

Patient Self-Service: Perk or Expectation?



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When is the last time you walked into a bank? Automated teller machines put banking transactions in the hands of customers years ago. Airport kiosks, gas pumps, ridesharing, self-check-out lanes, and bill payment have joined the self-service trend. Most Americans love the convenience, transparency, and flexibility of self-service, and businesses can enjoy the cost savings from using this “free” employee. Is it time for your practice to engage in an activity – or two – that offers self-service? Consider these available options:

- Self-scheduling is rapidly becoming an expectation, and practices are enjoying an increase in new patients – and a reduction in no shows - as a result.
- Appointment confirmations via text, email, or other secure software reduce no shows and allow you to fill those last-minute open slots from your wait list, boosting your practice’s profits. (Don’t forget necessary HIPAA authorizations.)
- Structured self-reported history questionnaires can be integrated into the electronic health record system, saving precious staff and provider time.

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- Requests for referrals, prescription renewals, and other tasks can be efficiently batched and handled asynchronously (through a secure, encrypted transaction), boosting staff productivity.
 - Messages can be received from patients through a secure portal or app, saving time to properly identify the patient and document the message.
 - Electronic bill payment can be offered, reducing the ever-increasing cost of paper and postage.

The list of self-service options for medical practices to offer is growing, rapidly moving from a customer perk to an expectation. Consider taking advantage of these options so that your medical practice stays at the forefront of patient expectations.

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