

SPONSORED TOPICAL WEBINAR

An Educational Resource for APA members
from Power Diary

Enhancing the Patient Experience:

The Path to Improved Outcomes
and Practice Growth

MAY 3, 2024

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Attendance

- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.
- You must attend for 45 minutes to receive the certificate.

Recording

- A recording of this presentation will be emailed to everyone in 2 weeks' time.
- The recording will include the presentation slides.

Have a Question?

- You are on mute. Communicate using the **Q&A box** in the webinar screen. Submit your questions for our speakers using the Q&A box.
- Presentation slides will be posted in the **chat box** of your webinar screen.



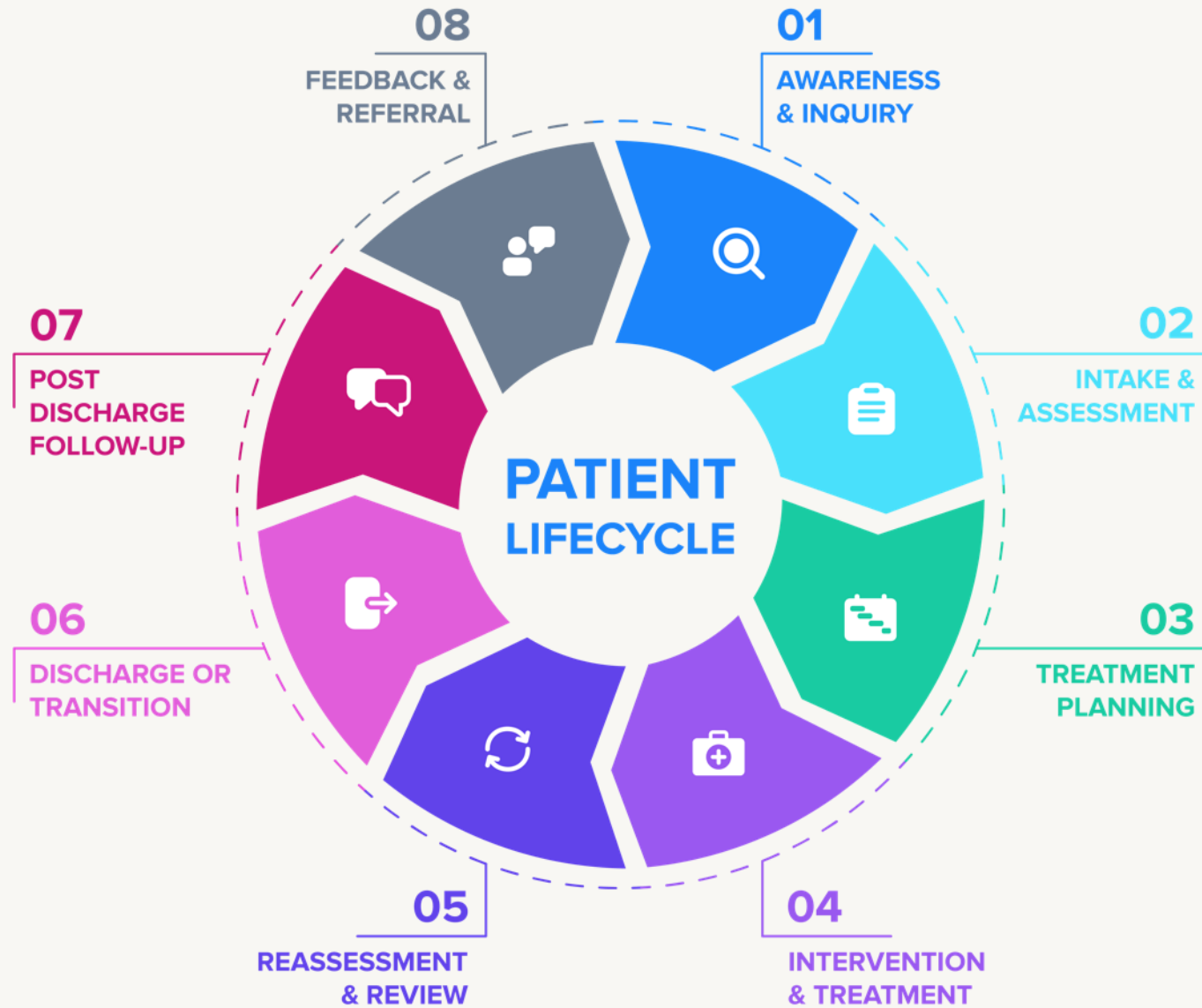


Damien Adler

Presenter

Damien Adler

Registered Australia Psychologist
Co-Founder and Head of Customer Support
and Community, Power Diary



STAGE 1

Awareness, Inquiry and Initial Booking



AWARENESS AND INQUIRY

**Will I connect
with my
psychologist?**

AWARENESS AND INQUIRY

With technology creating more methods for client engagement, patients' **contact preferences** are changing.

75%

of millennials avoid phone calls¹

67%

of patients prefer online booking²

81%

of millennials get anxious before making a phone call³

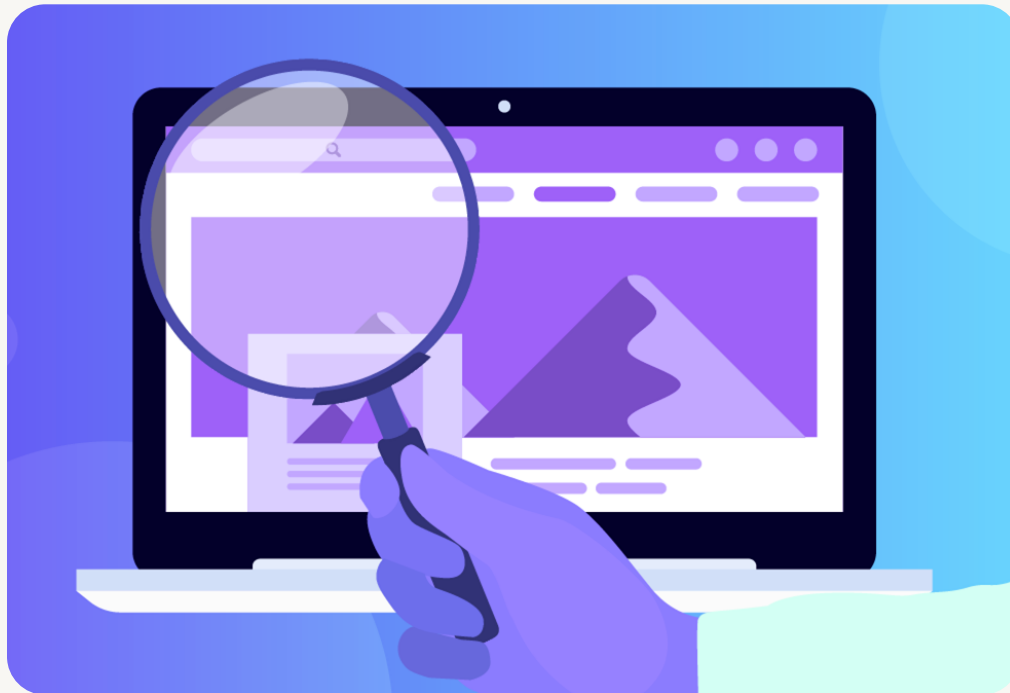
¹From [Generation Mute: Why Do Millennials Hate Phone Calls](#), by A. Turner. 2024, BankMyCell.

²From [23 Appointment Scheduling Statistics](#), by C. Mazur. 2022, Zippia.

³From [Generation Mute: Why Do Millennials Hate Phone Calls](#), by A. Turner. 2024, BankMyCell.

AWARENESS AND INQUIRY

Key Success Ingredients



- ✓ Digital presence
- ✓ Treatment philosophy
- ✓ What type of patients you treat
- ✓ Photos of your team
- ✓ Contact methods
- ✓ Online booking

STAGE 2

Intake and Assessment



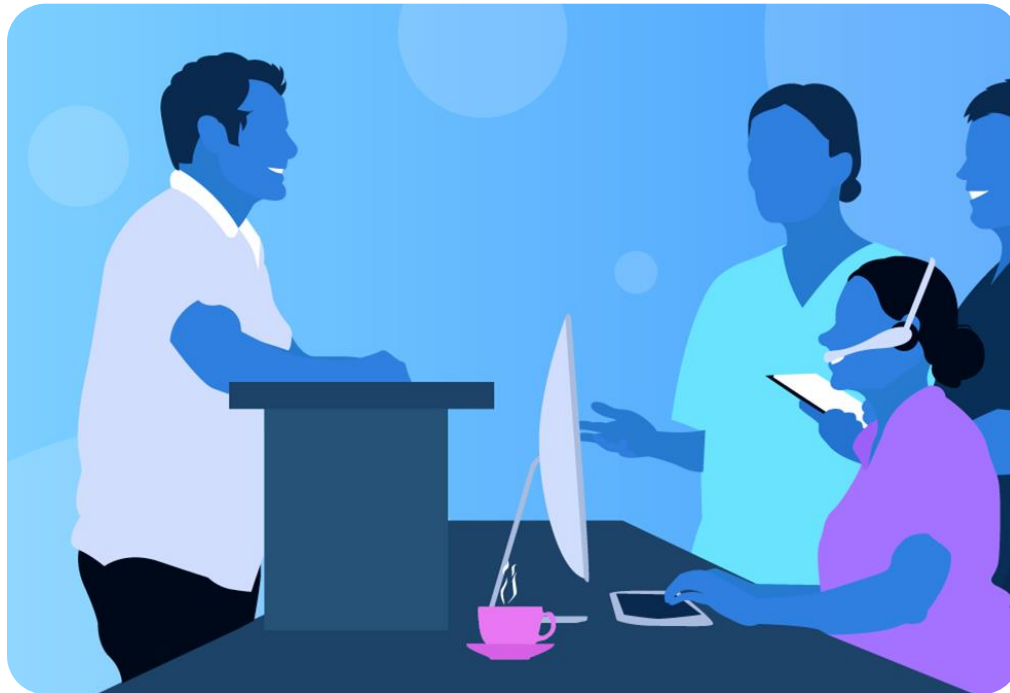
INTAKE AND ASSESSMENT

**Direct conversations
about hope mean a lot to
patients, and [...] to
clinicians too.⁴**

⁴From *Giving Hope as a High Reliability Function of Health Care*, by D. Mylod and T.H. Lee. 2023, National Library of Medicine.

INTAKE AND ASSESSMENT

Key Success Ingredients



- ✓ Online booking
- ✓ Online pre-appointment forms
- ✓ Service terms consent
- ✓ Semi-structured assessment form

STAGE 3

Treatment Planning



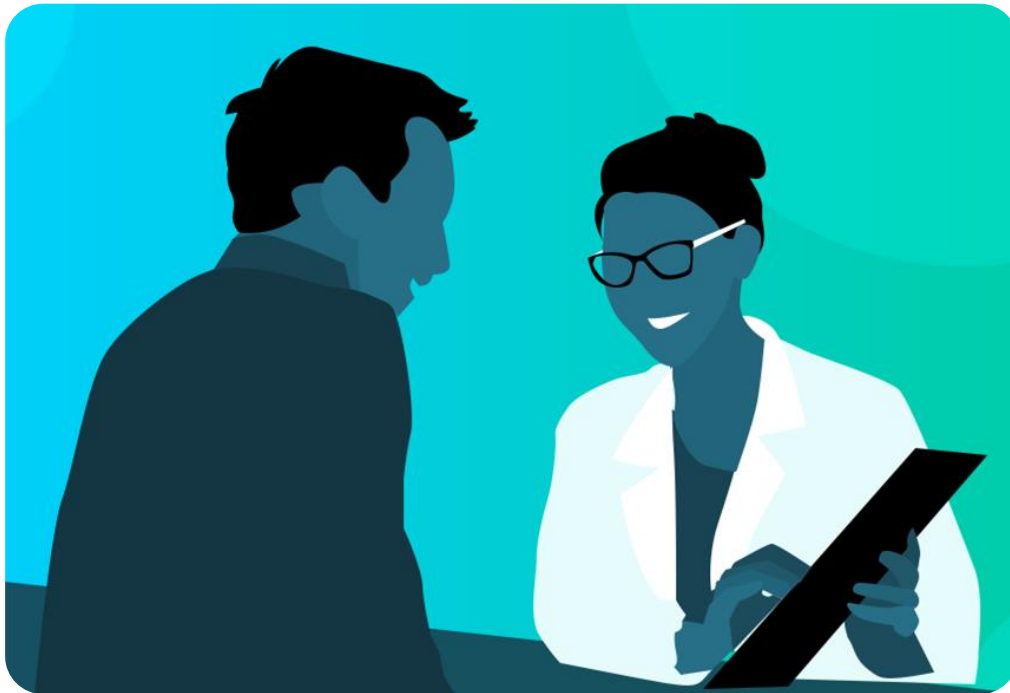
TREATMENT PLANNING

71% of patients report a preference for having an active role in treatment decisions.⁵

⁵From *Client Preferences Affect Treatment Satisfaction, Completion, and Clinical Outcome*, by O. Lindheim, et al. 2014, National Library of Medicine.

TREATMENT PLANNING

Key Success Ingredients



- ✓ Structured treatment plan template
- ✓ Intervention plans
- ✓ Progress indicators
- ✓ Online forms
- ✓ Outcome measures

STAGE 4

Intervention and Treatment

INTERVENTION AND TREATMENT

It's important to patients to have alternative ways to manage their healthcare; many are in support of **digital methods**.

71%

of patients say it's important to their health to receive customized alerts and reminders⁶

56%

of patients say they want more digital options for managing healthcare⁷

⁶From *Consumers Want a More Connected, Personal Health Care Experience, New CVS Health Study Reveals*, by CVS Health. 2022.

⁷From *The State of Patient Access*, by Experian Health. 2023.

INTERVENTION AND TREATMENT

Key Success Ingredients



- ✓ Involve patients in decision-making
- ✓ Automatic reminders
- ✓ SMS + email automation
- ✓ Session tracking
- ✓ Telehealth services

STAGE 5

Reassessment and Review



REASSESSMENT AND REVIEW

Research shows that **progress feedback** in psychotherapy improves symptom reduction.

20%

reduction in dropouts when progress feedback is used⁸

61.5%

of clinicians have never used standardized progress measures⁹

⁸From *Using progress feedback to improve outcomes and reduce drop-out, treatment duration, and deterioration*, by K. de Jong, et al. 2021, ScienceDirect.

⁹From *Monitoring Treatment Progress and Providing Feedback is Viewed Favorably but Rarely Used in Practice*, A. Jensen-Doss, et al. 2019, National Library of Medicine.

REASSESSMENT AND REVIEW

Key Success Ingredients



- ✓ Assess against initial patient goals
- ✓ Use standardized measures
- ✓ Discuss results with client
- ✓ Use online forms
- ✓ Use Progress Note templates

STAGE 6

Discharge or Transition

An illustration of a person with long dark hair, wearing a white t-shirt and dark pants, sitting in a meditative pose (lotus or similar) on a purple surface. The background is a vibrant, abstract composition of teal, light blue, and purple shapes, with a small white circle in the upper left. The overall style is modern and minimalist.

DISCHARGE OR TRANSITION

A mindful and conscious conclusion to treatment can help reduce relapse risk and patient anxiety through the transition stage.

DISCHARGE OR TRANSITION

Key Success Ingredients



- ✓ Follow up proactively
- ✓ Use online payments
- ✓ Early management/intervention plans
- ✓ Early warning signs of relapse
- ✓ Communicate with referrers

STAGE 7

Post Discharge Follow-up

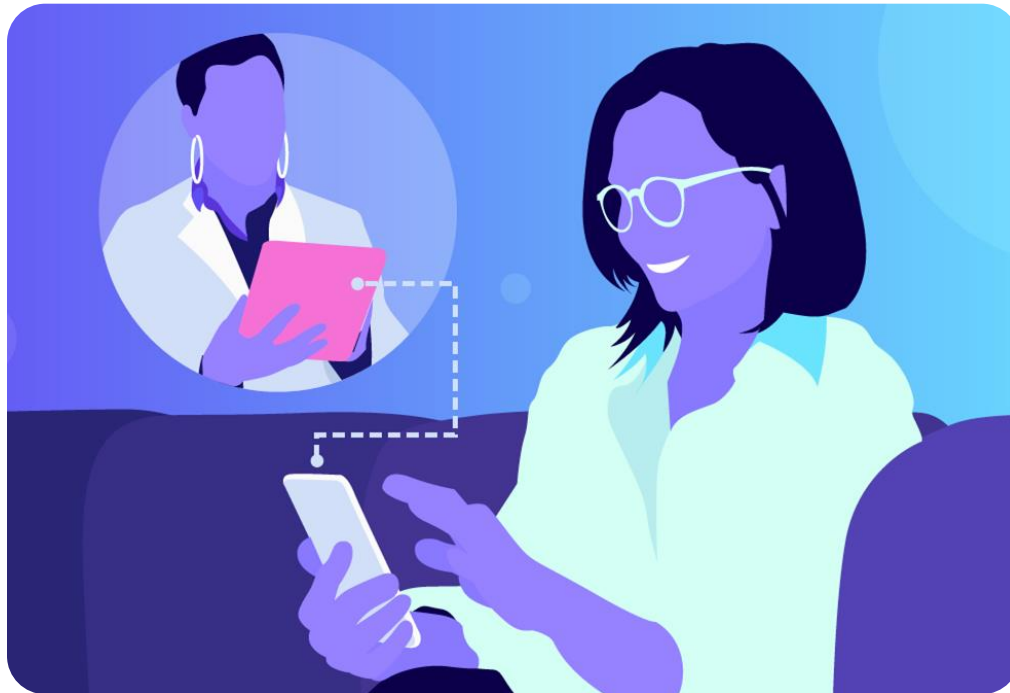


POST DISCHARGE FOLLOW-UP

Keep the door open to support **long-term wellbeing.**

POST DISCHARGE FOLLOW-UP

Key Success Ingredients



- ✓ Email templates
- ✓ Recall functions for check-ins
- ✓ Regular email newsletter
- ✓ Social media

STAGE 8

Feedback and Referral



FEEDBACK AND REFERRAL

Increasing customer retention rates by 5% can increase profits by 25% to 95%.¹⁰

¹⁰From *The Value of Keeping the Right Customers*, A. Gallo. 2014, Harvard Business Review.

FEEDBACK AND REFERRAL

Key Success Ingredients

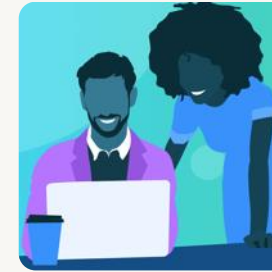


- ✓ Anonymous surveys
- ✓ Suggestions/feedback box
- ✓ Medical practice managers
- ✓ Engage peers at events
- ✓ Keep referrers informed

The Takeaway



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**HAPPY
PRACTITIONERS**



**HAPPY
PATIENTS**



**HAPPY
REFERRERS**

Audience Q&A

Final Thoughts

- A recording will be emailed to you in 2 weeks. It will include the presentation slides.
- Take our survey immediately after the webinar has concluded.

Thank you!

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