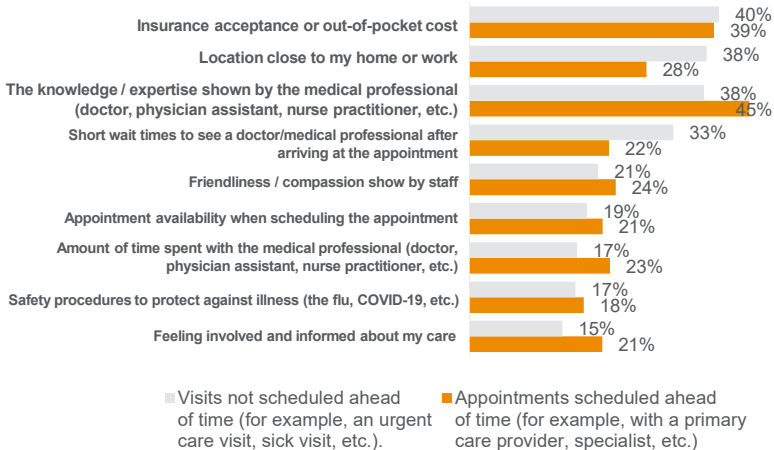


Insight of the Month: Wait time impact on experience

NRC Health Market Insights conducted a national On Demand study in April of 2021. The study focused on wait times, both expectation and the impact on the patient experience. Wait time was defined as the amount of time between when you arrive and when you are seen by a medical professional who can address the reason for your visit (doctor, physician assistant, nurse practitioner, etc.). Outside of insurance and location, the knowledge of the provider, wait times and friendliness of the office staff make the biggest impact on the patient experience and decision to return for care.

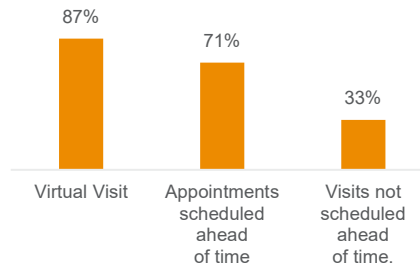
Factors in returning for care

Q) Please select up to three factors that are most important in making you likely to return to the same provider for care in the future.



Expectations of wait time

Q) If you needed the following types of healthcare visits, how long would you be willing to wait? (% expect to be seen within 30 minutes)



The type of care setting has a major impact on consumer expectation. Consumers expect 30 minutes or less for scheduled appointments, 45 minutes or less for unplanned visits, and 20 minutes or less for virtual care.

Impact of long wait time

Q) How much do you agree or disagree with the following statements?

One long wait experience may cause one-third of consumers to look for a new provider, but multiple wait experiences may cause nearly two-thirds of consumers to look for a new provider.

