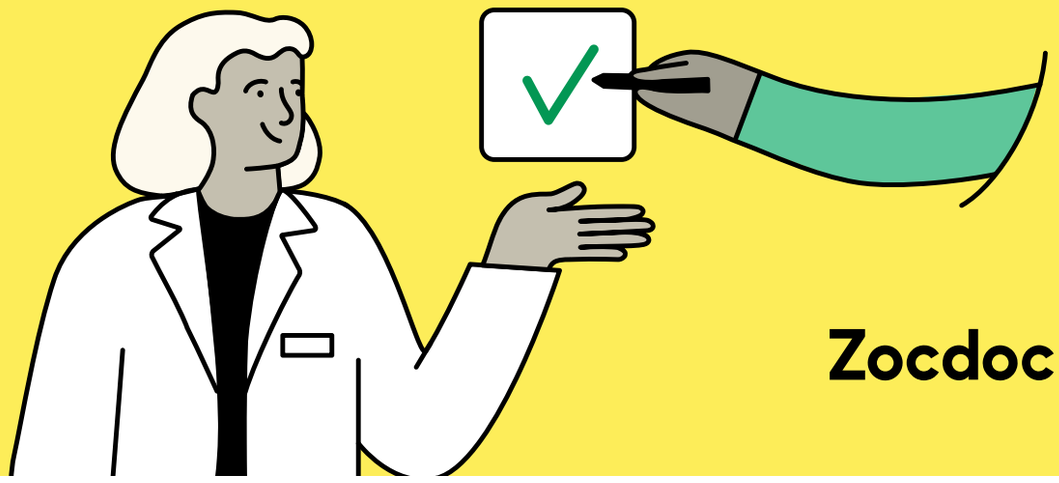
Improve Patient Access in 2025

Use this checklist to evaluate and optimize every aspect of your patient booking and access strategy.



Zocdoc

1. Online Scheduling Experience

Ensure your booking system meets modern patient expectations.

- [ ] 24/7 **online self-scheduling** is available for all appointment types
- [ ] Real-time provider availability syncs across all platforms
- [ ] Booking process takes **<5 steps** from landing to confirmation
- [ ] Patients receive **automated confirmations and reminders**

2. Data-Driven Scheduling Operations

Leverage real-time data to optimize access, staffing, and capacity.

- [ ] Monitor **appointment fill rates** by provider, clinic, and time slot
- [ ] Track **no-show and cancellation rates** by day/time
- [ ] Use booking trends to adjust **provider hours** and clinic resources
- [ ] Promote underbooked specialties or time slots with targeted campaigns

3. Online Presence & Local SEO

Make it easy for patients to find and choose your organization online.

- [ ] Google Business Profiles are **claimed and fully** updated for all locations
- [ ] Provider bios, hours, and contact info are consistent across directories
- [ ] Star ratings and patient reviews are monitored and actively managed
- [ ] "Book Now" buttons are integrated with Google and your site

4. Front Desk & Call Center Efficiency

Empower front-line teams to support booking goals.

- [ ] Scheduling staff receive **ongoing training** in access and patient service
- [ ] Clear workflows are in place for rescheduling, escalations, and cancellations
- [ ] Staff performance is tracked via **call metrics and patient feedback**

5. Continuous Patient Feedback & Access Improvement

Build a feedback loop that fuels ongoing enhancements.

- [ ] Patients are asked for feedback after scheduling and appointments
- [ ] Feedback on **wait times, confusion, or booking issues** is categorized
- [ ] Trends are reviewed monthly and turned into process updates
- [ ] Access improvement is tied to **leadership KPIs or strategic goals**

Bonus: Strategic Alignment

Make access optimization part of your long-term growth plan.

- [ ] Patient access is included in your **2025 strategic initiatives**
- [ ] Booking metrics are tied to **executive dashboards**
- [ ] Access improvements are communicated internally as key wins
- [ ] You've benchmarked your organization against **industry leaders**

Ready to Level Up Your Patient Access?

Optimizing patient booking is complex – but you don't have to do it alone. Explore how Zocdoc's technology and expertise can help you tick every box on this checklist and deliver a smoother, smarter patient booking experience in 2025 and beyond.