

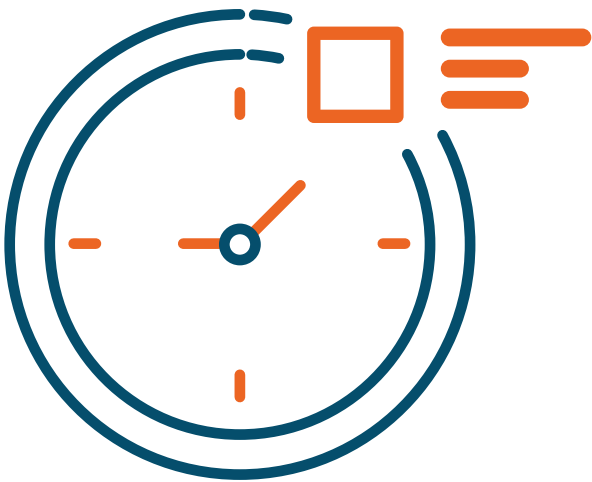
Patient Engagement Best Practices

Patient engagement is not easy to achieve. These communication best practices are absolutely essential for sustained engagement and improved health outcomes.



1 TIMING

There are better times and days to deliver health-related messages. Make sure you are sending patient communications during windows of time when they are likely to engage.



2 CONTENT DETAILS

The notifications you send patients to alert them about a new secure message must allow them to know it's from a trusted source, so include your organization or department name. The subject line must also be enticing enough to stimulate patient engagement.

3 CADENCE

The number and timing of messages you send must match the patient's needs across the health journey. Just-in-time messages eliminate the risk of alert fatigue, whether a patient is preparing for major surgery or a simple preventive screening test.



4 TONE

Empathy and encouragement are powerful and should be used at critical points along the health journey. Also think about how you phrase information so there's no chance of confusion or non-adherence.

5 PERSONALIZATION

Personalize messages so that patients feel special. Communication should include their name, incorporate dynamic responses that differ based on how the patient is interacting with messages, and reassures them that your team is looking out for them.



6 MOTIVATION

Go the extra mile to include rationale with your instructions so that patients have context. Care plan compliance improves when patients have a clear understanding of the potential impact of veering off course.

7 ACCESSIBILITY

Avoid medical jargon where possible. Patients are already overwhelmed with their care, so use simple language, visuals and other materials that allow them to digest information at their own pace.



8 ITERATION

Continually evaluate your patient communication protocols to identify opportunities to improve engagement and patient satisfaction.