

**Title:** Using Technology to Improve Outcomes Through Patient Engagement and Practice Efficiency

Instructors: Ms. Kristi Hudson

**Total Hours:** 2 hours

**Topic:** Office Policies and Procedures, Technology

**Description:** Patient-centered care and patient engagement are the central components of a modern-day chiropractic office. While the concept of “patient engagement” may not be new, what is new is the significant role technology has in patient engagement. We are living in a connected and engaged society. The Internet allows us to get what we want on-demand at our fingertips. Patients and consumers have started placing these exact expectations on healthcare.

**Course Objectives:**

- Identify patient needs in healthcare.
- Discuss how technology improves communication with patients
- Review how technology improves patient outcomes

Hour 1:

- Identify the most common rules and regulations that chiropractic offices violate.
- Review essential factors that influence patient decision-making.
- Discuss steps for effective patient communication.

Hour 2:

- Discuss the common pitfalls in office workflow and the impact on the patient experience.
- Explore steps to improve patient engagement with technology.

Instructor Methodology

Lecture: The instructor will deliver content through informative lectures, providing background information, statistics, and case examples.

Visual Aid: Slides will be used to visually reinforce key points, provide data, and showcase examples.

Interactive Discussion: Participants will be encouraged to engage in discussions, share experiences, and ask questions to deepen their understanding of the topic.