

Top 3 trends for medical practices in 2024



Optimize operations and the patient experience.

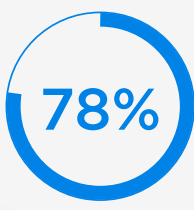
As practitioners look to digital-forward approaches that accelerate the success of ambulatory care and boost financial performance, these are the trends that will inform healthcare IT strategy:

1

Offering patients more control with self-service tools

Patients want more control over their healthcare — more than 60% of consumers expect to be able to change or schedule healthcare appointments, check medical records and test results and renew medications online.¹ Providers are responding to these expectations with self-service tools, such as digital portals, where patients can schedule appointments, complete the intake process, access healthcare records and pay invoices.

These technology tools can also support telehealth services and remote patient monitoring (RPM). The RPM market was estimated to be \$35 billion in 2022 and is forecast to more than double to \$75 billion by 2028.² RPM increases visibility and real-time monitoring for improved patient outcomes — healthcare organizations using RPM reduced admissions by 38% according to one report.³



78% of people aged 50 to 80 now use at least one patient portal — up from 51% five years ago.⁴

Boosting efficiency and profitability with automation

Workflow automation can create more efficient processes and increase profits for medical practices. That potential is prompting many healthcare leaders (77%) to invest in enhanced portals and mobile apps.⁵ Process automation improvements can ease administrative burdens on staff and improve reporting and tracking. These efficiencies can support productivity and generate accurate data to inform decision-making that can improve patient outcomes and financial performance.

2

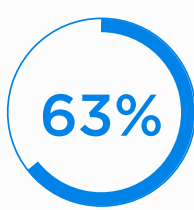


\$95 billion
Projected value of the healthcare automation market by 2027.⁶

3

Digitizing payment for a better patient experience

With more and more digital-native patients seeking care, digital payment options have become a common expectation — a majority of consumers (67%) want digital and electronic payment options, such as receiving electronic statements and paying online.⁷ In response, medical practices can move to digital billing statements and accept electronic payments for a better experience. Automating transactions with patients and suppliers can also accelerate cash flow, reduce fees, improve sustainability and enable analytics to gain insight on payment trends.



63% of healthcare leaders surveyed said easy, patient-friendly ways to pay bills encourage quicker payment of account balances.⁸

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