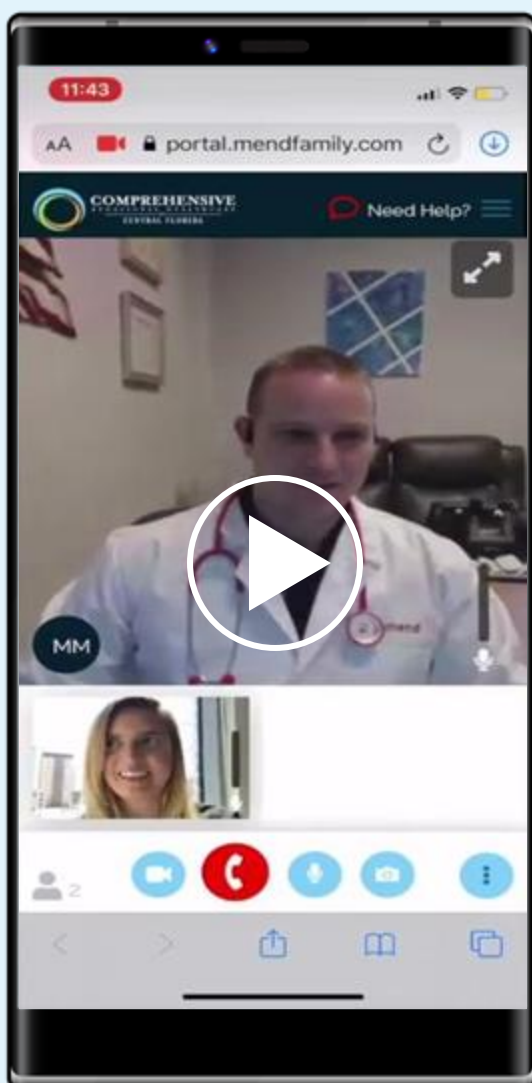
So what does a complete telehealth platform look like? Besides filling all the gaps described above, a comprehensive solution will also engage patients outside of their appointments.



Telehealth vs. Video Conferencing cont.

This is a crucial step in ensuring that patients stay informed and involved in their treatment at all times. And it can also help patients make it to appointments they might have otherwise missed.

Mend offers beautifully simple telemedicine that patients can join with a simple click



Fast

Engage virtually any patient, anywhere with the strongest telehealth connection.



Secure

Protect your patients, providers, and institutions with unparalleled security.



Easy

Mend offers beautifully simple telemedicine that patients can join with a simple click.



Scalable

Adopt a single solution that grows with your business.

Telehealth Can Move In-Person Workflows to the Cloud



Telehealth Can Move In-Person Workflows to the Cloud

Robust software platforms, like **Mend**, can provide a number of different workflow options that you may have never considered before. With partners like **Mend**, you are not limited to one type of workflow. Here is a workflow that customers use to replicate an in-office flow for virtual appointments:



Visit is scheduled by staff, patient, or integration.



Mend handles appointment reminders, video links, digital forms, consents, & technical support.



Patient clicks link at time of visit, inputs DOB, and then enters the Enhanced Virtual Waiting Room experience.

- We can provide educational content which we have readily available
- We encourage customers to upload their own video content as well



Staff can join the visit to handle check-in, set expectations for wait times, collect co-pays, etc.

Utilizing queue and/or transfer capabilities



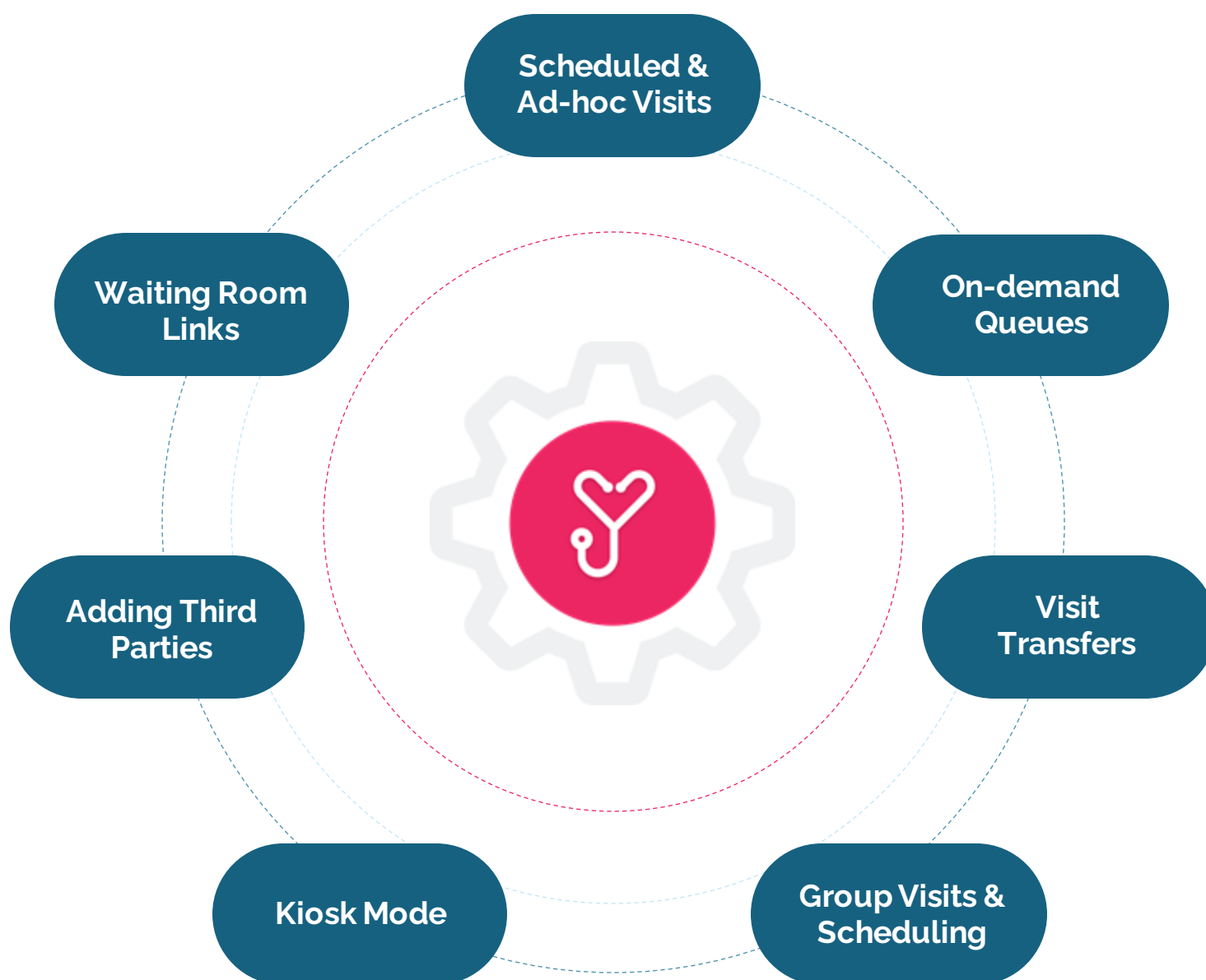
Virtual visit set to Ready for Provider and providers can join from anywhere when ready.



Visit set to Ready for Checkout and staff can join again to provide documents, set follow-up visits, collect final payment, etc.

Mend Telehealth Workflow Options

Mend has every virtual workflow option to support your needs today while continuing to help you grow and evolve your business. Again, you can utilize more than one workflow and most workflows are customizable to support your needs. **Mend** currently supports the following telemedicine workflows:

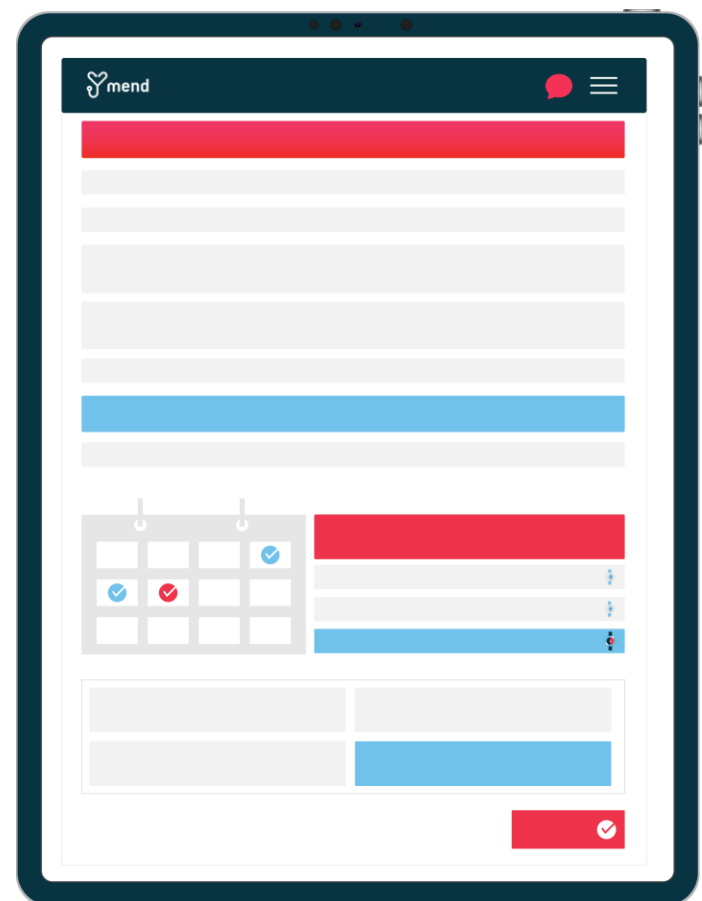


Digital Forms

The New Appointment Confirmation

Many patients dread seeing a new practitioner due to the amount of paperwork they need to complete. It's safe to say that no one gets excited at the prospect of a clipboard full of blank forms. **A telehealth platform with digital intake forms can greatly improve patients' experience.**

Such intake forms are a great alternative to their pen-and-paper counterparts because patients can complete them on any device. Whether patients use a smartphone, tablet, or laptop, they can fill out the forms they need to complete, and even send their medical histories by taking photos or attaching files.

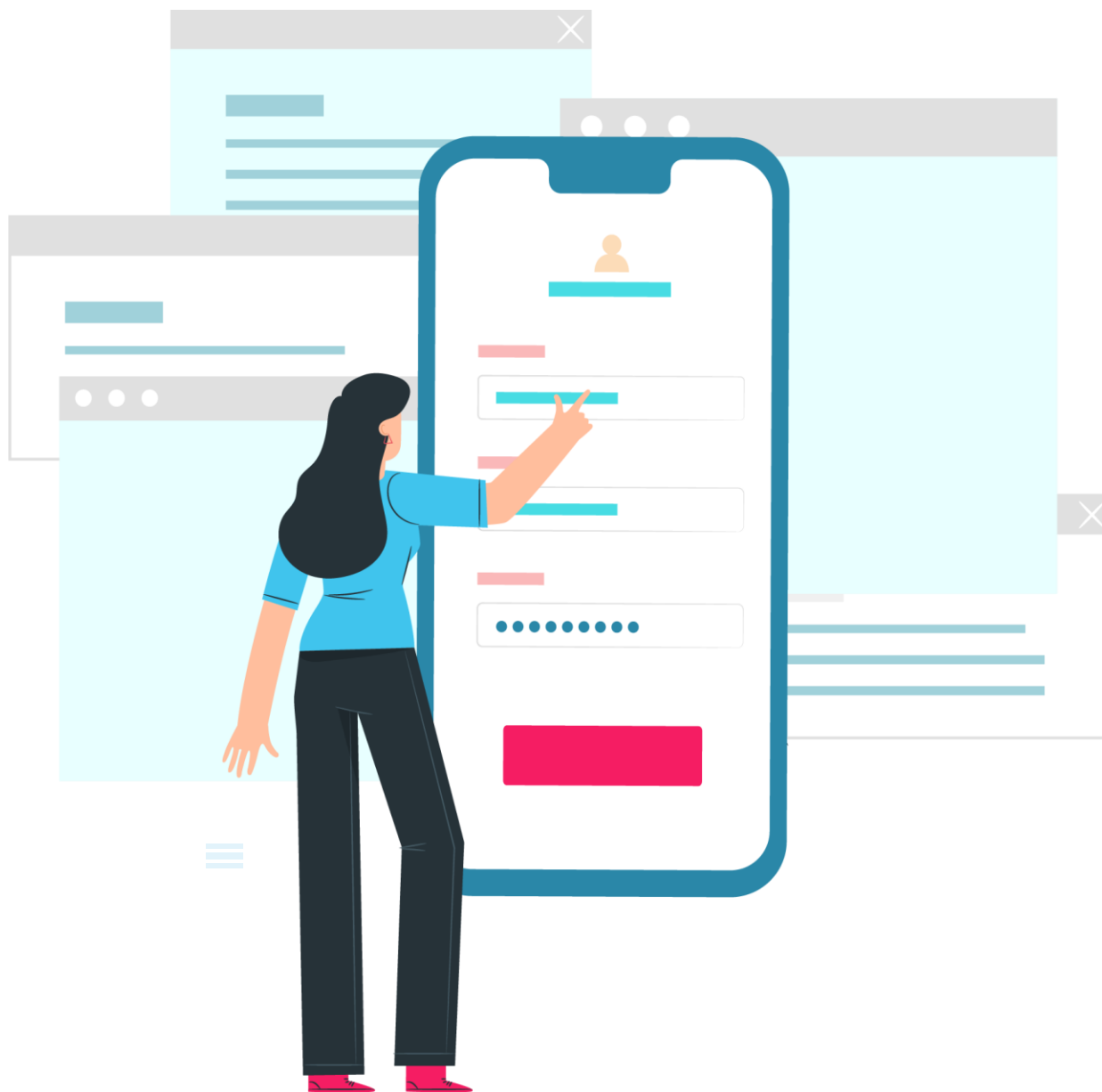


Digital intake forms also have the added benefit of relieving staff from time-consuming busywork. This is made possible by advanced telehealth platforms' ability to integrate with a practice's pre-existing EHR system. This allows the automatic transfer of information from intake forms to corresponding patient charts.

The impact digital intake forms have on patient behavior is measurable. Practices with a telehealth solution with digital intake forms have an average patient engagement rate of 86% or more. Engaged patients are far less likely to miss their appointments.

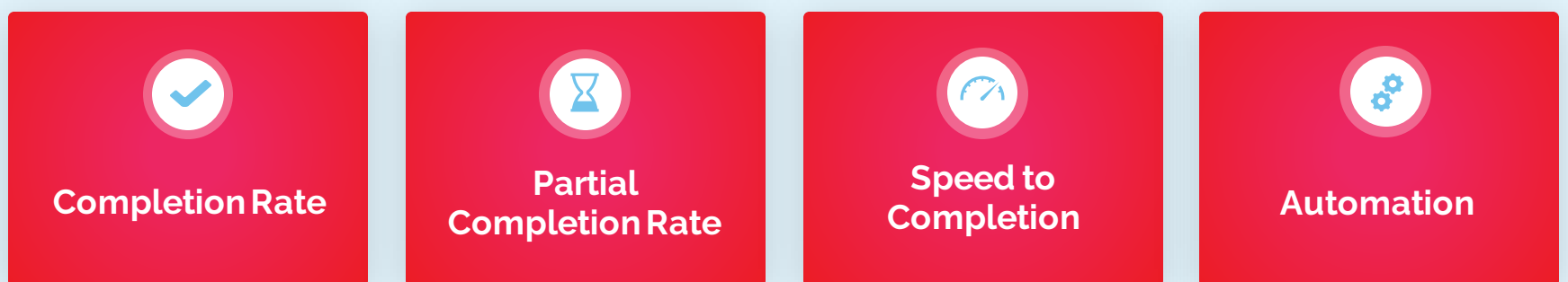


Digital Form KPIs



Digital Form KPIs

Measuring engagement with any digital initiative is key. There are several areas to consider when measuring performance:



Mend's digital forms produce outstanding engagement rates. Customers report that when forms are completed, the visit is more likely to occur, which is something that we are currently studying in more depth.

Out of the last 1,000,000 digital forms completed on Mend:

a. 68% came back within an hour

b. 75% came back within a day

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86% of Mend Digital Forms were Completed in 2021

a. Disengaged patients are **3x** as likely to have unmet medical needs and 2x as likely to delay medical care.

b. mHealth app patient usage is **only 2%**, namely because the apps fail to provide patients with the functions and ease-of-use patients are looking for.

→ That 2% adoption rate of hospital mHealth apps could cost each hospital more than **\$100 million annually in lost revenue.**

c. About **6 in 10 individuals nationwide** were offered access to their patient portal by a health care provider or insurer, and nearly 4 in 10 individuals (38 percent) reported that they accessed their portal at least once in 2020.

Digital Form KPIs

If forms are pushed to patients via email and text and it is effortless to complete the forms at their own convenience, engagement rates will be far greater for your organization than a patient portal.



Reduce no-shows

Digital forms are the new appointment confirmation. If the forms are completed, it is likely that the visit will happen.



Focus on care, not paperwork

Keep your care teams focused on the work that matters most to patients.



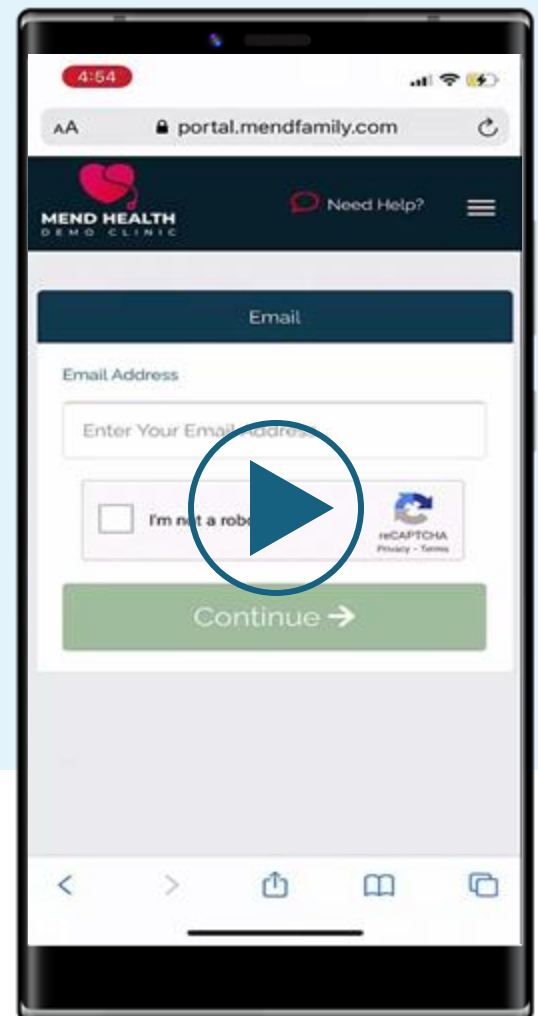
Keep patient data accurate with less work

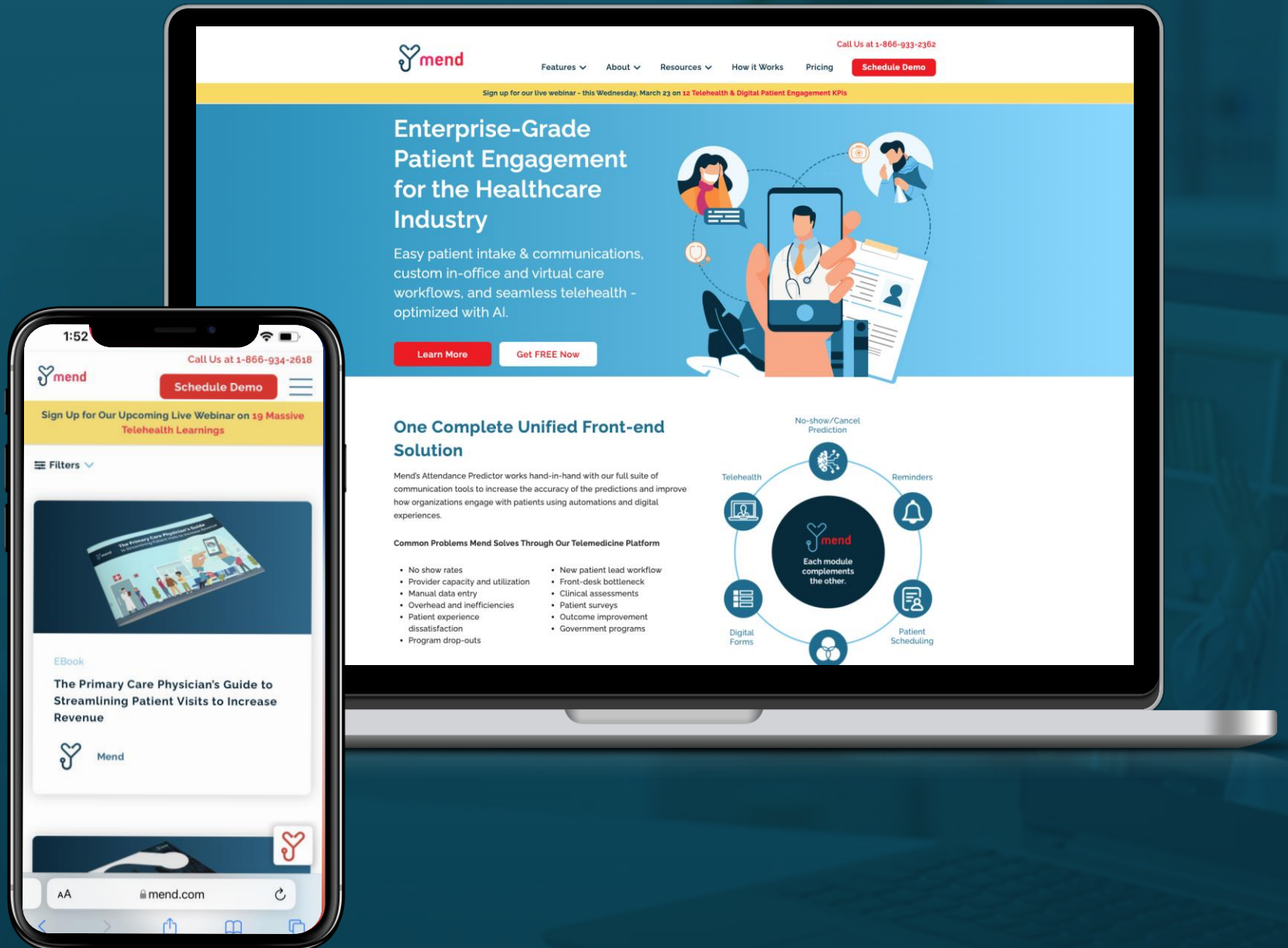
Enhance the speed, accuracy, and ease of collecting patient information with digital forms.



Intake patients faster and deliver a better care experience with digital forms

Mend's beautifully simple telemedicine that you can join with a single click





Mend.com has many other resources available that you may enjoy including other eBooks, blogs, white papers, webinars, podcasts, and more.

To Visit Our Resource Center, [Click Here](#)

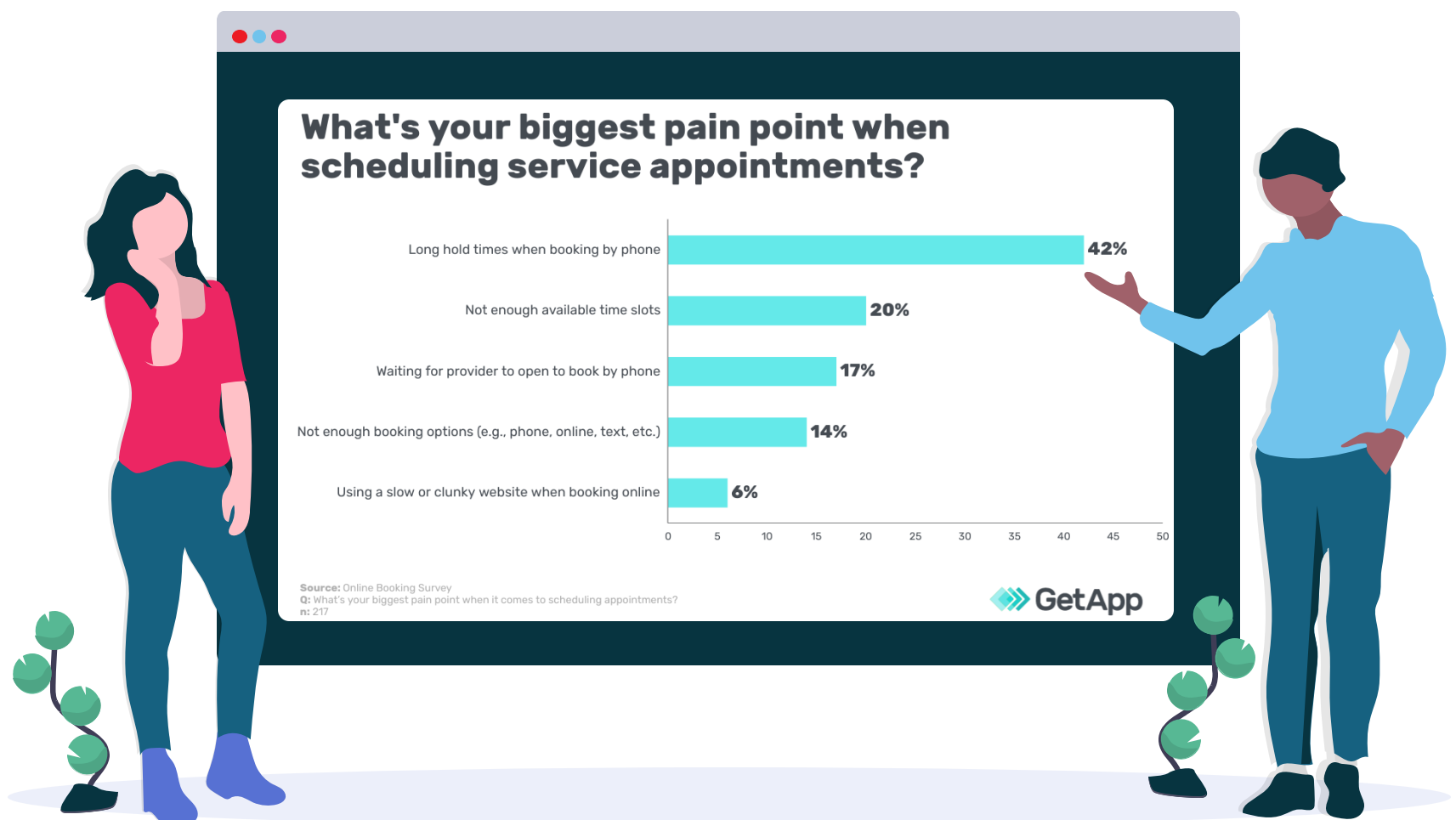
Why Do Patients Miss Appointments?



Why Do Patients Miss Appointments?

64% of patients report needing to change an appointment because of a conflict. The next closest reason is in the single digits with 9.5% of patients reporting personal reasons when changing an appointment. If you don't allow patients to schedule, cancel, or reschedule themselves, you probably don't have this data to track. If you merely rely on a call center or a phone call for scheduling and scheduling changes, a significant percentage of the **73.5%** discussed above will manifest as no-shows or late cancellations.

Consider things from the patients' perspective. A **survey conducted by GetApp** found that 47% of patients' most significant pain point when scheduling appointments is long hold times when booking by phone:



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Why Do Patients Miss Appointments?

A significant percentage also take issue with:

20%

A lack of available time slots

17%

The inconvenience of waiting for their provider to open to book by phone

14%

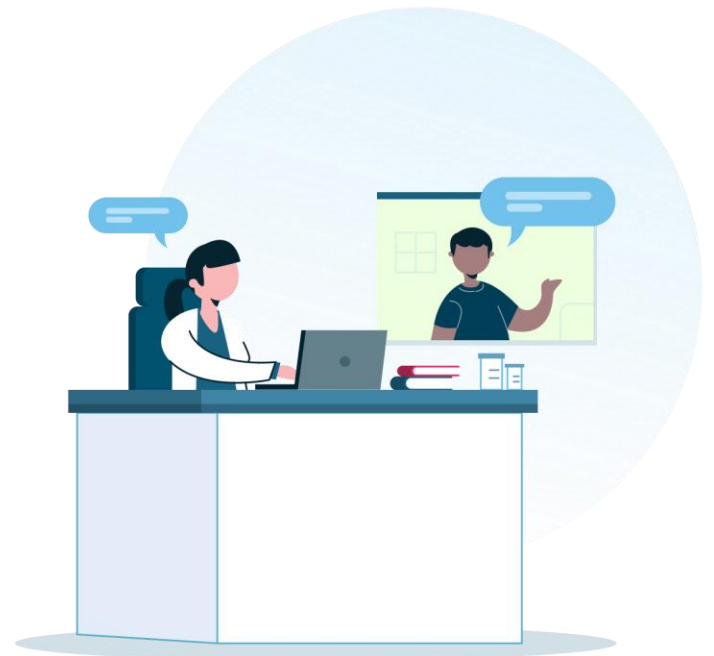
A lack of booking options

06%

Using a slow or clunky site when booking online

Healthcare organizations need to start thinking about operating as ecommerce businesses. If you can book or change a hotel anytime day or night, you should be able to do that with your healthcare provider as well. Without these tools, the national no-show rate will continue to remain at 23% meaning that 1 in 4 patients on the schedule is a wasted slot.

- Schedule and modify appointments on their own accord
- Avoid long hold times altogether
- Make or change appointments at any time, regardless of whether their provider is open or not
- Have a greater number of convenient booking options
- Enjoy a fast, streamlined experience that makes booking appointments a breeze



And when patients find it easy to reschedule appointments on their own, they'll also be more likely to change time slots rather than skip their appointment entirely.

In the end, that means fewer no-shows and more revenue for your practice.

Patient Self-Scheduling KPIs



Patient Self-Scheduling KPIs

Patient self-scheduling is likely to ramp up over time since patients will need to know that new scheduling options are now available. Patients have been conditioned to call in order to schedule an appointment so awareness campaigns will be an important part of success.

The following are insights across **Mend**, which can be used as ideas for KPIs your organization should be tracking to measure patient self-scheduling:

1. Hybrid Care Patient Self-Scheduling

a. 34% - Mend self-scheduled appointment rate for 2021

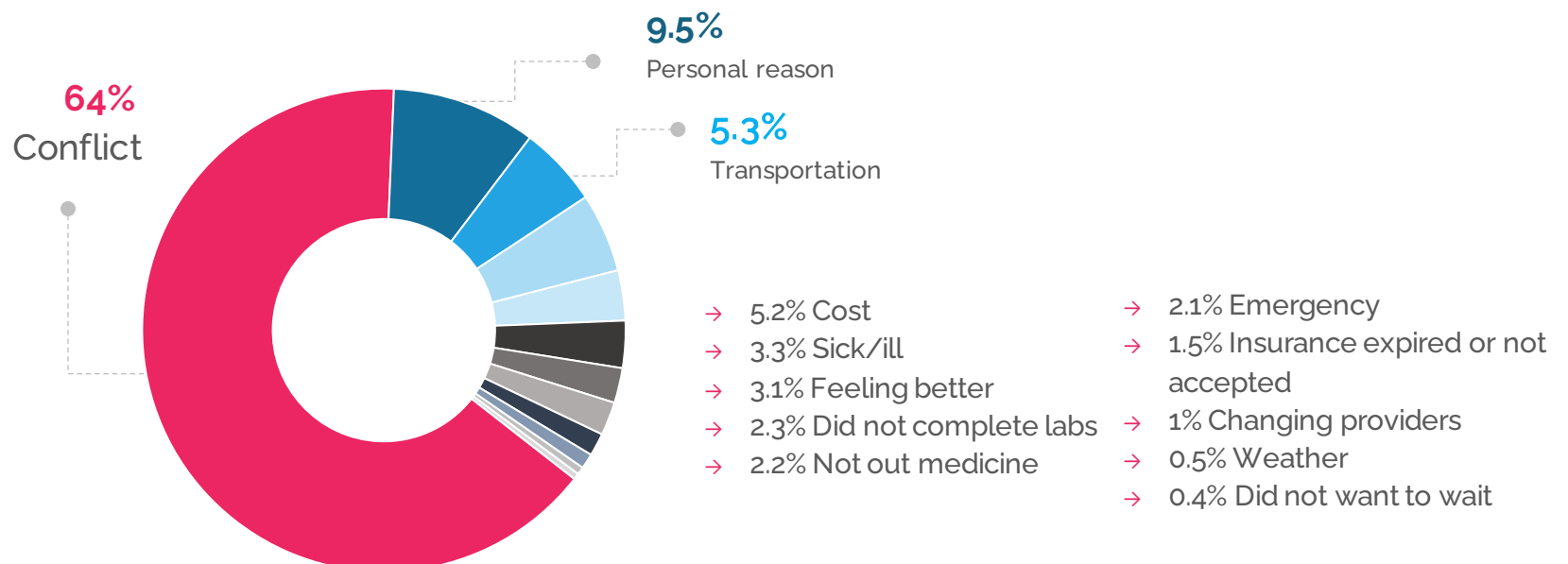
- i. **>= 100 self-scheduled appointments** (in-person or virtual) in a given month
- ii. **16%** were cancellations and reschedules
- iii. **12.9%** of appointments are patient scheduled across Mend

b. 5% No-show rate for patient self-scheduled appointments

c. 41% - Large Mend customers with patient self-scheduling enabled

- i. **67%** of these customers allow the patient to cancel and/or reschedule

2. Most common change (reschedule or cancel) reasons



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Patient Self-Scheduling KPIs



Reduce No-Shows

Let your patients reduce your no-show rate for you.



Reduce or Refocus Labor

Automate large percentages of scheduling away from manual phone calls.



24/7/365 E-commerce

Accept new appointments around the clock.



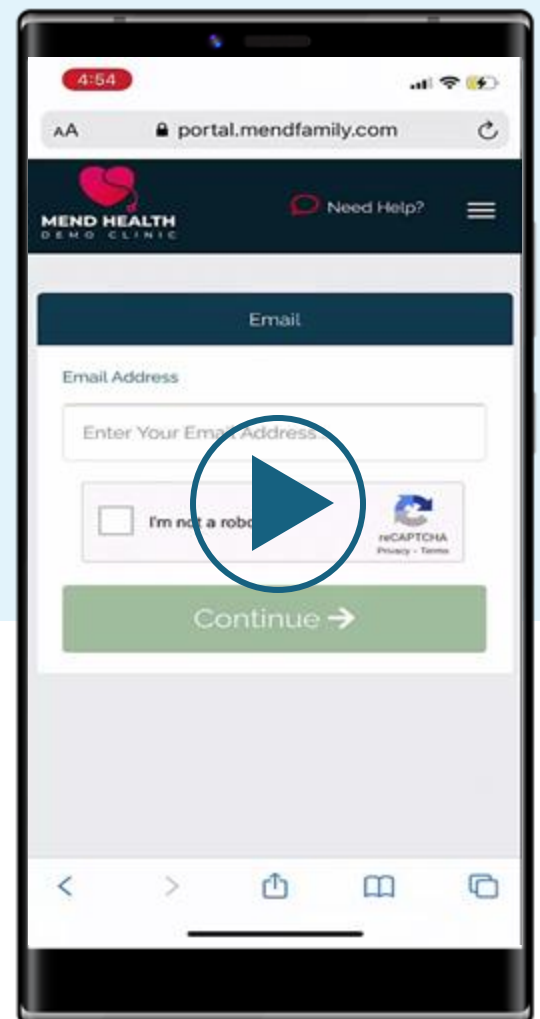
Patient Satisfaction

Make scheduling care easier, and retain more satisfied patients.



Efficiency

Optimize your schedule for productivity and revenue.



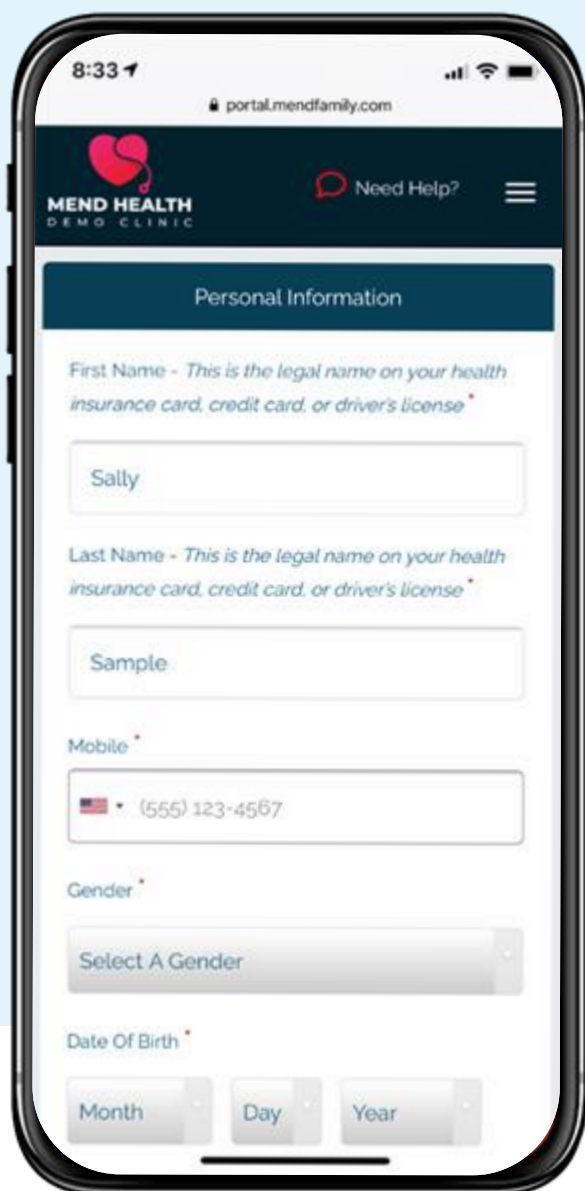
Contact Profile Health KPIs



Contact Profile Health KPIs

In the pursuit of digital health initiatives, it will be important to measure and monitor the quality of the contact information you have on file. Creating strong processes to ensure that you have an accurate phone number and email address will affect the success of your organization online.

The following are statics across all of **Mend** that should serve as a solid benchmark in determining contact profile health:



The image shows a smartphone displaying the Mend Health Demo Clinic patient profile form. The form is titled "Personal Information" and includes the following fields:

- First Name: Sally
- Last Name: Sample
- Mobile: (555) 123-4567
- Gender: Select A Gender
- Date Of Birth: Month, Day, Year

Reachable vs. Unreachable Patients

98.3% of patients on **Mend** have valid contact information

96% were mobile vs. **4%** landline phones

Of the **78%** of patients with email addresses on file, **75%** of the emails provided were valid

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Contact Profile Health KPIs

Inevitably, using digital tools will require some level of technical support. Monitoring ticket volumes and topics will be important to find optimizations in your programs. Mend-wide, the following are examples of data we track and can report on for individual customers.



15 second avg. response time for instant technical support provided to patients, providers, and staff



Instant automated responses and resolutions available **using A.I.**



.82% of visits needing tech support
→ 2.2% of visits do ask a question about the wait, medications, etc.

Thank you

We're extremely grateful that you took the time to download and review our ebook. We hope you found the information valuable and that you share it with others. If you have any questions or comments, please don't hesitate to reach out to me anytime. We would love to help you help more patients.

Thanks,



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