

8-STEP PATIENT VALUE JOURNEY

Want to ATTRACT AND RETAIN patients in today's self-referral, consumer-focused world?

Our 8-step Patient Value Journey outlined below helps you predictably transform potential patients into booked appointments and, eventually, promoters of your practice.

Today's technologically savvy self-referral patient has plenty of choices when it comes to deciding on their healthcare provider (insurance limitations aside). As a result, attracting and retaining patients is much different than it was just a few years ago. Today, the modern patient goes through an 8-step journey before, during and after they receive treatment from your office.

Stages of the Journey

Examples

1

AWARE

A potential patient first becomes aware of your practice, your physician(s) and your subspecialty.

The patient has a problem and you present your practice as the solution while explaining what differentiates you from a competitor down the street.

Achieving Awareness

Seeing an advertisement about your practice

Finding you on social media

Receiving a referral from another doctor or friend

Viewing the practice website as a search result on Google

Meeting at a health fair or community event



Google receives over **63,000** searches per second on any given day and healthcare is the no. 3 searched topic.

*(Source: Internet Live Stats)

2

ENGAGE

The potential patient takes an action to learn more about the practice or physician(s).

In this stage the potential patient will interact with you or their social circle. Essentially, you have triggered them to take an action now that they are aware you exist.

Achieving Engagement

Searching specifically by name for your practice on Google

Visiting physician review websites to check your overall score

Sharing, commenting or liking a social media post from you

Clicking on an ad or post that drives back to your website

Asking peers (online or offline) about their experience with your practice

Visiting your practice website



In 2016,

mobile internet usage surpassed desktop usage for the first time ever. In other words, your website needs to be mobile friendly.

*(Source: BGR.com)

3

SUBSCRIBE

Potential patient will opt in to view or receive additional content from your practice.

Here, a potential patient likes what they have seen so far, but isn't ready to commit to an appointment just yet. They are, however, seriously considering you for their healthcare.

Achieving Subscription

Joining an email list for your practice newsletter

"Liking" your page(s) on social media to receive updates in their newsfeed

RSVPing to attend a talk/seminar

Downloading a digital asset (white paper, checklist or eBook) from your practice website

Signing up for a webinar discussing a particular pain point or treatment option



4

CONVERT

They have seen enough and move from being a "potential patient" to a "patient" of your practice with a scheduled office visit.

You have made a good enough impression on the patient that they have chosen you above your competitors.

Achieving Conversion

Appointment is booked and scheduled via your website or phone

They have set up a time for an in-office consultation for services

They do not cancel the appointment



5

DIAGNOSE & TREAT

At this step, it is up to the medical team to diagnose, prescribe treatment and provide next steps to the patient.

In return for coming to the office, the patient receives immediate value in the form of a diagnosis or treatment plan complete with next steps following the appointment.

Achieving Treatment

Depending on the condition, the patient may warrant observation or conservative treatment over multiple visits

Additional testing and analysis

Drug therapy and monitoring



6

ASCEND

As part of their journey, the patient may or may not be prescribed several additional treatments, depending on their condition and response to initial treatment in the previous step.

Achieving Ascension

Patient will receive continued treatment as needed

Referral to ancillary services in or out of the practice

Surgery and rehabilitation



7

ADVOCATE

The patient has completed treatment and is satisfied with the outcome of their care. They now can advocate for the practice both online and offline.

At this stage, the practice typically asks the patient to provide a review or testimonial.

Achieving Advocacy

Providing an online review or rating on a physician review websites

Obtaining a video testimonial to share outcomes and benefits with potential patients

Becoming the subject of a case study

Nearly 80%

of prospective patients are using online reviews to choose a new provider.

*(Source: Solution Reach)



8

PROMOTE

Once the patient is discharged from care completely, they will continue to tell others about the level of service and success they experienced.

This is the step where the patient continues to provide value for the practice by organically sharing their experience long after they have stopped scheduling appointments.

Achieving Promotion

Offering word of mouth referrals to social circles and peers

Unsolicited posts and comments on social media

Volunteering to be a patient liaison or support group leader

