



# PATIENT ENGAGEMENT: BEST PRACTICES FOR HEALTHCARE COMPANIES TO SUCCEED

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# Patient Engagement

**What is it and why is it the new imperative in the healthcare industry?**

**Patient engagement** refers to a healthcare strategy that aims to improve healthcare outcomes, promote enhanced patient care, and achieve lower costs. It is a concept combining a patient's knowledge, skills, ability and willingness to manage their own health with communications

designed to promote their positive behaviors. Today, patients want to be engaged in their healthcare **decision-making process**, and those who are engaged in the patient-care process tend to be healthier and more satisfied with their treatment.



*The more engaged patients are in managing their own care, the better their health outcomes and more positive the experience.*

**Why is patient engagement important for healthcare companies?**

Ensuring that patients complete a care encounter satisfied and with their needs fulfilled is a vital aspect of healthcare. By focusing on care quality and safety as parts of the patient engagement, as well as using **patient-centered** care tactics to drive patient satisfaction and care access, healthcare professionals can work toward a better patient experience.

In fact, industry experts feel that incorporating an ideal patient engagement system can improve outcomes for companies in the healthcare industry. However, this may prove challenging for healthcare professionals to balance.

**The solution?** Putting the patient at the center and promoting patient engagement can help deliver a better patient experience.

## PATIENT ENGAGEMENT: FIVE BEST PRACTICES

**Equal focus on all patients:** Being proactive with high-risk patients alone just scratches the surface of patient engagement. Providers should not deploy systems that prioritize a particular group of patients over another. Adopting an automated patient engagement platform enables healthcare companies to engage in daily dialogue with all patients, not just those deemed high-risk.

**Invest in real-time risk assessment:** With the help of an online patient engagement platform, which facilitates real-time risk assessment of patients, healthcare providers can respond quickly to patient needs and avoid an escalation of complications and costs. When connectivity with patients is increased, it results in a positive impact on care management performance.

**Prioritize care quality and service:** Daily engagement enables patients and providers to communicate questions and concerns and address problems quickly, before a small problem becomes a big one. This personalized, high-touch communication and support not only improves outcomes but provides a level of service that treats the patient as if he or she were the most important person in the world.

**Recognize the variations in interventions for different populations:** A patient engagement platform wouldn't typically succeed with a **one-size-fits-all** approach. The solution must deliver customized clinical content relevant to a diagnosis. A surgical care plan, for instance, would include pre- and post-surgical instructions, information about potential complications, pain and medication tracking, patient-reported outcomes measures survey questions, and more.

**Determine the solution's ability to scale:** A patient engagement strategy can be scaled to handle large numbers of patients if the technology integrates easily with electronic health records and is intuitive and easy for healthcare professionals to use. That said, if internal resources do not allow an immediate integration with a healthcare system, it would be difficult for firms to offer the flexibility to the patients.

## LATEST INSIGHTS



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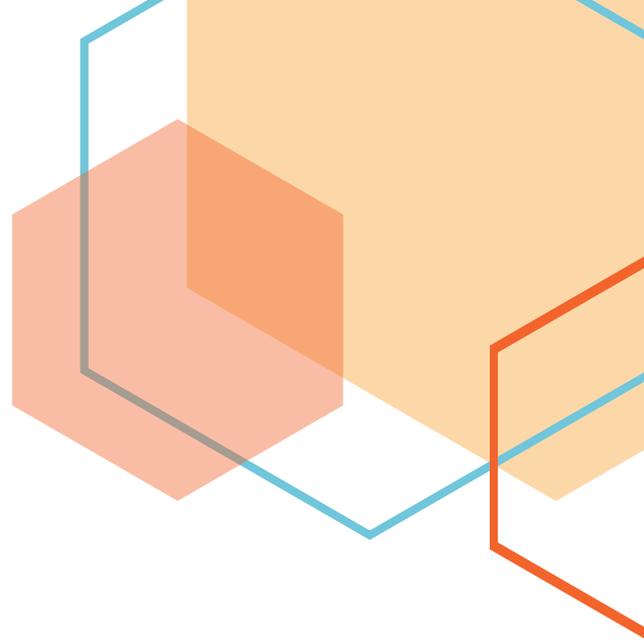
### Patient Engagement Analytics for A Healthcare Industry Client

In our latest engagement, we helped a leading healthcare industry client achieve shared savings.

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# Success Story

Patient engagement analytics for a healthcare industry client...



## Challenge

The healthcare industry client wanted to accurately estimate patient costs to improve pre-service collections.

## Benefits offered

We helped the client improve care, health of populations, and reduce per capita costs.

## Insights offered

The solution offered helped the client leverage the use of health records data to predict future health problems.

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## About Quantzig

For more 15 years, we have assisted our clients across the globe with end-to-end data management and analytics services to leverage their data for prudent decision making. Our firm has worked with 120+ clients, including 55+ Fortune 500 companies.

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success. Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.



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