

Combating Rising Healthcare Costs

Average total cost of healthcare for a family of four went up **4.7%** from 2015-2016, to **\$26,000 annually.**

63% of patients

say **cost of healthcare continues to rise** at an alarming rate.

48% of patients

say that **price has affected their decision** on whether or not to visit the doctor.

79% of patients

say they **want more consistency & transparency** in healthcare costs.

47% of patients

say that a lack of **money is a barrier** to good healthcare.

There might not be much you can do when it comes to the cost of your services. Here are some other ways to combat this cost-concerned consumer mentality.

Increasing Convenience and Electronic Access



83%

of patients expect to speak to a physician **within 24 hours** when they have a medical question



Offering a Patient Portal

44%

of patients say they'd be **more likely to schedule a preventative care visit** if their practice offered online tools such as a patient portal



Sources:

2017 Greenway Health Annual Trends Report
<http://www.milliman.com/mmi/>

Price Transparency



Giving patients upfront cost estimates where available

34%

of patients say that **they don't have a good grasp on the cost** of common medical procedures



64%

of patients say they'd be interested in using a comparative pricing model to **show what different providers charge for the same service**



Superior Customer Service



Results in positive online reviews, patient referrals, and patient loyalty

52%

of patients have **read/written an online review** for a practice

Of patients that have written an online review:

31%

wrote a positive review related to bedside manner



26%

wrote a negative review related to unhelpful staff or waiting too long for an appointment



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