

Physicians Turn to Tech for Enhanced Patient Engagement



PatientPoint® and Digital Health Coalition (data provided by SERMO) surveyed 206 physicians to learn more about their attitudes and behaviors when it comes to patient engagement technology. Here are some highlights. To get the full results, [download the e-book here](#).

TECHNOLOGY IS IMPROVING THE PATIENT EXPERIENCE



77%

of physicians agree the use of patient engagement **technology in their office helps improve patients' overall experience.**

61%

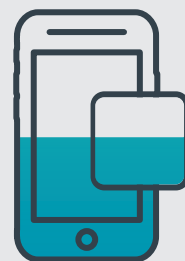
are using technology in **nearly all of their interactions with patients to better educate and engage** with them.

TOP 3 TECHNOLOGIES PHYSICIANS ARE USING TO BETTER ENGAGE WITH PATIENTS



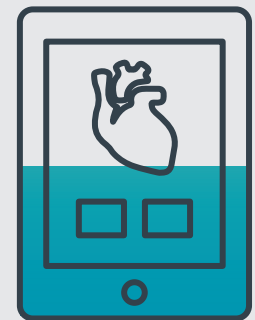
58%

Digital Screen
WAITING ROOM



46%

Mobile App



44%

Tablets
EXAM ROOM

PHYSICIAN'S PERSPECTIVE

“I think patients like technology. It represents that the doctor is progressive. The waiting time is more well spent, which leads to better patient understanding and better patient care.”

—Dr. Cary B., Internal Medicine, Chicago

TECHNOLOGY AND TREATMENT OPTIONS

Informing patients about their treatment options was the **second biggest benefit physicians noted from using technology** in their office. **And according to the physicians we surveyed, if that technology also includes pharma messaging, they are comfortable with it.**

When asked if they would be interested in receiving free digital engagement solutions that include **highly contextual, tailored content** along with **pharma-brand advertising**,

74%

of physicians said they were **highly or somewhat interested.**

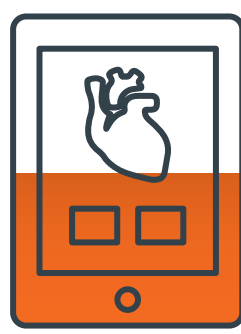
Top 3 technologies physicians are most interested in using **in the future:**

FUTURE OUTLOOK



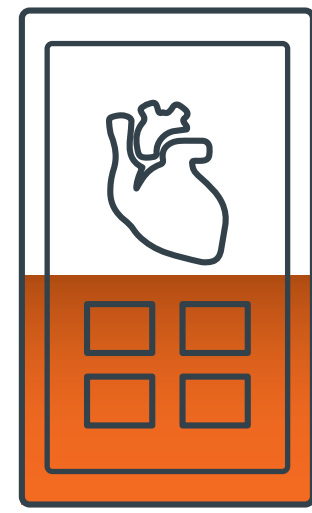
52%

Tablets
CHECK-IN



45%

Tablets
EXAM ROOM



44%

Interactive Touchscreens
EXAM ROOM



Download a copy of the complete results here:
patientpoint.com/resources/patient-engagement-technology