KEY PERFORMANCE INDICATORS

for Successful Telehealth and Patient Engagement Programs

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As the post-pandemic healthcare environment shifts increasingly to telehealth and other forms of virtual care, practitioners at every level of the system understand the importance of patient engagement. Involving patients in decisions that impact their illnesses, symptoms, and treatment options can lead to better patient collaboration, communication, and participation in their care. High-quality engagement improves adherence and enriches outcomes, benefiting patients and delivering professional and financial rewards for providers.

These facts demonstrate the value of investing in digital telehealth and patient engagement programs. However, with more than 260 telehealth and patient engagement programs available across the U.S. according to Becker's Hospital Review[1], providers face significant challenges in choosing a successful program that adequately addresses their pain points.

This white paper contains the key performance indicators (KPIs) that healthcare decision-makers can apply when researching and evaluating program options.

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Provider Pain Points

Any high-quality telehealth and patient engagement program must address the top pain points experienced by healthcare providers, including:

Siloed and multiple systems:	This situation is endemic across state healthcare organizations, causing costs to escalate and proving detrimental to patient outcomes. Having too many systems stalls communication between departments, adds complexity and confusion to the patient journey, and results in gaps in care and administrative activities.	
Patient intake forms:	These are time-consuming, cumbersome to complete, and prone to errors. They require manual transfer to electronic health records (EHR), leading to potential inaccuracies.	
Managing patient payments:	The financial aspect of patient management is fraught with challenges ranging from unclear billing processes to inaccurate claims submissions and the risk of employee fraud. Research shows more than 50% of patients pay medical bills late for reasons other than a lack of funds.[2]	
HIPAA compliance:	Regulatory requirements are an ever-present concern, compelling medical practices to screen their staff, maintain secure technology processes, and pursue any potential breaches at their own cost.[3]	
Reliable, secure telehealth connectivity:	As virtual healthcare uptake increases among patients, healthcare organizations require more robust bandwidth to enable them to deliver digital care.[4]	
Ease of use:	Virtual healthcare platforms must be simple to use and offer a confidential, secure, and positive patient experience.[5]	
Provider and staff burnout:	Organizations and practices are experiencing high rates of staff exhaustion, resulting from two years of pandemic work overload and the existing staff shortages.	

The combination of some or all of these factors makes implementing any telehealth or patient engagement program complex and potentially overwhelming.

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KPIs to Apply During Program Evaluation

Choosing the right telehealth or patient engagement program for an organization requires extensive research and evaluation. Any solution under consideration must be able to deliver seamlessly in these primary key performance areas:

## 1. Reduced Percentage of No-Shows

Almost

30%

of U.S. patients miss scheduled medical appointments.

Each year, almost 30% of U.S. patients miss scheduled medical appointments. These no-shows cost the U.S. healthcare industry around $150 billion annually[6]. No-shows typically occur for various reasons, such as:

- Insufficient appointment reminders

- No means of transportation

- Lack of money to pay for the visit

- Unreliable childcare

- Inability to get time off work

Implementing a telehealth and patient engagement strategy reduces the number of no-shows by involving patients in their healthcare—both before and after their visit. In Q4 2021, Mend customers with at least 10 visits per week reported an average 9% no-shows.

Mend customers consistently see single-digit no-show rates for virtual appointments with customers averaging a 61% decrease in no-shows over national averages.
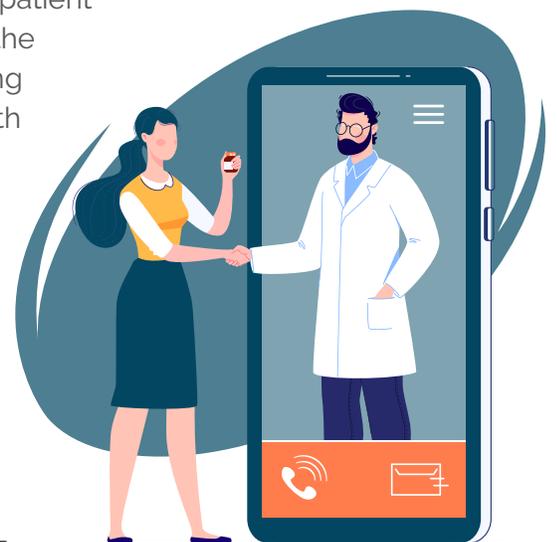
2. Minimized Wait and Travel Times

U.S. patients typically wait 15 to 20 minutes from the scheduled appointment time until they see the clinician. Data drawn from the Bureau of Labor Statistics American Time Use Survey[7] shows patients spend an average of 45 minutes traveling and waiting for care. These figures represent more than 50% of the amount of time spent receiving care, and 20% of the total time spent accessing care.

A successful telehealth and patient engagement program must optimize the use of virtual visits to minimize wait and travel times.

13 min.

Mend Telehealth avg. wait time in 2021[2]

➜ 589,410,250 total seconds waited

➜ 18 years, 251 days, 21 hours, 4 minutes, 10.6 seconds of wait time

➜ Reducing travel time saves patient's time

3. Easy Online Scheduling Adoption

Access to perform easy, online scheduling improves the appointment booking experience for many patients. Instead of being forced to call during business hours and suffer long hold times, patients can book at their convenience, add their appointment to their digital calendar, and opt to receive automated appointment reminders.

Mend customers with a minimum of 100 self-scheduled appointments over a single month show **16%** were cancellations and reschedules, while only **5%** of the patients failed to show up.

34%	**41%**	**67%**
Mend self-scheduled appointment rate for 2021	Mend Enterprise customers with PSS enabled	of these customers allow the patient to cancel and/or reschedule

The ability for patients to schedule their own appointments online quickly and easily contributes to making the patient feel respected and valued, reduces the administrative burden on staff, and helps the patient to remember the appointment without having to manually record it. Overall, this increases patient satisfaction, improves practice efficiencies, and reduces the percentage of no-shows.

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4 . Improved Patient Satisfaction

Patient satisfaction is an essential metric used for determining quality in healthcare. Patient satisfaction levels impact clinical outcomes, patient retention, and medical malpractice claims. It also affects the timely, efficient, and patient-centered delivery of quality health care.[8] Statistics show:
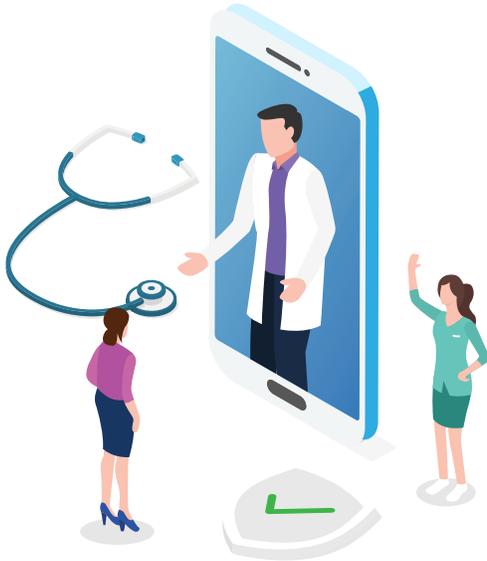
30% of U.S. patients are very or fairly satisfied with overall healthcare.[13] Meanwhile, industry statistics from the American Healthcare Coalition show

77.6% of patients are satisfied with the telehealth experience, while the National Library of Medicine shows

82.7% of patients are satisfied with telehealth. Mend customers average

94% patient satisfaction rates for Mend telemedicine

5. Tracking Successful Virtual Visits

The recent increase in telehealth has been accelerated by rapid advances in telecommunications and the almost-universal availability of connected devices. For a telehealth program to display successful deployment, it needs to be able to provide evidence of:

Successful encounter check out and/or billing	Connectivity time of patients and providers within appointments	Monitoring of providers averaging under 100 kpbs for intervention

6. High Level of Provider Adoption

COVID-19 triggered a massive acceleration in the use of telehealth. Consumer adoption skyrocketed from 11% of consumers in 2019 to 46% in 2020[9]. As of 2021, 64% of patients now use telehealth to replace in-person healthcare visits.12 This uptake is only possible if providers continue to adopt the medium simultaneously.

To date, telehealth adoption in 2020 reached almost 80% by physicians and 85% by psychiatrists, according to the AMA's latest Physician Practice Benchmark Survey[10]. For a telehealth and patient engagement program to claim an effective performance record, adoption by providers must at least equal, if not improve on these percentages.

7. Digital Intake Form Completion Rates

Since telehealth relies on remote connections between providers and patients, it follows that administrative activities must also be conducted remotely. Digital intake forms drive better patient care, ensure completeness of medical information, and integrate with many EHRs currently in use.

Mend statistics show that healthcare organizations offering digital patient intake forms in 2021 experienced:

86% completion rates

68% forms received within an hour

75% forms received within a day

Mend customers consistently report that when forms are completed in advance of an appointment, the patient is far more likely to attend. Digital forms are becoming the new appointment confirmation across both virtual and in-person appointments.

Additional benefits of using digital forms include streamlining healthcare practice workflow, reducing costs by going paperless, and more robust protection of private health information.

The acceptance and usage of digital intake forms by patients and providers is a vital indicator of whether a telehealth and patient engagement program is successful.

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8. Measure Reachability of Patients

Patients from outlying and rural areas face considerable challenges in traveling to attend medical visits. Telehealth has increased the reachability of patients significantly and is proving to be an equalizing force in remote communities[11].

Mend statistics show **98.3%** of patients have valid contact information, with **96%** available on mobile and **4%** via landline telephones. Three-quarters of patients had valid email addresses, of which only **3%** were discovered to be invalid.

Virtual visits therefore not only permit providers to consult with more patients, but enable patients with mobility constraints, time, financial, and transportation issues, to attend the requisite number of visits needed to maintain their treatment programs and their health. The success of this initiative depends on multiple factors, including connectivity, ease of use, and having a valid phone and email address for every patient. However, deploying an effective telehealth and patient engagement program provides the solution to many of these challenges.

9. Low Support Requirements and Response Times

Some of the concerns facing organizations considering implementing a telehealth platform include the cost of infrastructure, technical limitations, software failures, integration with legacy operating systems, and data security. A successful program offering virtual visits and other patient engagement features will need to offer robust technical support services.

The team must be able to demonstrate a rapid response time for first-level support and established processes for delivering automated responses and using artificial intelligence to provide problem resolution.

Support Rates & Response Times at Mend

- **15** second avg. response time for instant technical support

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

- **82%** of visits needing tech support
  > 2.2% of visits ask a question about the wait, medications, etc.
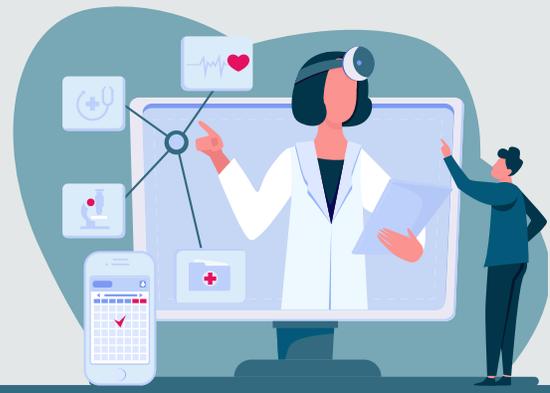
The Final Analysis

Select the right telehealth and patient engagement program for your company, by identifying a complete, unified solution that demonstrates the key performance indicators necessary for success. An effective program must provide evidence of the ability to reduce patient no-shows, increase provider capacity and utilization, streamline employee workflows, minimize costs and inefficiencies, and enhance the patient experience using digital methods and automation. For more information on how Mend's solution can help you achieve success, please contact us for a demonstration.

Endnotes

1. https://www.beckershospitalreview.com/lists/260-telehealth-companies-to-know-2020.html

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About Mend

Mend is an enterprise-grade patient engagement and telehealth platform designed to help healthcare organizations profitably scale their practice and care for more patients. Founded in 2014, Mend is on a mission to revolutionize healthcare delivery so that every patient can receive extraordinary care. Mend makes it easy for healthcare providers to securely and efficiently communicate with their patients and colleagues, without concerns of violating HIPAA compliance or misplacing patient information. Mend provides integrated in-office and virtual care experiences for over 100 specialties with more than 5 million patients.

Mend's comprehensive platform works hand-in-hand with all major EHR and PMS software to facilitate more than 400,000 telehealth visits per month, increase patient satisfaction by up to 23%, reduce no-show rates as low as 4%, radically improve staff productivity, and help providers drive more revenue through better patient attendance.