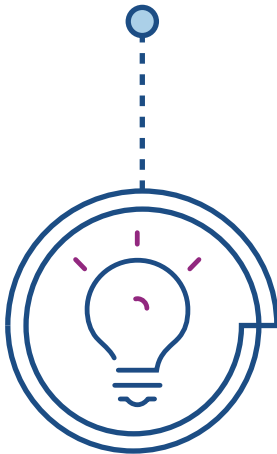


# The Digital Front Door and Improving the Patient Journey

An effective digital front door strategy engages patients at every major touchpoint.

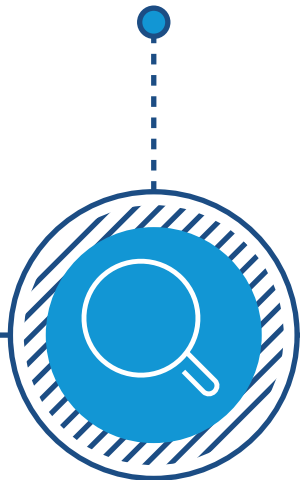
## Awareness

- Social media ads
- Display advertising
- Online blogs and articles
- Public health and population health campaigns
- Interactive preventative health tools



## Search

- Patient stories and testimonials
- Click-to-schedule ads
- Physician ratings and reviews
- Pricing estimate tools
- Symptom checkers



## Selection

- Appointment reminders
- Insurance capture and verification
- Online self-scheduling
- Real time wait times
- Pre-operative coaching and education
- Digital forms and checklist for pre visit registration



## Receive Care

- Patient portal instructions
- Easy check-in through kiosk or tablet
- Remote patient monitoring
- Telehealth virtual visits for chronic care management, wellness visits, or specialist consults
- Translation services
- Wound imaging services



## Post Care

- Ongoing care team communication via phone, virtual visits, and chat
- Personalized care plans
- Real-time feedback and reviews
- Follow up appointment scheduling
- Telehealth for ongoing monitoring of systems
- Medication reminders and medication education

