

Key Patient Journey Touchpoints to Consider for Marketers

Here is a comprehensive list of key touchpoints, organized to highlight the moments that truly define an experience and shape a patient's perception of your brand.

Phase 1: Pre-Arrival (The Digital & Remote Experience)

- **Online Search & Reviews:** Do our online reviews and search results build trust or create doubt?
- **Google AI Overviews:** What story is Google's AI telling about our brand, and is it accurate?
- **Website & Digital Front Door:** Can a new patient easily find what they need on our website in under a minute?
- **Call Center & Scheduling:** Does calling us feel helpful and reassuring, or is it a frustrating chore?
- **Patient Portal & Pre-Registration:** Does our portal simplify tasks, or is it a source of technical frustration?
- **Appointment Reminders & Pre-Visit Communication:** Do our reminders reduce patient anxiety by answering questions before they are asked?

Phase 2: Arrival & On-Site Experience

- **Parking & Campus Accessibility:** Does our parking situation add to a patient's stress or relieve it?
- **Wayfinding & Signage:** Can a first-time visitor navigate our campus confidently, or do our signs create confusion?
- **Entrance, Greeters & Security:** Do patients feel genuinely welcomed and safe the moment they walk through our doors?
- **Front Desk & Check-in Process:** Does check-in make patients feel acknowledged as individuals or processed like numbers?
- **The Waiting Room Environment:** Is our waiting room a comfortable, calming space, and are we honest about wait times?

Phase 3: The Clinical Encounter

- **The Handoff (Waiting Room to Exam Room):** How does the tone of our staff during handoffs affect a patient's mindset?
- **Care Team Communication:** Do patients leave appointments feeling heard, understood, and confident in their plan?
- **The Exam Room & Physical Environment:** Does the exam room environment consistently protect a patient's privacy and dignity?
- **Check-out & Next Steps:** Is it unmistakably clear to the patient what they need to do after leaving?

Phase 4: Post-Visit & Ongoing Relationship

- **Follow-up & Test Results:** Are we delivering test results with the speed and context needed to reduce anxiety?
- **Billing & Insurance Experience:** Does our billing process build trust, or does it erase the goodwill from the clinical encounter?

- **Care Coordination:** Does it feel like the care team is talking to each other, or is the patient forced to be the messenger?