



Enabling accessible and user-friendly patient care

How health providers can adapt to new patient expectations

Insights directly from patients

The new *CommBank Patient Experience Insights report* showcases the experiences and preferences among 1,127 respondents who have visited one or more of the following health providers in the past year.



90%

General Practice



56%

Medical specialists



62%

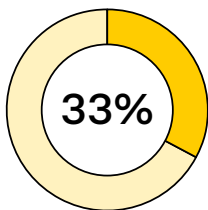
Dentists



42%

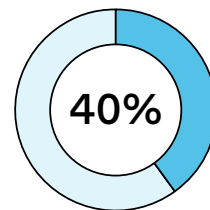
Allied health

Some Australians find accessing health services more difficult than others, particularly Generation X and Baby Boomer patients and those located in regional Australia. Many also indicate a lack of understanding of how to navigate the health system.



of Australians rate the accessibility of healthcare as fair or poor

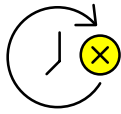
Accessibility issues highest among Gen X



aren't confident navigating the health system to find the care they need

Confidence lowest among Gen Z

Barriers to access and a complex health journey can affect patient health management. Almost one in three patients are postponing appointments where wait times are too long and may switch providers in search of more suitable, affordable, and convenient care. Access-related reasons patients have delayed or cancelled an appointment include:



29%

appointment wait times too long

Postponing due to wait times highest among patients of GPs



20%

too far to travel or lack of transport

Postponing due to travel hurdles highest among patients of dentists and specialists



19%

process to book is too difficult

Postponing due to booking issues highest among patients of specialists

Patients embrace digital health

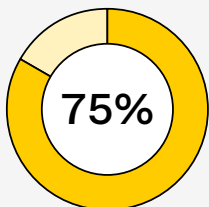
Two-thirds of patients say that the technologies used by practices enhance their experience. Many support digital enablers of a more seamless and connected experience across the health system, for example, the importance of accurate and secure data sharing to improve communication between patients and providers.



Did you know?

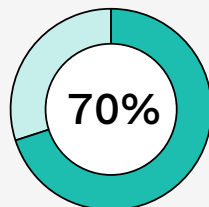
Almost two in three patients are worried about cybersecurity breaches, and 27% are very concerned.

Understanding the use of digital tools by different patients can help providers consider what drives these perceptions. Technologies for booking, managing, and conducting appointments are among the most popular, and using tools and platforms to collect and share health data are also more common.



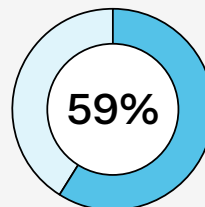
SMS and email reminders

Usage of appointment reminders highest among pre-boomers



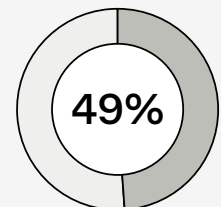
fitness wearables and health monitoring devices

Usage of wearables highest among Gen Y



online booking systems

Usage of booking systems highest among Gen Z

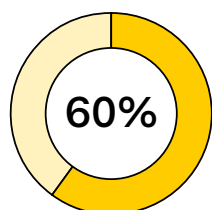


My Health Record

Usage of MyHealthRecord highest among Gen Z

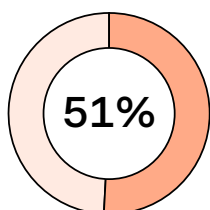
Making it easy to find and book appointments

Offering simple pathways for patients to find a provider and book appointments is crucial to supporting the patient journey. Patients regularly use both referred and online channels when searching for providers and multiple digital options to book appointments, so offering a range of options is crucial to meet diverse patient preferences.



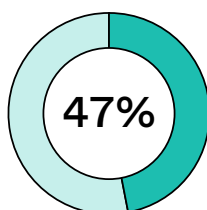
referrals from healthcare professionals

Use of referrals highest among patients of specialists



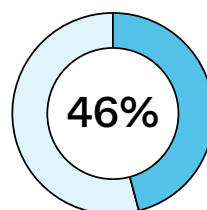
practice websites

use of practice websites highest among patients of GPs



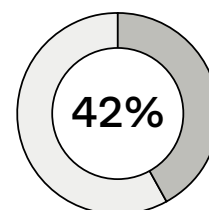
referrals from family and friends

use of peer referrals highest among patients of GPs



online search engine

use of online search highest among patients of GPs



online directories/booking services

use of directories highest among patients of GPs



Did you know?

Among potential applications for AI in health settings, patients are most comfortable with it being used to help schedule appointments.

Pathways to improving patients' health journey

Read the full report to learn more about the strategies healthcare providers can adopt to support patients in finding the care they need and taking advantage of digital health initiatives. This includes:



How to adapt to different preferences for interactions between patients and health providers across generations



How to offer flexible booking and management options to encourage self-service and drive efficiencies



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