The Provider's Guide to Patient Preferences

How providers can leverage what patients want to scale their practices

WHITE PAPER

Zocdoc



Zocdoc

Millions of people visit Zocdoc each month (via the website or our free app) to schedule care with **nearly 100,000 providers across all 50 states and every specialty.** Patients tell us minute by minute exactly what they're looking for with their clicks. This gives us unique insight into what patients want, which providers can leverage to attract and retain new patients.

Ready to scale your practice in the new year? We analyzed patients' 2023 booking data to identify the attributes that lead to the most bookings. **Take advantage of these data-driven insights and attract new, loyal patients** with the following three-step method.

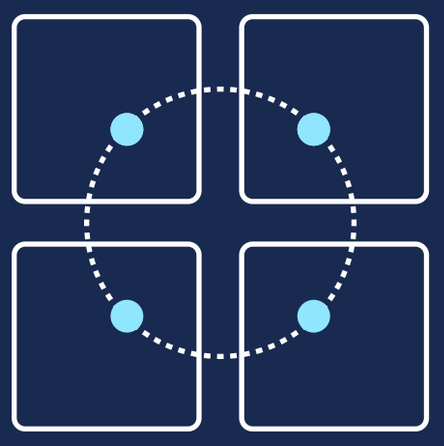
STEP 1

Make your online presence pop



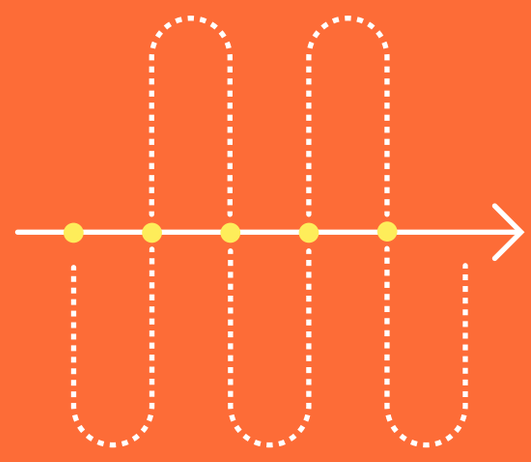
STEP 2

Cater to convenience



STEP 3

Anticipate the rush



STEP 1

Make your online presence pop

Show off your space

A picture is worth a thousand words, but it's also worth significantly more bookings. According to the data, providers with a higher number of office photos receive more bookings on average.

Relative to providers with no office photos, those with **1 to 3 office photos receive 2.8x as many bookings** on average; providers with **4 or more receive 4.8x as many bookings.**

Revel in your reviews

We all know the power of a good review, whether it's for a new restaurant, tech product, or you guessed it, seeing a new doctor. Providers with more reviews tend to receive more bookings on average.

Relative to providers with 1 to 9 reviews, providers with **50 to 99 reviews get 11.2x the bookings.** With Zocdoc, only patients who have seen providers can leave reviews. This generates a higher volume of verified, trustworthy reviews. Be sure to work with your Zocdoc representative to implement best practices.

Are you above average?

Among providers in 2023 who had ratings:



Average Overall rating: **4.79**



Average Bedside Manner rating: **4.83**

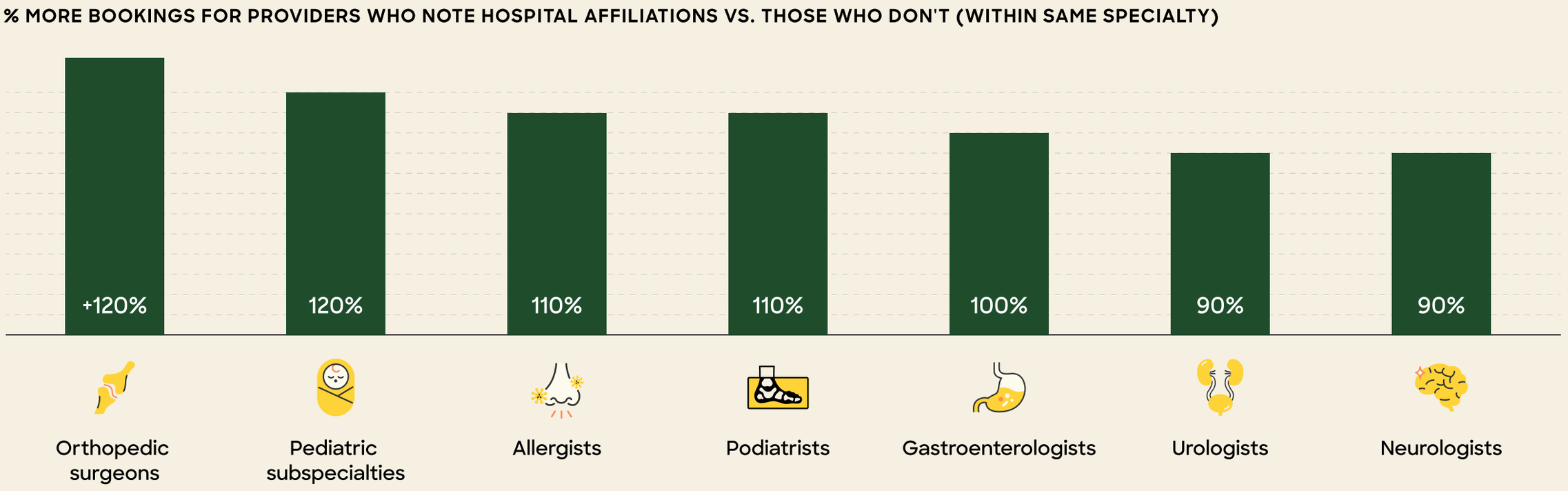


Average Wait Time rating: **4.69**

List your affiliation status (if applicable)

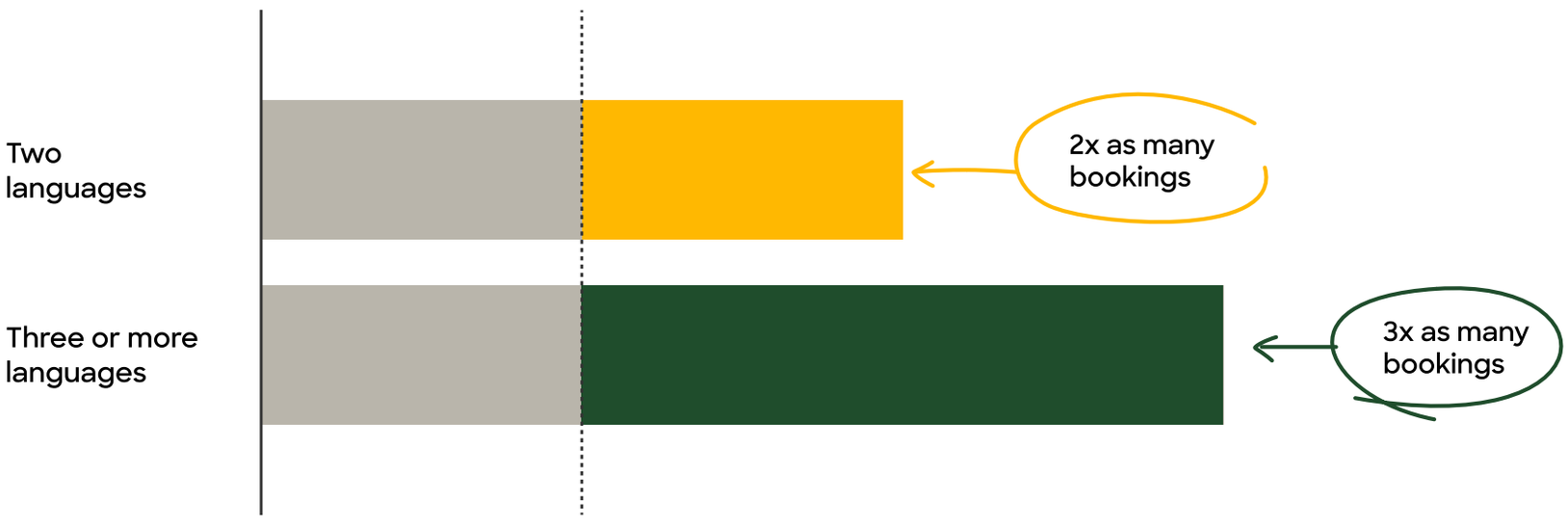
While patients care about what practice they visit, they're also looking for information that signals trust, which includes hospital affiliation status. Simply listing this info on your profile directly translates to more bookings.

Looking at bookings per provider, across all specialties, providers who have hospital affiliation on their profiles receive more bookings, on average, than doctors that do not. Allergists, Pediatric Subspecialty and Orthopedic Surgeons with hospital affiliation were the most advantaged, getting 2.1 to 2.2x more bookings on average than non-affiliated providers.



Speak up (in another language if possible!)

Communicating with patients in their native language makes them feel more comfortable and yields more bookings. However, it can often be difficult to find this information on provider sites, which is why platforms like Zocdoc make it easy to search by language. Providers who speak more than one language receive more bookings than those that only speak one. Providers who speak 3 or more languages get 3x as many bookings as those who only speak one.



Patients are discerning. In 2023, they looked at an average of 26 provider options before booking. With a healthy profile that includes several photos, hospital affiliation, plenty of reviews and languages spoken, you're primed for patient acquisition. However, to get even more bang for your buck, optimize for patients' preferences for convenience. This leads us to the next step.

STEP 2

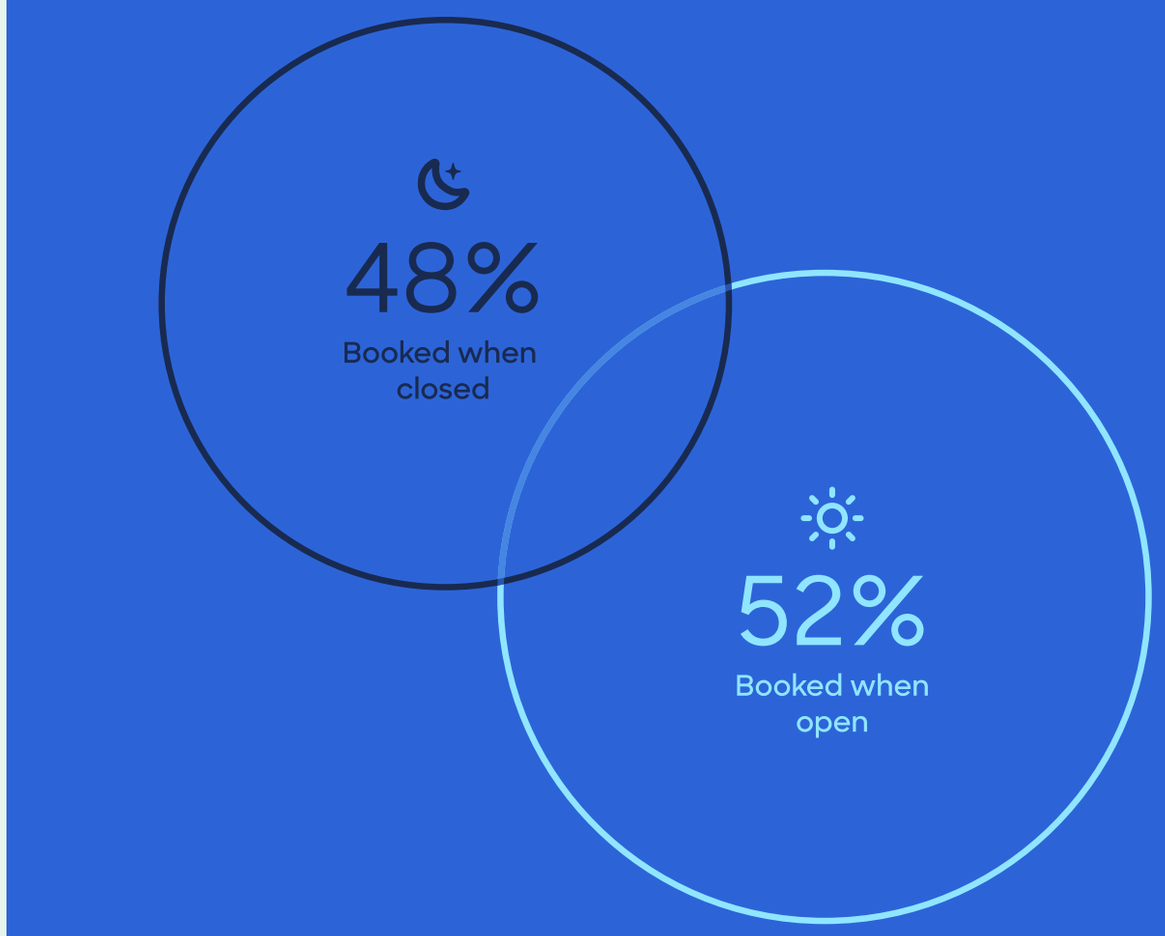
Cater to convenience

Unlock 24/7 booking access

Nearly half of all bookings on Zocdoc are made when the doctors' office is closed, showing that patients want to be able to schedule visits when it's convenient for them. Offering 24/7 online booking means your front desk is never closed for scheduling, allowing you to meet patients' needs.

48% of appointments
are created "after hours" (5 p.m. to 9 a.m. local time).

52% of appointments
are created during "work hours" (10 a.m. to 4 p.m. local time).

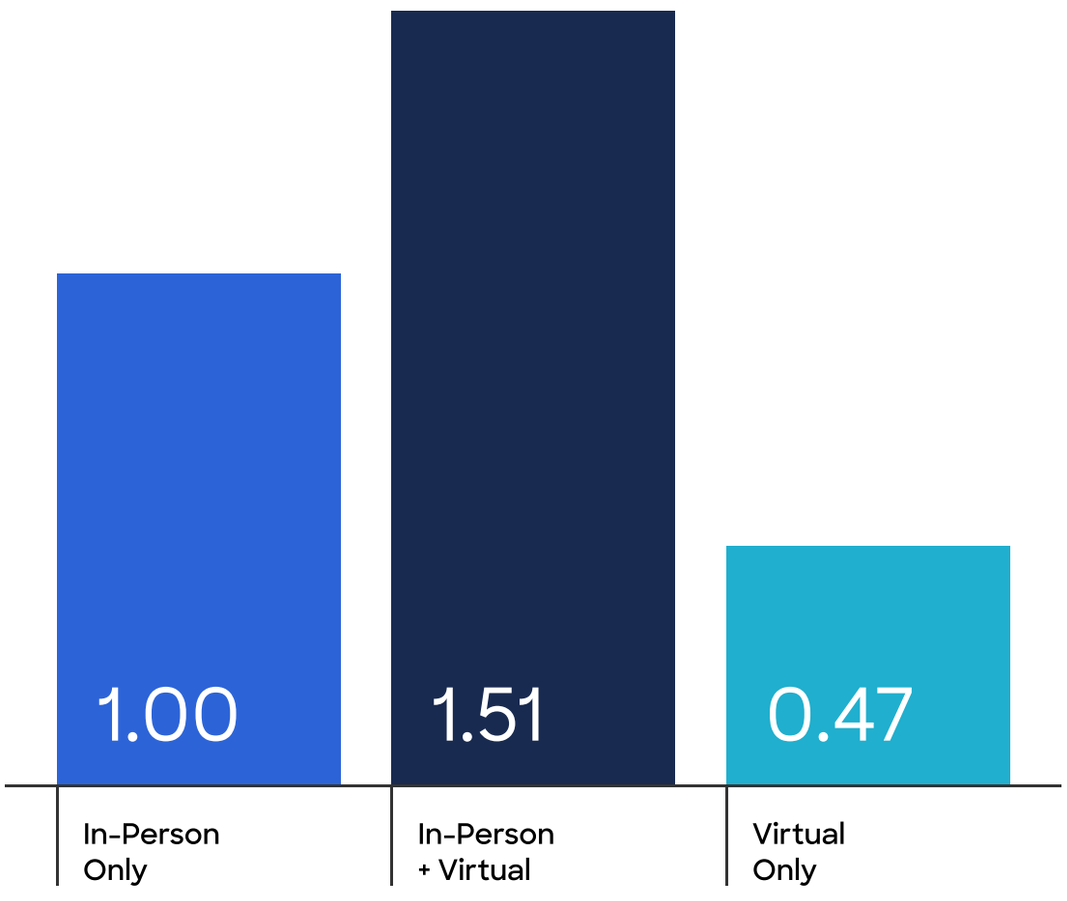


Offer the best of both worlds: in-person and virtual

While the pandemic greatly expanded virtual care, our data shows that patients are still predominantly looking for in-person care, except when it comes to mental health. But why settle for one when you could have the best of both worlds? Offering patients the flexibility to see providers in-person and virtually leads to significantly more bookings.

Providers* who offer both virtual and in-person visits receive 51% more bookings than those that offer in-person only and 217% more than virtual-only providers.

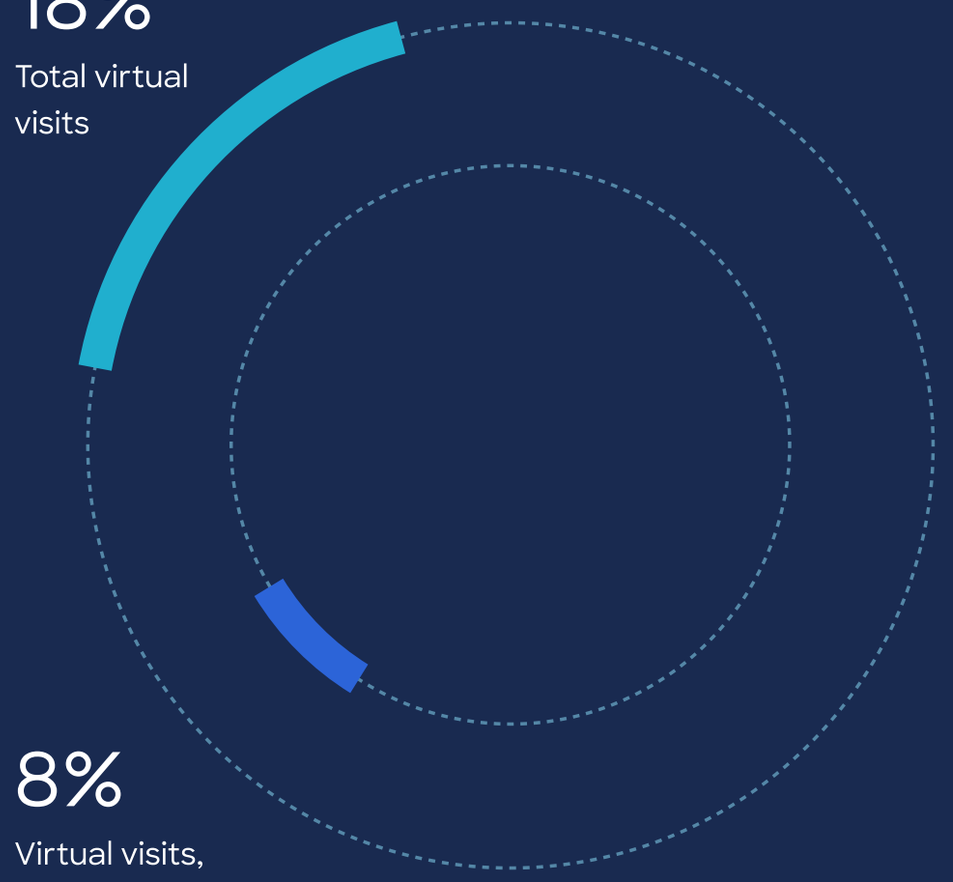
*Excluding mental health providers



Hold the phone

Across nearly all specialties, patients strongly prefer in-person care. Mental health was the notable exception, leaning 86% virtual.

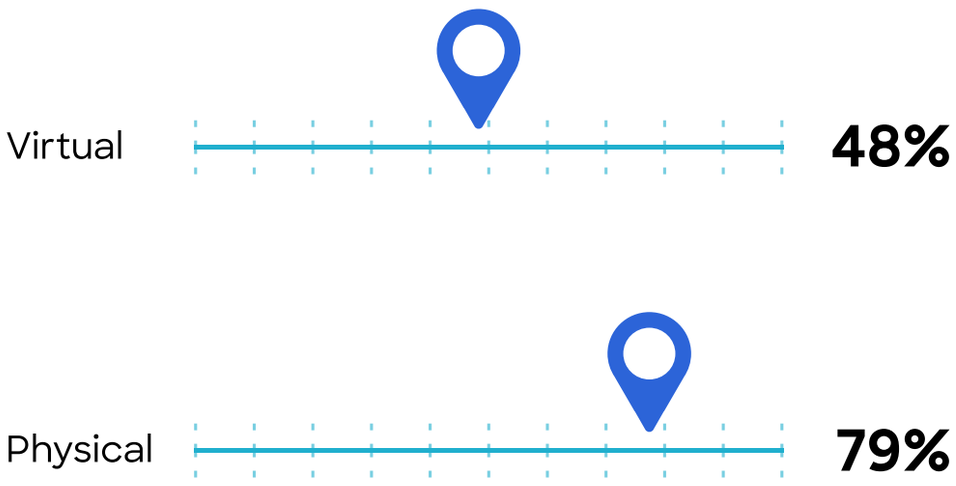
Virtual visits made up 18% of all appointments booked on Zocdoc in 2023, a number heavily skewed by mental health bookings, which are primarily virtual. Excluding mental health, only 8% of bookings on Zocdoc were for virtual visits.



Shorten the commute

If you're wondering where to open new clinics or spend your marketing budget, it's important to know how far patients are willing to travel. According to the data, regardless of whether visits are in-person or virtual, folks prefer to see providers close to home.

Almost 4 in 5 physical appointments are within 20 miles, indicating patients' preference for proximity. 48% of virtual appointments are within 20 miles of the patient, vs. 79% of in-person appointments.



Pick your platform wisely

Mobile reigns supreme ...
In 2023, 66% of bookings were made on mobile devices.

...except with older patients
Desktop is the preferred booking method for older patients. 54% of bookers 69+ booked on desktop vs. 31% of older GenZ.

In order to maximize the age range of potential patients, it's crucial to have a platform like Zocdoc that makes your practice accessible for both desktop and mobile bookings.

Now that you've optimized for 24/7 booking access via desktop and mobile, and met patients where they're searching (within ~20 miles of home) with the care they're seeking (both in-person and virtual), it's time to be prepared for bookings.

STEP 3

Anticipate the rush

Ready for the busiest season?

Busiest months

January, March and May

Were the top three booking months in 2023.

Busiest days

Mondays

Dominated the top booking dates in 2023. Monday, January 30th had the most appointments, overall, with 13% more appointments than the average Monday in 2023. January 9th was a hair behind, also seeing 13% above average appointments.

Most appointments were on weekdays, with volume dropping off towards the end of the week and light on weekends.

Busiest times

Monday at 10 a.m.

Was the top spot with 2.55% of 2023 bookings, followed by Monday at 2 p.m. 10 a.m. is overall the most popular time of day for an appointment, followed closely by 2 p.m., 11 a.m., 1 p.m. and 3 p.m.

During the weekdays, patients primarily saw their doctors between 9 a.m. and 4 p.m., with a dip in volume at noon. On weekends, noon appointments were common, representing 15% and 14% of Saturday and Sunday bookings, respectively.

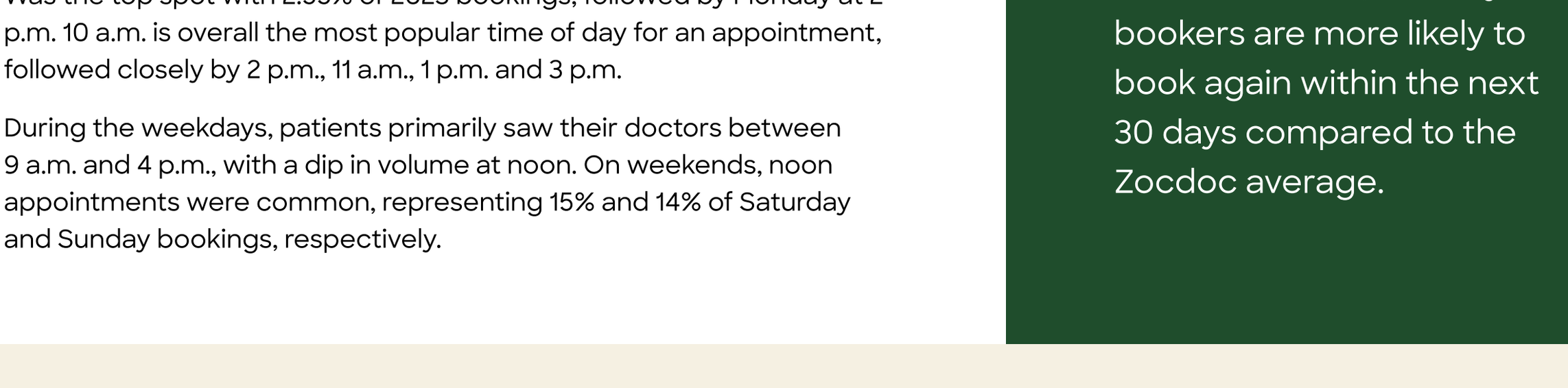
New year, new (loyal) patients

The new year brings renewed focus on health and wellness. Ensuring you're ready to welcome new patients in January can set you up for long-term success. In fact, January bookers are more likely to book again within the next 30 days compared to the Zocdoc average.

The secret to more bookings? The sooner the better.

The majority of patients are looking for care as soon as possible. In 2023, nearly 1 in 3 appointments took place within 48 hours of booking and nearly half of all appointments on Zocdoc took place within 4 days, showing a strong preference for near-term appointments. Providers can capitalize on this by using platforms like Zocdoc that show up-to-date availability.

DISTRIBUTION OF APPOINTMENTS BASED ON TIME BETWEEN THE BOOKING AND THE VISIT



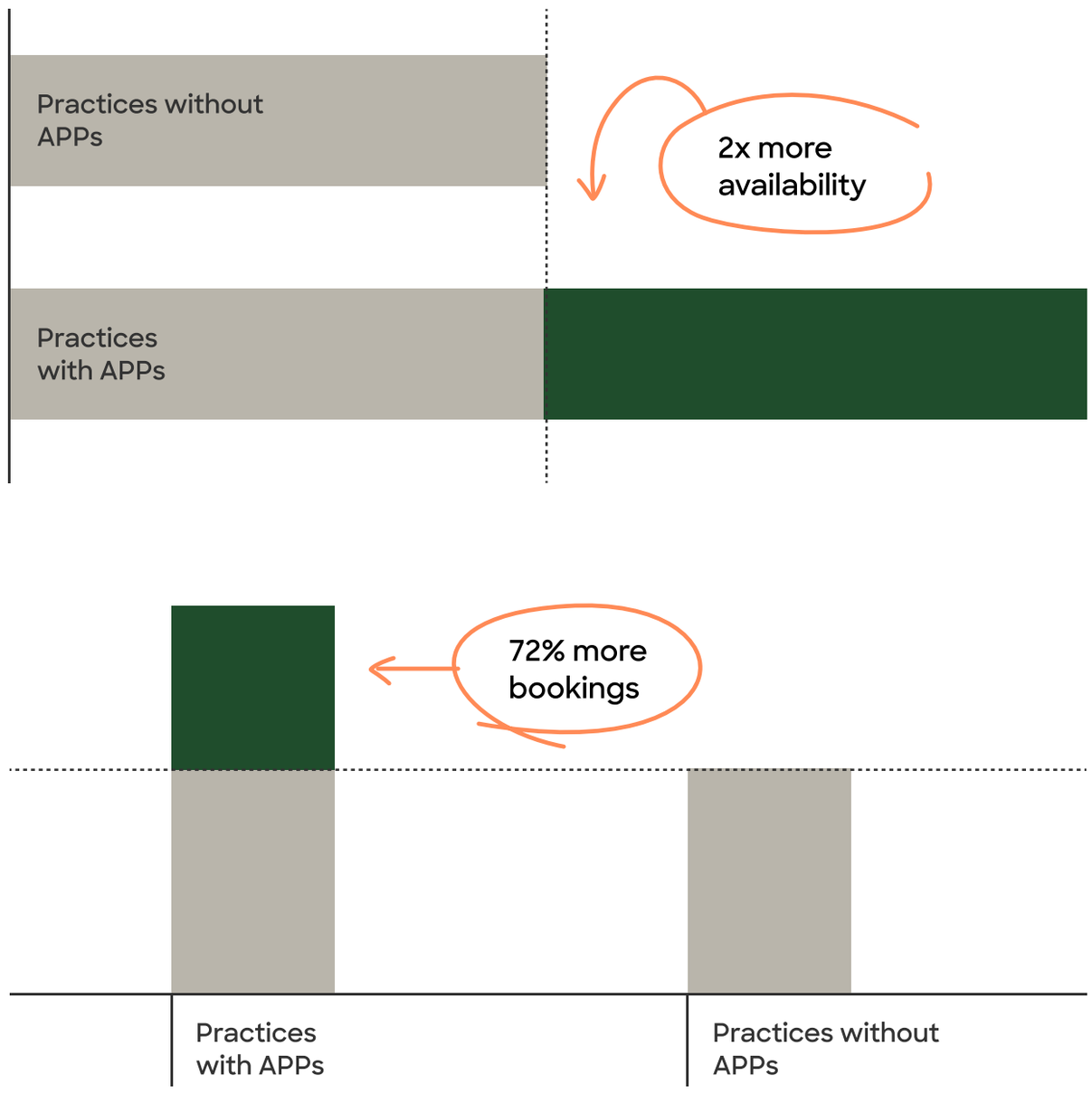
No insurance, no booking

By and large patients want to book where their insurance is accepted. Over 4 in 5 bookings were made with commercial insurance in 2023. Medicaid and Medicare patients made up ~15% of bookings, and under 5% were self pay. When patients chose to go out of network or pay out of pocket, it was largely for dental care and cosmetic reasons.



Boost your near-term care capacity

Providers can also increase availability by working with advanced practice providers (APPs) whose unique skill sets make a valuable addition. Over a 90-day period, our data showed that practices with APPs had more than double the provider availability of their counterparts. Not surprisingly, practices with APPs secured 72% more bookings during those 3 months than their counterparts.



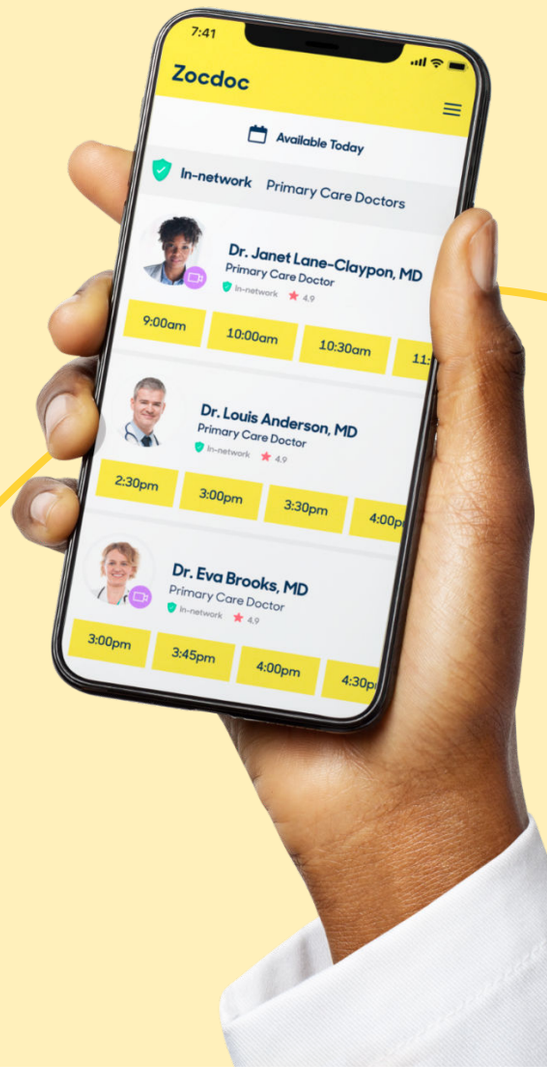
Knowing what patients want when searching for a provider means you can get a head start on optimizing your profile and your offerings and greatly scale your practice.

With new patients increasingly looking for care in January, now is the best time to revamp your profile. Including more photos, listing your hospital affiliation, highlighting verified reviews and adding languages spoken are all easy ways to make your profile more attractive and increase bookings. Optimizing offerings (looking at you, virtual care) and availability (24/7 booking access, adding APPs) further ensures you'll have a great 2024.

Get in touch today for more advice on reaching the right patients.

About Zocdoc

Zocdoc is the largest marketplace for booking healthcare. Today, millions of patients per month use the Zocdoc app and website to independently discover and instantly book in-person and video visit appointments online. Nearly 100,000 providers across the United States use Zocdoc as a digital marketing channel to reach new patients, fill last-minute openings, and deliver a better healthcare experience to patients.



Why providers love Zocdoc

Reach new patients

Millions of patients visit our website and app every month to search for a local provider.

Fill last-minute openings

Almost half of Zocdoc appointments occur within 72 hours of booking.

Pay for bookings, not clicks

Lower risk than when you are paying for clicks, impressions or re-acquiring existing patients.

Capture bookings from your website

Use Zocdoc's technology with your branding to convert your website traffic to bookings.

No signup or setup fees

There are no upfront or setup costs, just a one-time fee for each new patient booking.

Request a demo at
zocdoc.com/about/enterprise