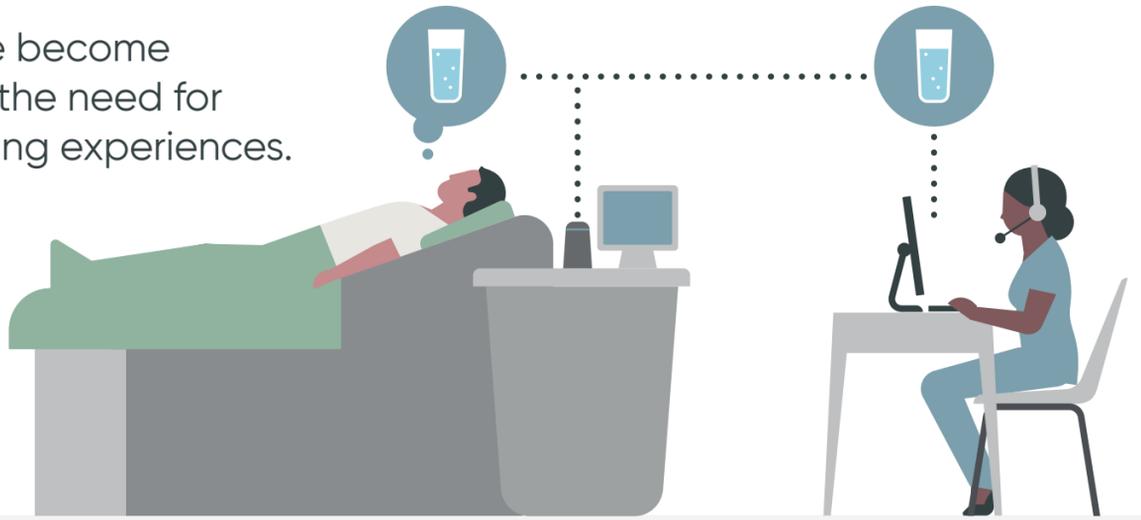# servicenow

Patient experience matters—more than ever

Patients today have become consumers—driving the need for streamlined, engaging experiences.

In a recent survey of hospital CIOs,

86%

of respondents said that improving the patient experience was an important, strategic priority.

While priorities often shift in the face of unexpected challenges, applying consumer-like experience solutions can have a far-reaching impact on a healthcare organization, staff, safety, and of course on those who matter most—patients.

Behind every great healthcare experience is a great workflow. ServiceNow makes it simple to deliver on today's expectations with self-service tools, quick problem resolution, and more.

Your patients want a better experience

A voice-activated, virtual bedside assistant lets patients communicate directly with their care team, while AI-powered request prioritization and smart routing ensure that the right resources are allocated effectively.

In an Australian hospital reduced nurses' average time to respond to patient requests from 11 minutes to 3 minutes—resulting in **87%** nursing confidence and **100%** patient satisfaction.

What can you do to improve experiences, satisfaction, and engagement?

1 Figure out what the biggest patient experience pain points and bottlenecks are.

2 Focus on the areas where you can have the biggest impact.

3 Connect departments to address the root cause of issues.

4 Automate routine processes—whether that is virtual patient triage, scheduling, nurse call requests, patient discharge, or beyond.

5 You don't know what you don't know, so keep monitoring processes to pre-empt emerging patient experience problems.

To learn more, download the HIMSS Media report on 5 customer experience lessons for healthcare organizations.

[Get report]

Read chapter 2
Digital workflows

Read chapter 4
IT operations