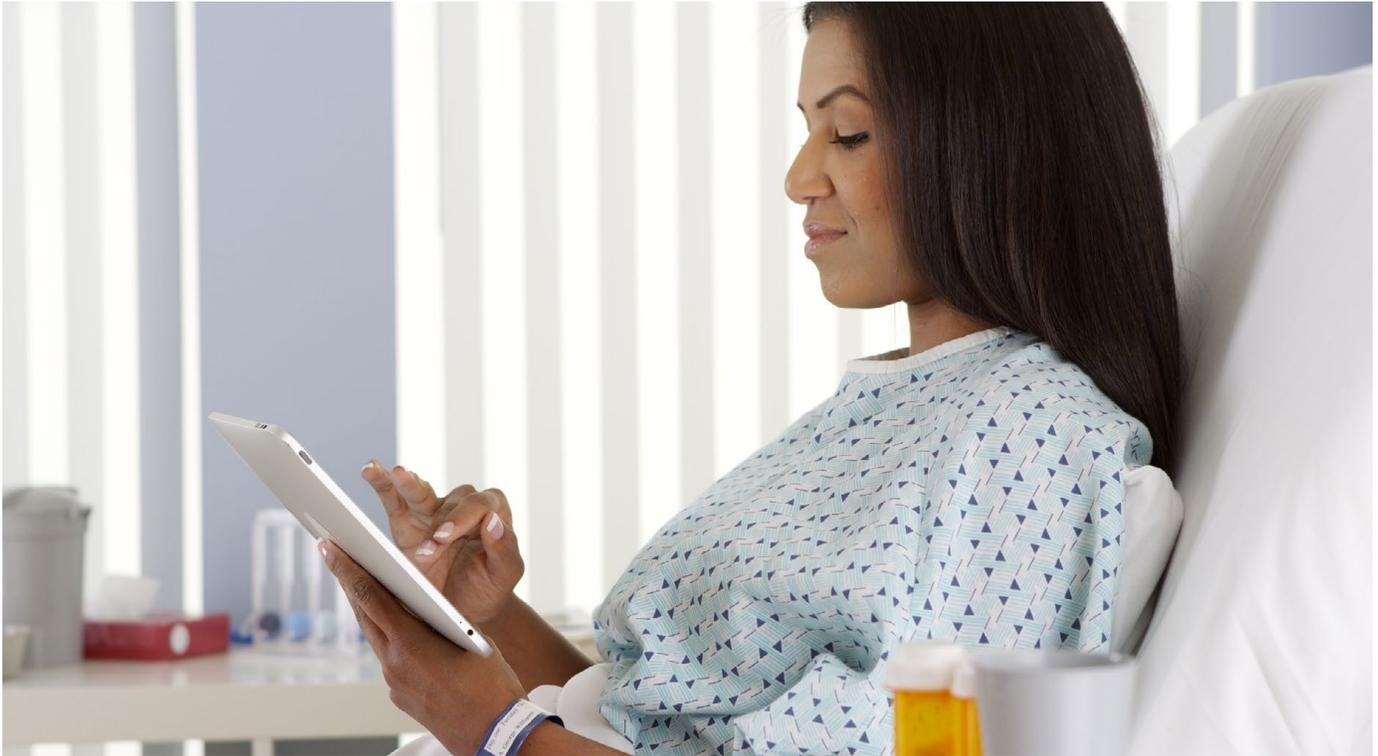


Aligning Hospital Mobile Apps with Patients' Expectations



"In the New Health Economy, digitally enabled care is no longer a nice to-have, but rather a fundamental business imperative."¹

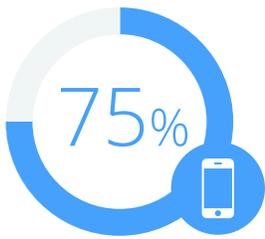
In order to keep pace with the growing desire for digital interaction, hospitals know they need to develop a mobile presence; however, the path forward may be impeded by a lack of hospital IT experience or internal resources to develop a mobile presence. Even among hospitals that developed a mobile app for their patient populations, fewer than 2% of those engage with their

intended audience.² The underwhelming use of hospital branded apps indicates a major shortcoming in meeting patients' expectations for mobile app functionality.

Users need a compelling reason to engage with a hospital's mobile strategy, and increasingly want a digital interaction tailored to them and their needs. Consequently, hospitals need to align their mobile strategy to meet users' expectations if they ever expect their apps to be downloaded. In other words, hospitals need to understand value and satisfaction from the patient's

perspective. Hospital consumers want to use mobile apps to review their personal medical records, to make appointments, to access health education, and to navigate to their destination in the healthcare system.

With nearly three-fourths of adults relying on their smartphones for location-based information and directions, a hospital-branded app that offers step by step navigation meets an expressed user need and provides an enticing reason for download.³



Currently, 75% of adults rely on smartphones for location-based information & directions.

By creating a personalized experience that starts even before the patient reaches the lobby doors, mobile apps with navigation extend hospital's patient engagement by providing step by step directions to any destination in the medical system, and relevant points of interest such as pharmacies or doctors' offices. The promise of not getting lost offers a tangible benefit and empowers patients to manage their own hospital experience.

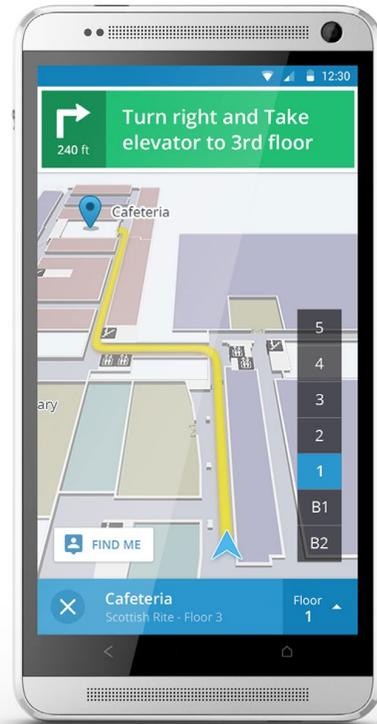
Sixty-five percent of consumers with healthcare apps downloaded on their smartphones engage with an app at least once a week.⁴

By providing an anywhere, anytime connection between hospitals and patients, a strong mobile strategy can take patient engagement to a whole new level, strengthening loyalty and steering repeat business to a healthcare system. Patients' smartphones represent prime real estate for your hospital brand.

With the hospital branded app in hand, patients stay tethered to hospital by maintaining an open line of

communication.

A trusted hospital brand will distinguish itself from the competition by offering an expansive, customized mobile platform uniquely tailored to their patient population. Hospitals need to mitigate the potential for digital healthcare rivals to siphon off their patients, thereby ceding their potential mobile market and patient engagement opportunity. A positive mobile app experience with tangible benefits equals a positive patient experience as well as a competitive advantage.



1. Healthcare delivery of the future: How digital technology can bridge time and distance between clinicians and consumers. PricewaterhouseCoopers, Health Research Institute. November 2014.
2. <https://www.accenture.com/us-en/insight-health-losing-patience>
3. <http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>
4. <https://www.pwc.com/us/en/health-industries/top-health-industry-issues/assets/pwc-healthcare-delivery-of-the-future.pdf>

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info@goziohealth.com | 772 444 6946