The High Cost of Long **Wait Times**





There are few greater sources of frustration for patients than waiting a long time to see their provider. Research shows that the patient experience is heavily influenced by the amount of time spent waiting for care—when wait times go up, satisfaction goes down.¹ And those negative experiences can have a ripple effect on patient referrals and retention, and your organization's reputation and brand.

Long wait times are more than just an inconvenience for patients. They affect provider and staff efficiency and can have far-reaching operational and financial consequences for healthcare organizations, such as front-desk bottlenecks, no-show appointments and lost revenue.



Wait Times Matter

20 MINUTES

Average medical practice wait time²



10-15 MINUTES

Average length of a primary care appointment³



Wait times for healthcare services are twice as long as for other service categories⁴



of patients feel anxious, frustrated or stressed while waiting for their doctor's appointment⁵

Long wait times can impact:

PATIENT RETENTION



say they have switched doctors because

1 in 5 patients

of long practice wait times⁶

PATIENT SATISFACTION



30% of patients say have left a doctor's

appointment because of a long wait⁷







Net Promoter Score, the measure of whether their patients would recommend them to a family member or friend.

Long wait times are one of the key detractors of medical practices'



of patients' online complaints about their physicians relate

to customer-service issues, such as long wait times.8



49% of healthcare organizations have changed



decrease late arrivals and no-shows.

automated payment plans.

their processes to improve patient wait times9



Leverage automatic text-message and email appointment reminders to



Prompt patients to check in for their appointments ahead of time to streamline their arrival.

Give patients mobile, tablet and kiosk check-in tools that automatically

capture their demographics and medical history and integrate with your PM/EHR.

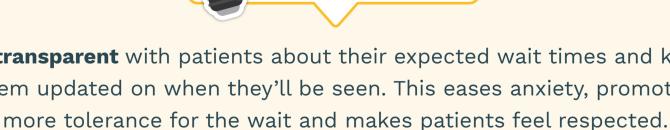


Automate insurance verification, referrals and consent management to save staff time during registration and reduce manual data entry.

Provide time-saving payment options to patients like card on file and



Review appointment analytics, front-desk workflows and patient satisfaction surveys to understand common bottlenecks and areas for practice improvement.



Be transparent with patients about their expected wait times and keep them updated on when they'll be seen. This eases anxiety, promotes

QUICK **TIP**



It's easy to think that wait times are just 'business as usual' in healthcare, but they're not—they impact everything from staff efficiency to patient satisfaction and retention. The truth is that patients don't need to be in the waiting room for very long. If you give them a way to complete their

check-in electronically, either ahead of time or quickly when they arrive at

Shari Crooker, RN, Practice Administrator **Gwinnett Center Medical Associates**

⁸ <u>Journal of Medical Practice Management</u>, 2016.

⁹ <u>Medical Group Management Association</u>, 2018.



⁴ <u>Altarum</u>, 2018.

can help your organization improve patient wait times.

Click to learn how Phreesia's automated intake tools

the office, then you can effectively reduce patient wait times.

LEARN MORE

¹ <u>National Center for Biotechnology Information</u>, 2017. ² <u>Medical Group Management Association</u>, DataDive Practice Operations, 2017.

³ National Center for Biotechnology Information, 2017.

⁵ Phreesia Research, 2019. 6,7 Business Wire, Ninth Annual Vitals Index Physician Wait Time Report, 2018.