Power up your patient portal

You **rapidly transformed** → countless aspects of your health care operations when the COVID-19 pandemic emerged.

You **quickly implemented** → chatbots, telehealth, and other remote care technologies to engage patients seeking care.

As the pandemic continues, **it's time to take a fresh look at your patient portal.** Does your approach to the portal meet your needs in this new normal? Does it enable you to expand outreach to patients who've postponed screenings and services during the pandemic, and engage broad populations in the COVID-19 vaccine and booster?
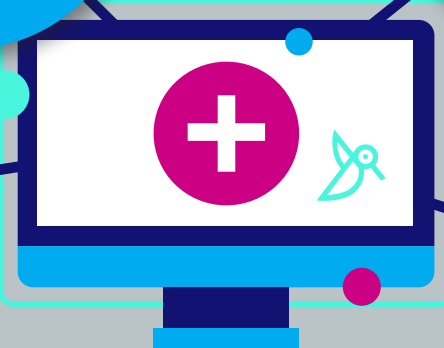
Up to **45%** of patients age 50 and older don't have a patient portal.[2]

39% of doctors say they use patient portals.[3]

1 in 4 patients has registered for patient portal access, even though nearly every hospital offers one.[1]

25% of patients don't access their records online due to privacy concerns.[4]

Put a high-performing patient portal into practice

Fill patient engagement and care gaps with these 3 tips:

Reduce physician screen time with the right integrations

Advances in interoperability, like SMART On FHIR® technologies, make it even easier to add functionality to the patient portal, without extra apps or log-ins for physicians and clinicians.

These advanced EHR integrations enable the care team to seamlessly "prescribe" videos, assessments, and other health education directly to the patient portal, during the patient encounter.

Look for integrations that alert physicians about health education the patient has viewed, writing it back to the patient's medical record, and then providing new content.

Build patient loyalty by offering flexibility patients need now

Pandemic-related shifts in school and work schedules leave many people struggling to balance competing priorities. Offering patients 24-hour access to pay medical bills, schedule appointments, refill prescriptions, review results, or send a secure email to their care team can strengthen the patient-physician relationship.

Leverage your patient portal to create a more paperless approach to your care model, reducing spread of germs. Collect patient intake paperwork in advance via the portal, saving time at check-in and reinforcing your commitment to infection control.

Improve collections with greater portal adoption

Industry shifts to high-deductible health plans mean more patients are personally accountable for a larger share of their medical bills. A recent study showed practices that increased portal adoption rates by 20 percentage points or more over 12 months saw a median increase in patient pay yield of nearly 5%—and about 2% when portal adoption was increased by a smaller amount.[5]

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