

10 BENEFITS

Digital First Health Engagement

Digital engagement can help achieve better patient outcomes and improve the overall patient experience. Below are ten reasons to consider transitioning your healthcare engagement practice to an online platform and the value of bringing patient feedback into health care decision making.



1

Consumer engagement requires you to invest in time. Utilising digital engagement in the planning stages of your project can

FACILITATE MORE FOCUSED AND EFFECTIVE OUTCOMES.

2

Taking discussions online supports ongoing conversations with consumer groups and

MAKES FACE-TO-FACE MEETINGS MORE IN DEPTH.

3

Digital engagement allows you to

MOVE YOUR CONSUMER PARTNERSHIPS BEYOND THE PHYSICAL SETTING OF A HOSPITAL.

Often health advocates are selected due to previous hospital or health service experience. Widening your reach, digital engagement can include those who need your service and provide access for those who want to use your service.

4

Hospital and health services use telemedicine to communicate across borders. By applying the same set of principles, your communications and engagement teams can help

REDUCE OVERALL COSTS OF RUNNING CONSUMER GROUPS BY COMMUNICATING DIGITALLY,

saving on travel costs, and moving towards a truly digital approach to consumer engagement.

5

CONTRIBUTE TO IMPROVED HEALTH LITERACY

by asking the community for online feedback on documentation prior to printing.

6

BROADEN YOUR SCOPE

by digitally engaging with a cohort that does not regularly visit the hospital such as young people, culturally and linguistically diverse communities, and 25-45 year olds.

7

Using a digital engagement platform will help you to

COLLECT EVIDENCE OF PARTNERING WITH YOUR COMMUNITIES

and identify gaps in your demographics to ensure true representation. Reduce the stress when you have a pop-up NSQHS audit.

8

Use technology to

CREATE ACCESSIBILITY TO YOUR ENGAGEMENT ACTIVITIES.

9

Using a digital platform can help

REDUCE ADMINISTRATIVE TIME

in processing of patient feedback, patient safety and quality audits undertaken by your consumers.

10

Digital Engagement can demonstrate the history of your consultation and

CREATE A RECORD FOR SELF-DIRECTED LEARNING.

Your communities are able to find past consultation and read about your decision making process.

