8 Requirements to Meet Patient Expectations for Self-Scheduling

1. **Mobile Access without Downloading an App**
   - using responsive design to make scheduling available on any device, anywhere, anytime
   - **WHY IT MATTERS:** 77% of patients want to manage appointments online

2. **Customizable Interface**
   - with logos and colors that reinforce a strong hospital brand
   - **WHY IT MATTERS:** Avoid patients switching providers due to poor service, which can **cost a hospital $100M annually**

3. **From Advanced Procedures**
   - to educational sessions, speed access to all services
   - **WHY IT MATTERS:** Eliminate hold times plus the 8.1 minutes on average required to schedule an appointment by phone

4. **Smart Scheduling**
   - to control the booking process with questions and rules that ensure accurate, appropriate scheduling
   - **WHY IT MATTERS:** Adoption of patient portals lingers at 15%, deterred by lack of convenient mobile access

5. **Quickly Capture Order and Insurance**
   - from mobile devices
   - **WHY IT MATTERS:** Patient self-scheduling could enable reallocation of $3.2B in scheduler capacity in 2019

6. **Guest Browsing**
   - to promote outpatient services and capture net new patients
   - **WHY IT MATTERS:** Attract the 7% of patients who have switched providers due to poor customer service

7. **Appointment Reminders**
   - and instructions to ensure patients arrive on time and properly prepared
   - **WHY IT MATTERS:** Outpatient no-shows for imaging exams **cost medical centers as much as $1M/year**

8. **Patients Book Using Real-Time Inventory**
   - instead of making appointment "requests" to be confirmed later
   - **WHY IT MATTERS:** Save staff time and assure convenience for 88% of patients who choose providers based on online presence

Sources:

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