

# What's next



Healthcare

## How does the 'digital patient' impact your practice?

Digitisation of every element of our lives as citizens, consumers, customers and employees is also having an impact on our expectations of the experience and delivery of healthcare.

**Sarah Fisher**

Posted 8 November 2017



In [this survey](#) we'd like to find out how the emergence of the 'digital patient\*' impacts on the administration and care delivery processes at your practice; looking at what technology

investments you have made, or are planning to make, to meet their needs and what you think are the benefits – and any downsides – of the 'digital patient' on the workload of you and your practice team.

## The digital patient

The 'digital patient' can be defined as, 'one who appears to be familiar and at ease with digital technology and who has a tendency to interact with your practice online'. A recent YouGov poll provides insight into the rapidly increasing numbers of patients who can be considered as such, revealing that six out of 10 people would rather consult their own GP online than wait the average of 13 days for a face-to-face appointment to drive digital implementation and transformation'.

## What does this mean for your practice?

Together with [Practice Business](#) we want to better understand how the digital patient is impacting your practice. We have developed this survey to explore how [GP practices](#) accommodate digital patients and how they are planning to accommodate these behavioural changes. We also hope to be able to gauge the impact that this move towards [digitised healthcare](#) for the digital patient is having on your workload and that of your practice!

We will share our findings in an ePaper made available via [PracticeBusiness](#), and our own blog and social media accounts. Subscribe to our blog or [follow us on twitter](#) to not miss out anything!

**Tags:** [digital nhs](#), [electronic patient records](#), [general practice](#), [health IT](#), [healthcare](#), [healthcare industry](#), [NHS](#), [patient engagement](#)

## More Information



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## About Sarah Fisher

Sarah Fisher is regional marketing manager at Nuance healthcare division covering UK, Ireland and APAC. Sarah has 25 years in marketing and sales at companies including Xerox, Siemens and Cisco. A spell at Novartis leading a team to deliver 'more-than-medicines' solutions in UK healthcare combined her degree and a first job in Pharmacology research with a passion for the potential of healthcare IT to overcome the many challenges faced by all healthcare systems. In her spare time Sarah leaps fences and tackles tricky trails pursuing her hobbies of horse trials and mountain biking.

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