

Boosting Consumer Acquisition and Engagement

Use your digital front door as a differentiator for marketing initiatives

Competition for consumers is fierce as expectations for convenience and transparency increase

80% of consumers who were satisfied with their care said they would consider switching providers based on convenience factors that make their care experience easier¹

68% will choose a provider who lets them book, change and cancel appointments online²

50% said a bad digital experience ruins the entire encounter with that provider³

59% of consumers said providers' willingness to share price information prior to the point of service is a critical factor in determining where to seek care⁴



Implement marketing campaigns that attract consumers and patients to your full range of services

Utilize R1 Entri™, an intelligent patient access solution, to welcome consumers into an intuitive and frictionless experience via your digital front door.

ATTRACT



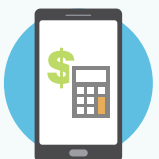
Promote High-Value Service Lines

Hit competition head on by offering easier access to more services, such as imaging and orthopedics, and then convert by making intuitive self-service scheduling the call to action.



Connect with Risk Screenings

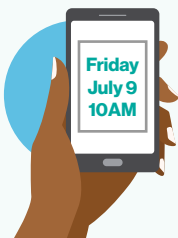
Offer self-assessments, such as for heart disease and diabetes, to attract consumers to your digital front door. Let them browse as a guest for providers and appointments across all your locations, and then make self-scheduling the easy, logical next step.



Be Upfront and Transparent about Costs

Offer consumers self-service care estimation tools, so they can understand out-of-pocket costs before they proceed with scheduling.

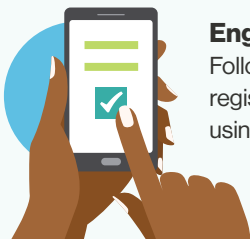
BOOK



Make Scheduling Fast and Easy

Give consumers digital tools that provide step-by-step guidance, making scheduling for even the most complex diagnostic imaging visits easy and foolproof.

CONNECT



Engage Immediately with Digital Intake

Follow up right away with an invitation to complete pre-registration tasks and fill out forms online before they arrive, using their own device.

R1 clients improve patient satisfaction and financial performance

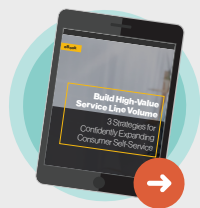
- Up to **40%** increase in patient satisfaction
- Up to **8 min** saved by patients using self-scheduling
- Up to **10 min** saved by patients with mobile intake

- Up to **20%** increase in patient yield



An outstanding digital experience is integral to effective marketing strategies

Make it easy for consumers to choose your health system over the competition with the most intuitive and frictionless patient experience. Download our new eBook, [Build High-Value Service Line Volume: 3 Strategies for Confidently Expanding Consumer Self-Service](#), to learn how to accelerate the level of convenience that attracts and converts consumers, or [contact us](#) to schedule a demo.



R1 RCM is a leading provider of technology-driven solutions that transform the patient experience and financial performance of healthcare providers. R1's proven and scalable operating models seamlessly complement a healthcare organization's infrastructure, quickly driving sustainable improvements to net patient revenue and cash flows while reducing operating costs and enhancing the patient experience.

Learn more at r1rcm.com or contact us contact@r1rcm.com.

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