

- Less than 20% of patients access and utilize their patient portal
- People are unwilling to continue an activity or change behavior when they do not see wins stacking
- Changes must be member-centered and delivered in a way that feels personal
- You cannot engage patients without a curated experience
- Patients, and caretakers/ family members feel more in control when they feel like active members of the healthcare team
- Apps should work offline so physicians in remote locations aren't reliant on an internet connection and do not experience technical issues.
- Underserved individuals often use tech, not a health system, as their main health resource
- To meet the needs of all patients, apps should be available on Apple and Android platforms
- Patients need a feeling of control and progress while they are waiting to be seen
- Available data needs to be leveraged and shared with patients
- Various specialists and contractors are not in network at some hospitals