

# THE HIGH COST OF POOR PATIENT EXPERIENCE

Modern healthcare organizations are prioritizing positive patient experience more than ever—and rightly so. Poor patient experience leads to disengagement and low health outcomes.

It's not just the patient's health that is at risk, either. Poor patient experience negatively impacts the financial health of your organization as well. These statistics prove it.

- Ninety-five percent of people share bad experiences through word-of-mouth, while 45% of people share negative reviews on social media.
- A [Deloitte study](#) shows that hospitals with low patient experience scores had a net margin of 1.8% (as compared to 4.7% for high patient experience scores).
- Hospitals with lower patient experience scores receive a [2.5% return-on-assets](#) (ROA), while hospitals with the highest patient experience scores receive an ROA of over 4%.
- In 2017, HCAHPS predicted that patient experience scores would determine up to 2% of hospitals' Medicare payments by that year.
- A patient's [last interaction](#) with a healthcare provider is the one on which they will base their entire experience.
- [Forty-one percent](#) of patients say they'd switch providers over a poor digital experience.
- Patients reporting poor relationships with their physicians are three times more likely to leave the practice.



## THE SOLUTION:

# An Integrated Healthcare Communications Platform

In addition to providing highly targeted staff training in excellent patient care, one of the best ways to provide an ideal patient experience is through the use of an integrated healthcare communications platform that offers a suite of collaboration tools, including voice, video meetings, secure messaging, and contact center technologies.



RingCentral's platform delivers better outcomes at a lower cost. [Find out how cloud communications solutions are transforming healthcare.](#)

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