**Meeting Rising Patient Expectations**

Online consumer services like Airbnb and Amazon as well as digital self-service experiences for airlines and financial services strongly influence patient expectations about how healthcare transactions should work. While consumer adoption of mobile devices and healthcare apps continues to increase, consumers are also growing more comfortable with wearable technology and are more willing to share PHI online. These factors, combined with increasing premiums and higher out-of-pocket costs, have led to elevated expectations for intuitive, retail-like patient experiences. And if expectations are not met, patients are more willing than ever to switch providers.

**A Branded Virtual Front Door and Digital Engagement Platform**

SCI brings the health system to consumers, patients, and providers by letting health systems create a branded digital front door – featuring its own logo and color scheme – that patients trust. SCI’s Digital Engagement Platform lets consumers, patients, and providers focus on care by ensuring the right patient engages with the right provider under the right clinical and administrative conditions. At the same time, it integrates with existing infrastructure to deliver appropriate access and care coordination at a reduced cost. The SCI platform addresses imperatives for patient acquisition and retention as well as resource optimization and clinical and operational effectiveness through its Digital Patient Experience and its Provider Network Experience.

**Establish A Strong Competitive Advantage**

- Improve loyalty with a branded, retail-like experience
- Increase volume as patients gain visibility into all access points
- Reduce costs by offering more self-service options

**Acquire and Retain Patients**

SCI’s **Digital Patient Experience** lets consumers and patients easily find providers, self-schedule appointments, complete digital intake forms, make payments, and more – on any device without downloading an app.

**Reduce Costs, Increase Efficiency**

SCI’s **Provider Network Experience** helps health systems standardize workflows for key processes, such as patient intake and access, revenue cycle, and care coordination to optimize resources, increase revenue, and unify experiences for patients and providers.
**Build on a Trusted Foundation**

Leveraging SCI’s well-adopted applications for integrated Referral/Order Management and Guided Scheduling, the SCI Digital Engagement Platform gives patients fast, real-time self-service access to all appointment inventory across a network and the means to arrive already registered and prepared for their visit. In parallel, this platform reduces costs with streamlined processes for call center agents and centralized scheduling teams leveraging integrated, highly efficient workflows.

**Reporting and Analytics**

- Patient Volume Trends
- Conversion Rates
- Patient Engagement and Activity
- Service Line Trends
- Marketing Attribution

**Build Your Brand, Super Charge Your Marketing**

Help consumers find you easily through online searches and recognize your trusted brand through a mobile experience that features your logo and colors. Make scheduling the intuitive response to your outreach campaigns with distinct scheduling sites to promote multiple brands, locations, and awareness campaigns.

- Give consumers a welcoming entrance to your health system with a branded, mobile digital front door
- Offer self-assessments, health screenings and classes to attract new patients
- Give patients a strong call to action with seamless self-scheduling
- Reduce friction with provider search, guest browsing and easy account set up