

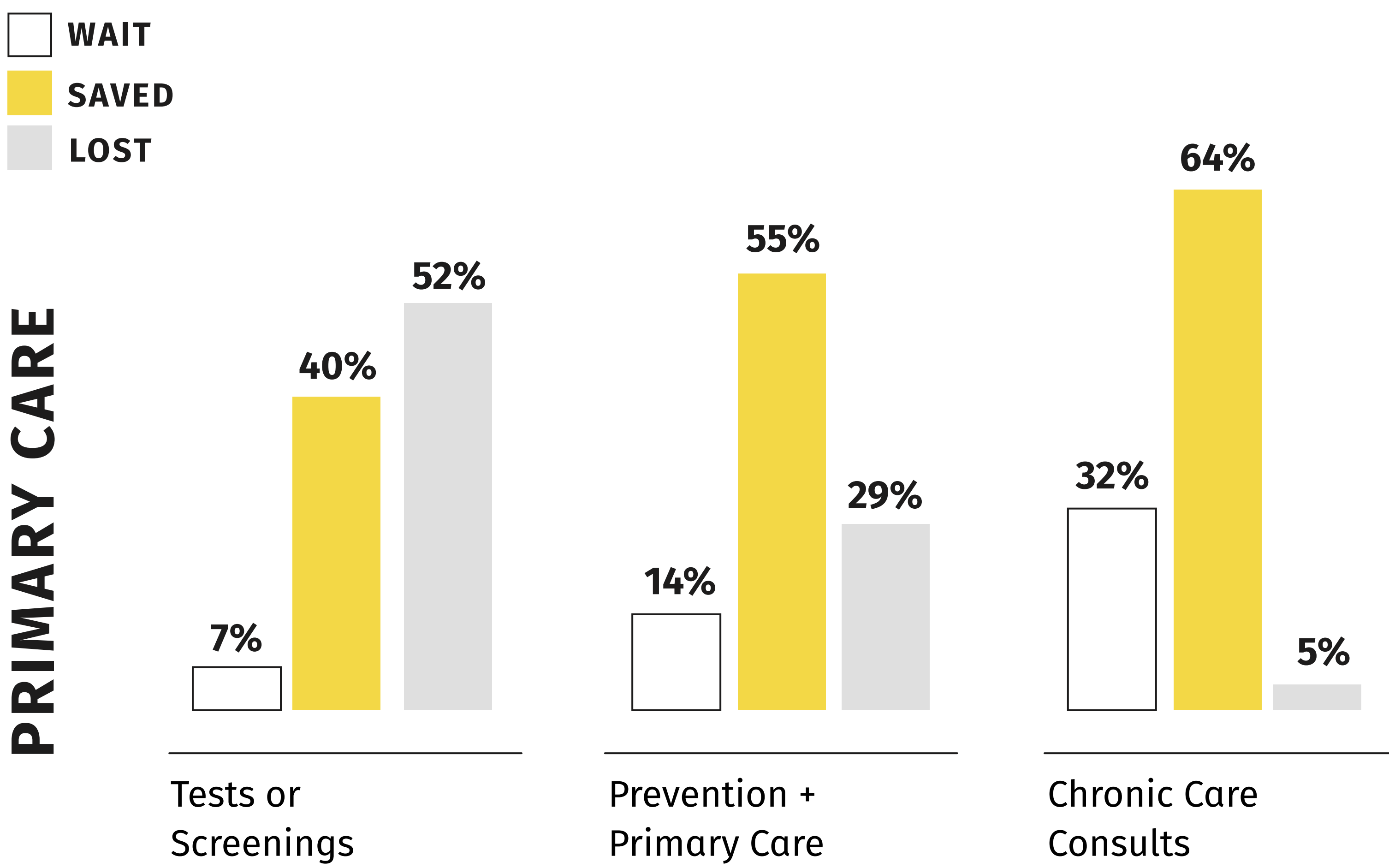
THE PROBLEM

Provider switching emerges as both a cause for concern and an opportunity to recover lost volume.

THE FACTS

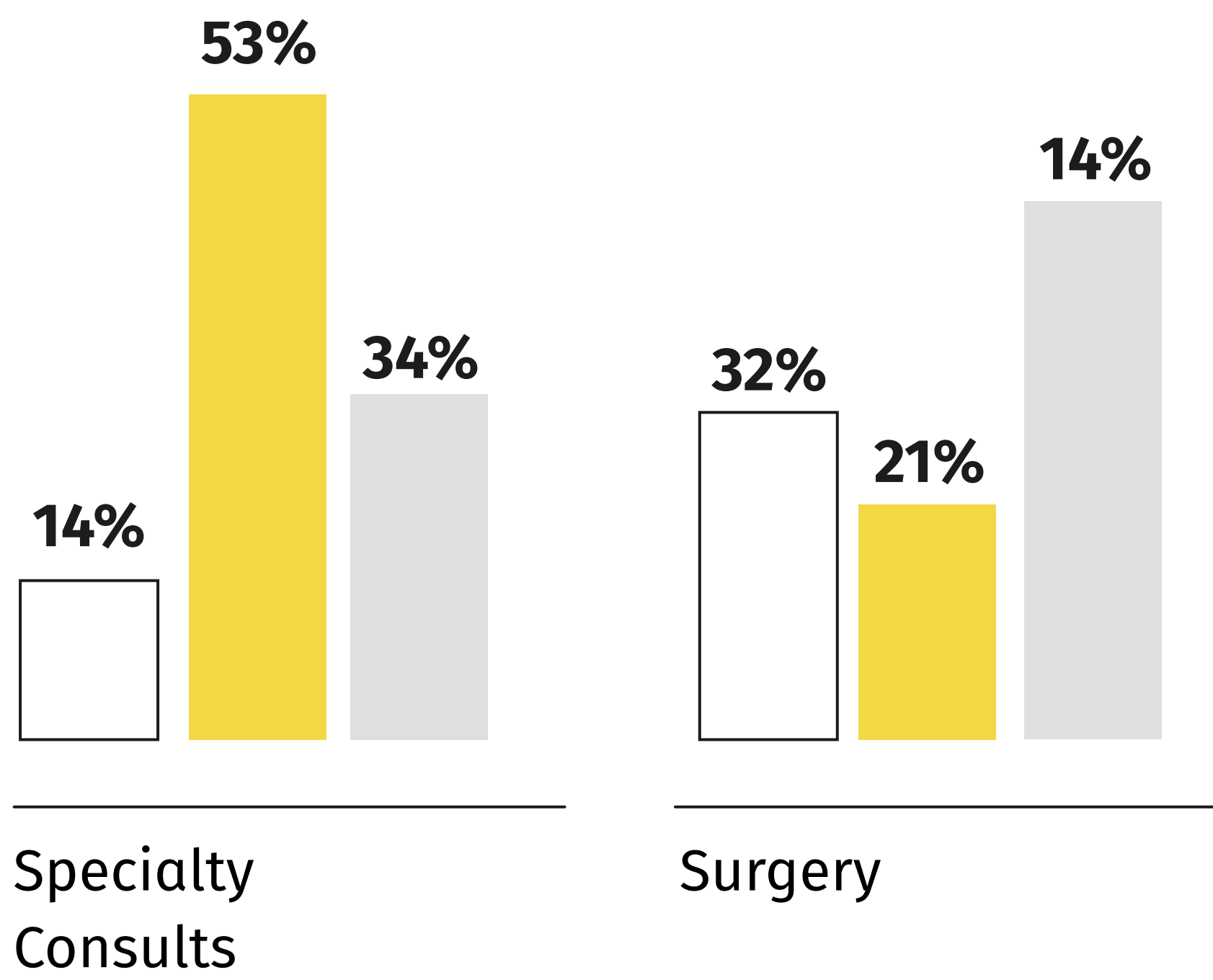
While some patients are ready to reschedule their testing, procedures and chronic care treatment, others are actively switching providers as they emerge from COVID-19 lock down.

DISPOSITION OF CASES IN THE PIPELINE: How Patients Are Behaving



While a fair number of cases are being rescheduled (saved), a sizable number of people are moving their business (lost) to alternative providers and care sites

CONSULTS + SURGERIES



Delays in scheduling high-margin cases and the loss of cases to alternative sites will have an adverse financial impact.

Source: BVK Health Care Pulse Wave 1 April 22-26, 2020 (n=500)

THE SOLVE

The three C's help to reengage people who are hesitant to reschedule. They help to retain those previously in the pipeline, and they attract those who are rescheduling appointments with other providers.

- CONFIDENCE that healthcare providers can keep them safe.
- CONTROL in the form of options for treatment settings.
- CONVENIENCE of treatment access and times.

Importantly, both the operations and messaging must include a compassionate tone and attitude in order to win back patients in the pipeline and those seeking to switch.

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