

# Why Centralized Patient Access Matters for an Ideal Patient Experience

## 5 STAGES OF PATIENT FRUSTRATION



1

### SCARED AND CONFUSED

My physician has referred me for a diagnostic test. I'm worried about my health and confused about the referral process. What do I do next, who do I call, what will my diagnosis be?



2

### FRUSTRATED

Stuck on phone, calling multiple numbers and departments, trying to get scheduled. Why can't I manage my healthcare as easily as every other service? Especially when cost keep going up!



5

### ANGRY

This is just ridiculous... I'm going to find another provider that offers better service and cares about me.



4

### SURPRISED

When I finally arrive I get hit with charges I didn't expect. Now, I find out I wasn't supposed eat anything beforehand...so I'm getting rescheduled.



3

### WAITING

Still worried and confused. Why does it take so long for them to get my test scheduled? Why I can't be seen closer to home? And what is a prior authorization anyway?



## 5 STAGES OF PATIENT SATISFACTION



1

### REASSURED

I left my doctor's office with my test already scheduled and directions to the facility in hand. I'm still scared but at least I know the plan.



2

### RESPECTED

My time is important. I'm glad my test will be at my preferred location, just 5 minutes from my office.



5

### EMPOWERED

My test was on time, insurance was taken care of, and my bill made sense. My doctor had results at my follow up, and next steps are in the works. I feel good about my care plan and will tell friends to go here too.



### IN CONTROL

If I need to reschedule or check the instructions or directions ahead of time I can do that from my phone or laptop any time I want.



3

4

### PREPARED

A reminder text confirmed my appointment. There were no surprise bills and I followed the instructions about not have anything to eat or drink before the test.

