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Conference Abstract

## **Online health Access for patients - How can London's health practices offer healthcare on demand?**

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### **Abstract**

The internet has changed how people in the UK access and connect with healthcare professionals. This change is impacting the way how healthcare practices communicate with their patients and how they market their services. In this presentation/paper, we describe how private London healthcare practices in 6 healthcare verticals can use the internet to improve communication with patients and access to private healthcare, how to improve decision making by patients and elevate the booking experience.

Zesty presents a set of different case studies and their learning outcome from working with healthcare practices in London across six healthcare verticals over the past 11 months. We describe healthcare access communication and marketing development in social, technological, economic and political terms. How consumer health innovation platforms like Zesty can quickly become scalable is a key learning outcome to present. If other innovators and key decision makers learn how to do it in a similar way, more scalable innovation can prosper as a result for the future.

To help healthcare practices to find out about the perfect communication and marketing mix, Zesty reached out to practices and surveyed how they did approach the topic in the past and how they changed now by using online support tools and platforms. We present a status-quo picture of how practices work at the moment. Then we advise how to adapt and correct existing business practice to a different, more effective approach. Zesty collected a list of best practice guidelines, which can help practice owners to change their approach today in order to position and prepare their practices for a more competitive future.

As we asked a set of key decision makers in healthcare innovation about their experiences on how to improve health access in the age of online and internet, Zesty collected and monitored activities by patients and their preferences for online access. This can help the practices understand why and how to improve their online service profile and how online systems increase communication and the patient's experience.

As patients are now able to rate their doctors online, practices need to learn how to take responsibility and to encourage patients to review in a more positive light. A method for attracting positive reviews and avoid negative ones is described.

### **Keywords**

**health access; online booking; ratings&reviews; dnas; cancelations**

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**PowerPoint presentation:**

[https://www.conftool.pro/digital-health-care-2014/index.php?page=adminPapersDetails&path=adminPapers&form\\_id=143](https://www.conftool.pro/digital-health-care-2014/index.php?page=adminPapersDetails&path=adminPapers&form_id=143)

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