



How to Engage Patients Out of the Office

This is an extra resource to go along with the original article:
[5 patient experience tips that will redefine your practice](#)

Healthcare doesn't stop when patients walk out the door. Here are a few ways that healthcare providers can stay active and engaged with the patient experience outside of the office.

1. Engage on social media

80% of patients begin their search for healthcare information online, and 94% say that clinic reputation is crucial in choosing a practice or provider. Creating a social media strategy that provides access to important healthcare information, like research and testimonials, can help build trust with patients before they enter your doors.

2. Use patient portals for out-of-office care

Patient portals are online sites that are connected to the EHR. These tools give patients a look into various data points, including lab results, physician notes, their health histories, discharge summaries, and immunizations. This gives patients more access and control of their healthcare information without coming into the clinic.

3. Educate patients with additional resources

Having books, eBooks, online articles and whitepapers, and other forms of research available on your website can assist patients before they ever come into your clinic. If possible, answer some commonly asked medical questions on your site so that patients know you have the answers they need.

4. Hold local healthcare-related events

There are many ways you can engage with businesses and potential patients outside of the office through healthcare-related events. Lunch and learns, for instance, provide a way to connect with local businesses. You can also provide first aid at public events, like races or festivals, or set up a kiosk in a mall to hand out healthcare information.

5. Monitor your online reviews

Many patients engage online with your practice without you knowing about it. This includes posting reviews on sites like Yelp, other doctor review sites and even social media sites like Facebook. Responding to reviews, posts and comments can help you engage with patients who may be looking to experience your practice or who may have had less-than-stellar experiences already.



6. Make more information available online

Create ways for patients to engage online with your practice first. This can include having them fill out healthcare documents (intake forms, etc.) online before they come in. This will not only save time in your waiting room, but also help patients take more control of their healthcare before they step foot in your practice.

7. Don't engage with patients without permission

Sometimes patients will not want to interact with you outside of the office. They may not want to provide a testimonial or follow you on social media. That's okay. Respecting patient privacy is key to patient engagement. Sometimes what you don't do is just as powerful as what you do.