



move beyond the pandemic, we know one thing for certain: Both virtual care and in-office care are here to stay.

The healthcare community now realizes that it is imperative to rethink the

traditional waiting room. Patients coming in to be seen in person will no longer tolerate crowding into a room with other sick patients for extended waits, and patients being seen virtually will

expect a virtual wait to pair with their virtual visit.

Leveraging tech

The pandemic also helped introduce technology solutions that address the

waiting room problem. These solutions range from mobile registration platforms for patients to fill out paperwork online, to texting platforms for patients and staff to communicate before patients arrive, to true virtual waiting rooms that predict schedule delays and send automated notifications to patients in real time.

For healthcare organizations contemplating such solutions, selecting a usable platform is as important as selecting one that is robust and meets system needs. A platform that is easy for patients to interact with and can be easily accessed by staff will drive ready adoption.

Designing a simple-to-use platform is often a complicated endeavor, so when selecting a platform,

it's helpful to understand whose input went into the product design. A product designed with input from daily users — physicians, nurses, practice administrators, or office staff, will have a tremendous advantage over one designed solely by engineers who have never observed office workflow firsthand.

A technology-driven waiting room is a win-win for all stakeholders. Physicians and healthcare organizations are rewarded with efficiency gains, better online reviews, and reductions in burn-out from a more seamless workflow. And patients feel empowered because they're kept informed and their time is respected. ▣

Dr. Jennifer Meller, Internist, Founder, Navimize

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How a Trusted Relationship Drives Benefits Utilization

With today's analytics tools, employers and health plan managers know the conditions driving costs. Most plans offer free, often incentivized, value-based health services like wellness and disease management, but struggle with meaningful engagement.

Navigating healthcare is increasingly complex and members lack convenient, cost-effective access to a trusted resource for decision-making. A 2021 survey

reports trust is highest for care providers when they: believe the patient, spend adequate time, and express they care. Wellview, a leading population care company, has perfected a high-touch/high-tech engagement model rooted in building a trusted relationship with a health advisor trained in positive psychology and motivational interviewing. The advisor earns their role as an advocate and accountability partner for increased behavior change.

Wellview's methodology analyzes the intersection of clinical risk, actuarial value, member interest, and psychographic profiling, allowing the advisor to personalize the member's experience and deliver value with every engagement. Advisors use technology to close gaps in care by navigating the member to a coordinated team of specialists, like mental health experts, dietitians, and diabetes educators.

In a study, a banking organization with 20,000 lives was disappointed in their

2.8 percent utilization of prevention and disease management benefits. They believed technology alone was not the answer and health, much like finance, is personal and requires a trusted advocate to navigate the system.

The organization partnered with Wellview to drive engagement, healthy outcomes, and lower costs by simplifying access to care through a trusted resource.

Engagement grew to 34 percent with 93 percent of the engaged having at least one health risk. Recent anal-

ysis showed engaged participants averaging a 13 percent claims trend reduction.

Employee experience and well-being are key topics for executives as they face the war for talent and rising healthcare costs. Organizations prioritizing employees' access to trusted, connected care will win the race to the future of workplace health.

wellview

Learn more Wellview's approach to population care at wellviewhealth.com