

Redefining The Patient Experience & Journey

The Four Pillars of Marketing Strategy

If patient experience isn't driving your marketing strategy, you're doing it wrong. Your practice's relationship with patients is built over time, nourished by online and in-person experiences in their journey, grounded in expectations, and confirmed through repeated interactions. The COVID-19 pandemic has had a lasting impact on consumer behavior and as a result, practices must strategically adapt and redefine the patient experience to meet their changed needs and wants.



65% 
OF CONSUMERS FIND A
POSITIVE EXPERIENCE
WITH A BRAND
MORE INFLUENTIAL
— THAN —
GREAT ADVERTISING

What Patients Care About Most

- A touchless experience
- Protecting personal space
- Minding discretionary spending
- Shopping & supporting local
- Supporting brands that give them confidence
- Adoption of technology
- Ability to shop online but still have an "experience"
- An omni-channel experience

Creating Remarkable Experiences

Start by reimagining key checkpoints and figuring out how to create remarkable experiences at each step. Among all consumers, 73% point to experience as an important factor in their purchasing decisions, behind price and product quality. Customers are willing to pay more for the experience qualities that matter most to them: 43% of consumers would pay more for greater convenience, 42% would pay more for a friendly, welcoming experience, and 65% of U.S. customers find a positive experience with a brand to be more influential than great advertising.



Experience Should Drive Marketing Strategy

Your patients have demands and they aren't what you think.

Technologies and improvements that increase speed, convenience, friendliness, and knowledge (core demands of consumers) are openings for companies to improve how patients interact with, embrace, and purchase from their practice.

Patients generate revenue. Employees drive the experience.

Reduce friction and empower employees to drive patient satisfaction. This requires new ways of working, a focus on employee experience, and a sophisticated view of human-and-machine relationships.

Technology can't solve experience problems.

Realign your priorities and get your team involved in redefining the patient experience. Great employee experience leads to stronger, smarter, more innovative ideas and their ideas will drive future business and superb patient experiences.

42% OF  **CONSUMERS** 
WOULD PAY MORE FOR A FRIENDLY & WELCOMING EXPERIENCE

Experience Enhancing Resources

These proven technology resources offer solutions for increased speed, convenience, and tools to use at key patient checkpoints to enhance their experience and improve how patients interact with and purchase from their practice.



Digital Display

With only a small piece of hardware, you can convert any TV with an HDMI port into a digital display and use it to loop

video content in your practice. Create your custom video playlist by selecting from our content library, use your own, or work with our creative team to develop engaging custom content for your practice! [View Demo](#)



Communicate Safely & Get Paid with Two-Way Text & Two-Way Text-to-Pay

Easily "text-enable" your landline phone number to enable quick and safe communication with patients for curbside adjustments and repairs, to schedule a visit, check-in for an appointment, upload pictures of their insurance cards, send you pictures of symptoms for triage/scheduling, to ask questions, and more. You can even send a secure payment request and patients can conveniently pay their bill whenever they want... often the same day!

[View Demo](#)

OVER 40% 
OF SHOPPERS SAY DIGITAL DISPLAYS CAN CHANGE WHAT THEY BUY

Request a personalized consultation or demo of these tools by calling **888.963.8894** or email sales@getinnexus.com.

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