

The End of The Waiting Room?

A recent survey of consumers reveals a strong and growing preference for virtual healthcare. Here are the key highlights.

The Waiting Room is Not a Great Experience for Patients

Not surprisingly, most people do not have strong favorable opinions about their experience in waiting rooms.



74%

of respondents who answered **rated the waiting room experience "Fair" or "Poor."**



"We own a fair amount of expensive real estate that's dedicated to the waiting room and it's something our customers don't value."

JEFF JOHNSON
VP, INNOVATION AND DIGITAL BUSINESS
BANNER HEALTH



Source: Lifelink Systems Digital Conversations Podcast, ep 43

Virtual Waiting Rooms Have Broad Appeal

An overwhelming majority of consumers strongly prefer virtual replacements for physical waiting rooms.



80%

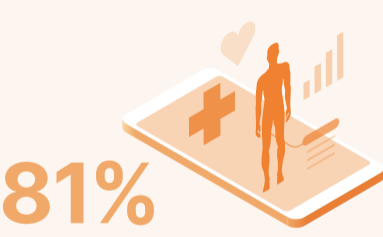
of respondents indicated they would rather **complete paperwork on their mobile device**, prior to arriving at the doctor's office. This was fairly consistent across all demographics.

The virtual waiting room concept has many perceived benefits. Here are the favorites, ranked.

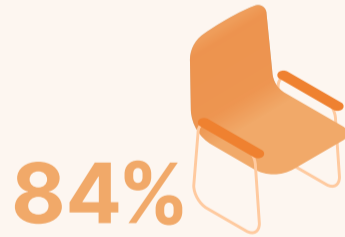


COVID-19 and the Opportunity for Change

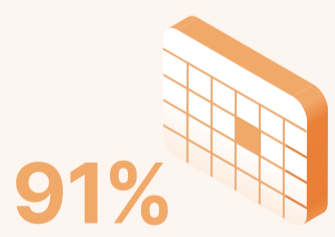
The pandemic **forced healthcare organizations to make care more virtual and digital**. Respondents showed a strong preference for a mobile patient intake experience.



thought that the virtual solutions implemented because of COVID-19 should be permanent.



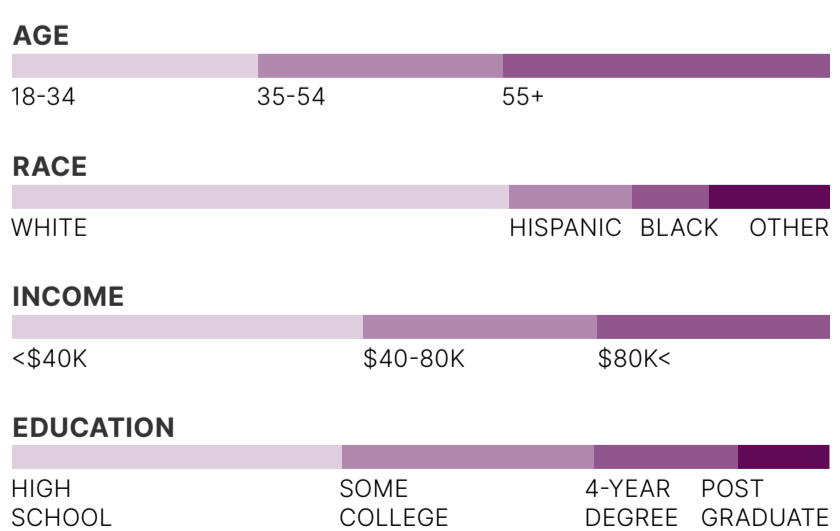
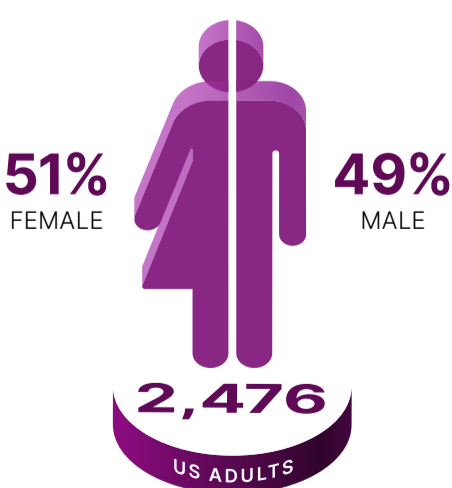
thought virtual waiting room technology should be used for COVID-19 vaccination scheduling and check-in.



would choose to schedule their own COVID-19 vaccinations virtually if given a choice.

Study Demographics

Survey conducted by YouGov, March 2021



Source: Data from YouGov

To learn more, visit cipherhealth.com or request a demo.