



10 Questions Answered About the Digital Front Door in Healthcare

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- + Who in my Organization is Responsible for the Digital Front Door Strategy?
- + How Can TTEC Digital Support the Development and Success of our Digital Front Door Strategy?

QUESTION 1

What is a Digital Front Door in Healthcare?

A Digital Front Door takes a modern, digital-first approach to healthcare, empowering members to access information, support, and even care right from the palm of their hand. This type of strategy adapts to the evolving needs and expectations of healthcare consumers and puts them in the front seat of their own healthcare journey.

A Digital Front Door integrates into the larger multi-channel healthcare experience, offering more ease, convenience, and accessibility throughout the entire healthcare journey, at every single touchpoint, from the very first interaction.

A **successful Digital Front Door** incorporates the following strategic components:

- Optimization of interactions, capabilities, support, and care across the entire healthcare journey
- Adoption of self-service channels for care, information, and support
- Use of data to deliver more personalized and predictive member experiences
- Clarity and transparency for all services, care, and costs – aka “shopability”

QUESTION 2

Why is a Digital Front Door Important?

Healthcare consumer preferences have changed dramatically, creating entirely new expectations for healthcare experiences.



Given these evolving conditions, it's obvious that healthcare organizations must find ways to rapidly adapt if they wish to retain existing members and attract new ones.

In this new healthcare economy – what we call “Healthcare 3.0” – a comprehensive Digital Front Door strategy functions as a critical success factor in meeting the needs, preferences, and expectations of today's healthcare consumers – so your organization can continue to strengthen healthcare experiences, foster long-term loyalty, and attract new members.

QUESTION 3

What Value Does a Digital Front Door Offer?

A Digital Front Door **delivers the following benefits to members:**

- A customer-centric experience that puts the member's needs first and foremost.
- Convenience, accessibility, and ease throughout the healthcare journey, from finding a provider, to paying for care.
- Personalized, relevant support that amplifies the experience and improves health outcomes.

A Digital Front Door **delivers the following benefits to healthcare organizations:**

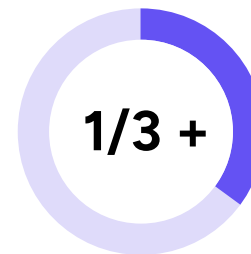
- Expanded member retention, attraction, and loyalty
- Reduced operational costs and improved efficiencies
- Improved service costs and care outcomes
- Enhanced staff experiences and operations
- System optimization and integration
- Improved accessibility and application of member data
- FHIR/21st Century Care Act support

QUESTION 4

What is Driving the Need for a Digital Front Door Strategy?

In May 2021, Avtex, a TTEC Digital company, performed a survey of over 1000 healthcare consumers to identify their topmost priorities and preferences for their healthcare experience. Here are five notable healthcare experience findings that came out of that research, which support the need for a Digital Front Door strategy:

1. **The Omnichannel Experience:** Recent research has revealed that healthcare consumers, no matter their age, expect interactions, communications, and channels to be accessible and seamlessly integrated across various channels, platforms, and devices. This research also indicates that members want digital and mobile components to factor heavily into this "omnichannel" experience. A Digital Front Door facilitates this desired digital accessibility, while integrating into the larger omnichannel healthcare experience.



Over 1/3 of Gen Z and Millennials list apps, member portals, and online chat options in their top three channel preferences.

Avtex Omnichannel Healthcare
Experience Report 2021

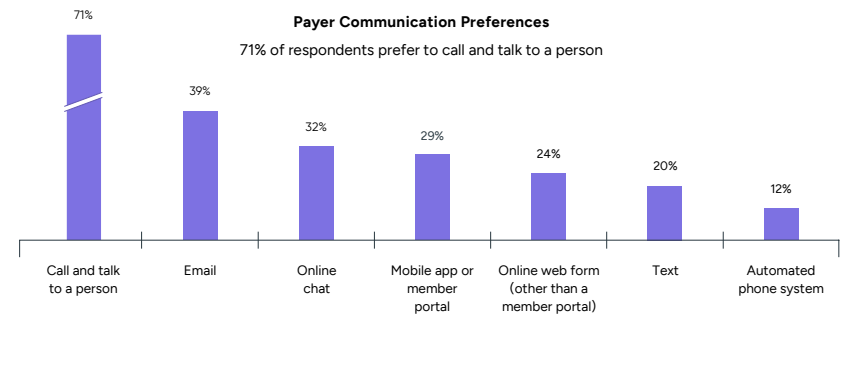
QUESTION 4 (Continued)

What is Driving the Need for a Digital Front Door Strategy?

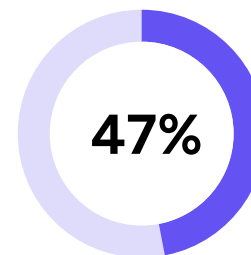


2. Personalization: Members' needs differ from generation to generation, and person to person. A deep, data-driven understanding of the individual demographics, needs, and behaviors of members is vital to meeting expectations and supporting those individual preferences. Creating hyper-personalized healthcare experiences is fast becoming an important component of quality care throughout the entire cycle, from annual screening exams to claims processing. A Digital Front Door delivers more personalized interactions and care, through expanded collection and application of member data.

3. Hybrid Experiences: While online and mobile communication options have become important, the human element remains a necessary component in the payer-member experience. A Digital Front Door elevates, rather than removes, human interaction, supporting a healthcare experience that can easily move between voice-to-voice and digital touchpoints.



4. Ease of Use: Above all else, members want the healthcare experience to be highly intuitive and easy to use, no matter their need. A Digital Front Door delivers on this expectation, adding self-service capabilities and convenience across the entire member journey.



47% of healthcare consumers say it requires a lot of effort to connect with their insurance carriers.

Avtex Omnichannel Healthcare
Experience Report 2021

QUESTION 5

What is the Difference Between a Digital Front Door and Digital Transformation in Healthcare?



In short, the digital transformation of the marketplace has been the primer for the establishment of a Digital Front Door strategy. Consumers have been trending toward wanting healthcare to become more digitized. Now it is becoming less of a desire and more of an expectation that the healthcare experience is digitally integrated and optimized. A Digital Front Door is a digital-first strategy that addresses this market need in a way that aligns to your consumers' needs and organizational objectives, while integrating into the overall omnichannel experience.

QUESTION 6

Does the Digital front Door Differ for Providers and Payers?



While the actual execution of the Digital Front Door may differ significantly for payers and providers, this digital-first strategy is centered around the same goal, no matter the healthcare organization: To optimize the omnichannel healthcare experience through delivering low-effort, high-value interactions, capabilities, support, and care across the entire healthcare journey, at every touchpoint, from start to finish.

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QUESTION 7

What is the First Step to Adopting a Digital Front Door?

For the most successful adoption, execution, and long-term success of a Digital Front Door strategy you must take a step back to gain a super clear understanding of who your current and targeted demographics are and what they want. To deliver an exceptional, high-impact member experience you have to make sure that everything you do ties back to their **wants, needs, and expectations**. Once you have this 360-degree view of your consumers, you can begin the strategic planning of your Digital Front Door.

You'll want to start by performing some investigative research and analysis to identify where your current member journeys, channels, and interactions are not matching up to the identified needs of your target demographics. Voice of Customer (VOC), employee listening, data analysis, and current state journey mapping exercises are all great ways to help identify gaps between the experience you are delivering and the experience you want to deliver.



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QUESTION 7

How Do I Ensure the Successful Execution of our Digital Front Door?

Once you've performed formative research to uncover the gaps in the desired versus actual patient experience you're delivering, you'll want to start to outline the Digital Front Door strategic roadmap. This documented roadmap should identify overall objectives, clarify roles and responsibilities for execution, and define how each component, element, or phase of the strategy aims to support identified member experience needs. Taking this necessary step to document the strategy will help to ensure cross-departmental buy-in and alignment, so that the entire organization understands how and why they can support this experience strategy.

Next, you'll need to map out the capabilities, technologies, channels, and operational components your organization must adopt to fulfill the goals you've set out to achieve with your Digital Front Door. On the highest level, these capabilities should seek to deliver on the following enhancements:

Low-effort, frictionless omnichannel engagement that seamlessly connects all channels and touchpoints and incorporates individual consumer preferences into the healthcare experience.

Automation that reduces low-value manual tasks and increases efficiency, helping to improve staff productivity, decrease the cost of operations, and enhance care outcomes.

Digital access to end-to-end, on-demand capabilities, including requesting information, paying for care, and finding in-network providers.

Integrated data solutions that collect, analyze, and apply information to deliver hyper-personalized, high-value experiences to every member.

Once you've established the new capabilities needed to achieve the Digital Front Door, you will need to define how you will track and measure the ongoing success of your expanded healthcare experience strategies. This is not a one-and-done project, but rather, a long-term strategy for facilitating a healthcare experience that drives member retention, loyalty, and growth, and future-proofs the success of your organization.

QUESTION 9

Who in my Organization is Responsible for the Digital Front Door Strategy?



This answer is two-fold:

First, you need to establish clear ownership of the Digital Front Door's strategic execution and success, making it clear who – ideally at an executive level – will be responsible for defining the overall strategy and goals for the program. This individual, or individuals, will own the planning, execution, and success of the Digital Front Door at the highest level. However, in order to ensure the effectiveness and success of the Digital Front Door, the entire organization must be bought in on the strategy and will need to support it from the ground-up.

Thus, it is also necessary that all stakeholders and leaders across your organization understand how the Digital Front Door strategy will positively impact their departments' operations and goals, so they are willing and able to support and amplify this patient experience strategy in whatever ways possible.

QUESTION 10

How Can TTEC Digital Support the Development and Success of our Digital Front Door Strategy?

Through expertise, collaboration, and technology, TTEC Digital will help your healthcare organization create a customized Digital Front Door strategy that simplifies, unifies, and enhances the experiences of all of your members and staff, across all channels, throughout the entire healthcare journey. We will help you facilitate a healthcare experience that improves omnichannel care and interactions for the benefit of all - driving productivity, satisfaction, and loyalty.

At TTEC Digital, we go beyond experiences that merely meet the needs of your healthcare consumers – aiming to exceed these expectations every step of the way.

[Visit ttecdigital.com to learn more!](https://www.ttecdigital.com)

Check out the next piece in our Digital Front Door Toolkit to learn more about what you need to do to build your Digital Front Door strategy:

[Digital Front Door Checklist](#)