



The Award-Winning
HealthTap Mobile App
QHMS' Prescription
for Success

Implementation Case Study
July 2018



EXECUTIVE SUMMARY

HealthTap's consumer-centric approach to the digital health experience has been proven to increase trust and drive patient recommendations at Quality HealthCare Medical Services (QHMS) clinics across Hong Kong.

"We were confident that the app would deliver a new, digital experience to our patients and our providers, but the speed of adoption has been a very pleasant surprise."

—Elaine Chu, Quality HealthCare General Manager

+17%

patients would recommend QHMS.

+24%

increase in patient trust.

500K

appointments booked in first six months.

10%

of all private GP visits in Hong Kong booked through app.



An Award-Winning Product

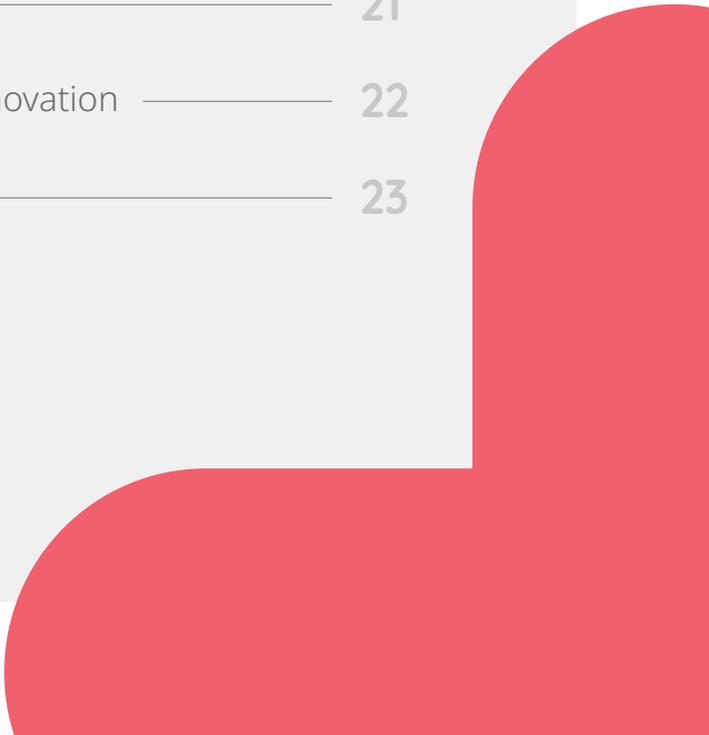
Gold winner for Best Mobile eCommerce Campaign.

Silver winner for Best App Experience.

In this ebook, you'll learn how HealthTap's Virtual Care Cloud is helping QHMS thrive in the competitive Hong Kong healthcare market by making health & care simple & accessible.

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Overview

Quality HealthCare Medical Services Limited (QHMS) has long been one of the largest providers of private healthcare services in Hong Kong with over 3 million healthcare visits in 2017 alone. Despite its success, the Hong Kong healthcare market has grown increasingly crowded in recent years. To remain competitive, QHMS realized that it needed to both improve operational efficiency and deliver an enhanced patient experience.



This is because Hong Kong residents, like many populations around the world, are acting more like empowered modern consumers than traditional, passive patients. They're demanding:

- **Immediate and convenient access to quality care**
- **Affordable costs**
- **Seamless experiences**

Moreover, like everywhere else, healthcare costs in Hong Kong are rising as providers struggle to meet growing demand and manage the transition to value-based care.

Less than a year after partnering with HealthTap to offer its patients a mobile scheduling app, QHMS has seen significant improvements in both patient satisfaction and internal efficiencies. The partnership has also helped establish QHMS as a leader in the Hong Kong digital health space.

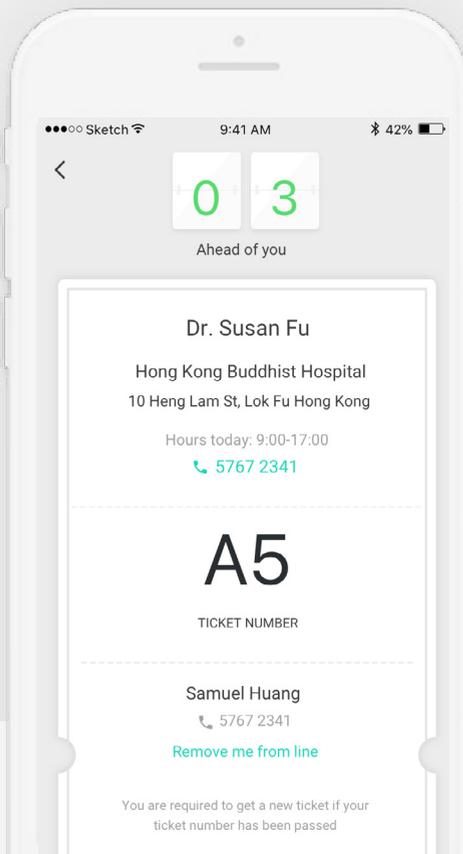
The award-winning Quality Healthcare mobile app, powered by HealthTap, gives QHMS patients instant access to doctors' calendars for convenient scheduling. It also seamlessly connects them to online Q&As

with doctors—all no cost to the patients.

Thanks to HealthTap, QHMS' patients-turned-consumers are getting exactly what they want, and QHMS has effectively streamlined its front-office operations to save both time and money.

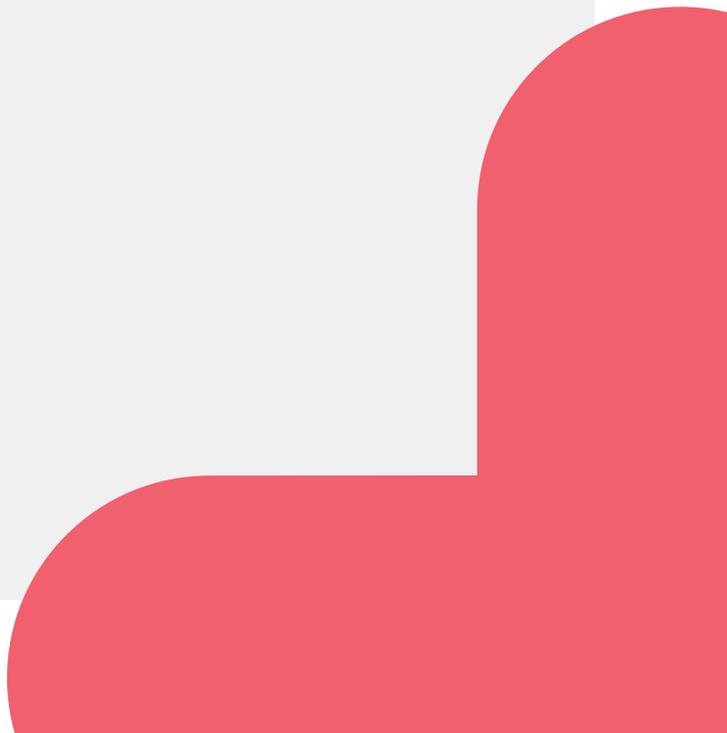


HealthTap 



A healthcare market at **a critical inflection point**

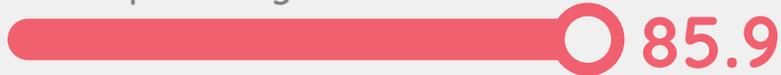
Hong Kong residents are among the healthiest in the world. They tend to live longer than residents of other countries and enjoy holistic preventive care throughout their lives.



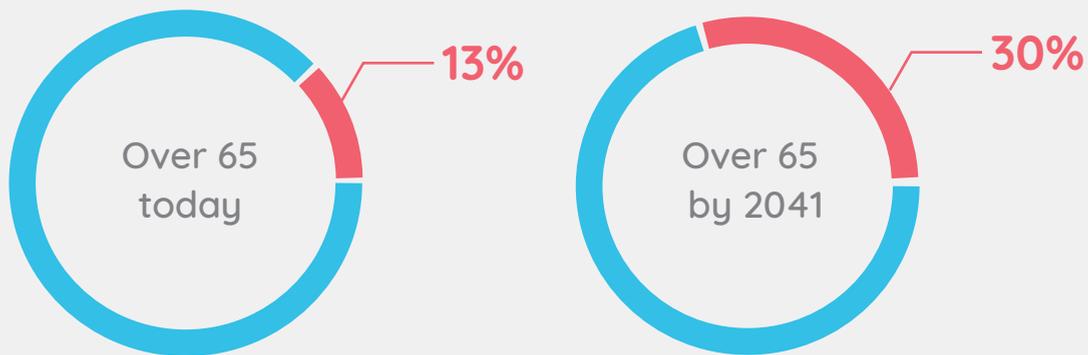
Life expectancy for men.



Life expectancy for women.



Hong Kong ranks first in global life expectancy, thanks in many ways to the island's universally acclaimed public healthcare system.



Hong Kong's proportion of citizens over the age of 65 will more than double by 2041. Experts are already raising alarms about the strain this demographic shift will put on the island's medical resources.

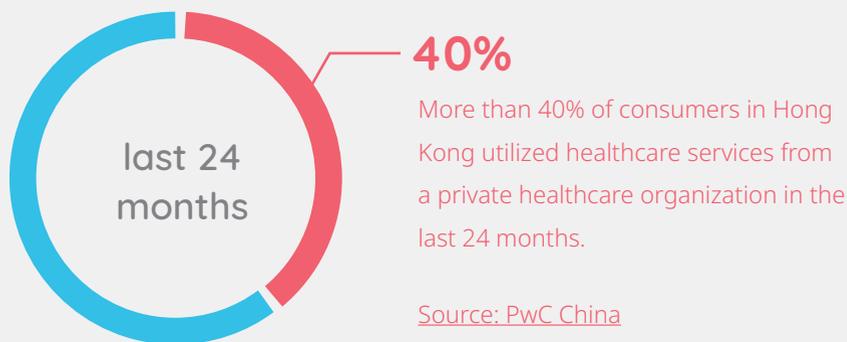
Hong Kong will require a **6.5%** annual increase in public healthcare spending simply to maintain current service levels. The Hong Kong government is turning to the private sector to address this challenge.



Public versus private?

A balancing act

Historically, Hong Kong citizens have preferred large public hospitals and community health centers, but this is changing. A shift of care to private organizations is opening up competition to QHMS and other private care providers to establish themselves as consumer-focused leaders.

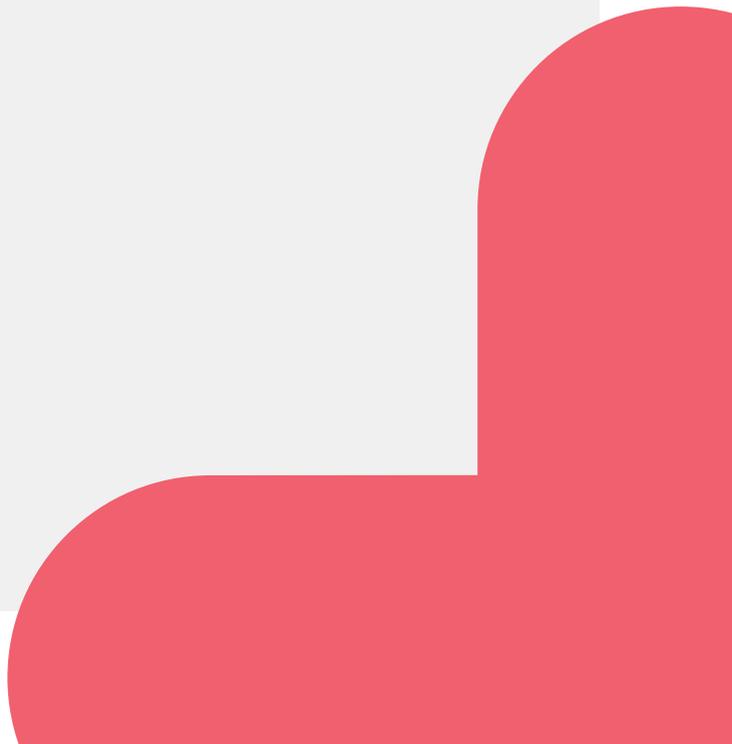


To be successful, the Hong Kong government must find the right balance between private and public healthcare systems to ensure the overall quality of care remains high.

●

The challenge in matching **supply with demand**

As one of Hong Kong's largest providers of healthcare services, Quality HealthCare logs millions of patient visits each year, but that scale brings with it significant operational challenges.



Until recently, QHMS only accepted appointments over the phone, email and through the website. This meant that patients were routinely unable to get through to the booking agent because of the high call volume. This was a source of significant patient frustration.

Before HealthTap,
half the time,
patients couldn't
get through,
our phone lines
were so busy.

—Dr. Donald Wong, GP, QHMS



The problem repeated itself whenever patients wished to cancel or change their appointments.

The misallocated resources and lost practitioner time due to missed appointments represent a major financial drain for healthcare organizations worldwide.

Annual cost of missed appointments

UK



USA



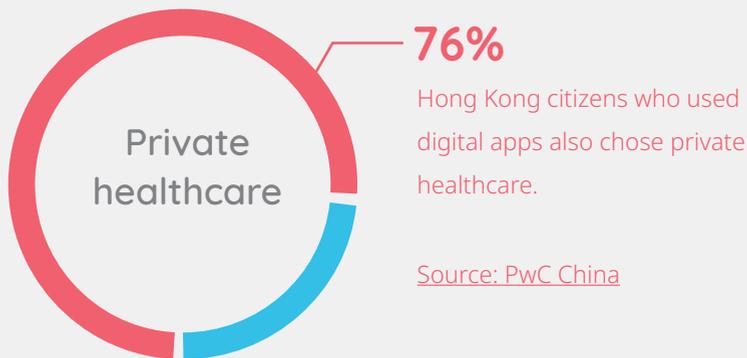
This comes to **750,000 hours** of doctors' time wasted in the United States alone.

Source: [Health Management Technology](#)



Serving an increasingly **tech-savvy consumer base**

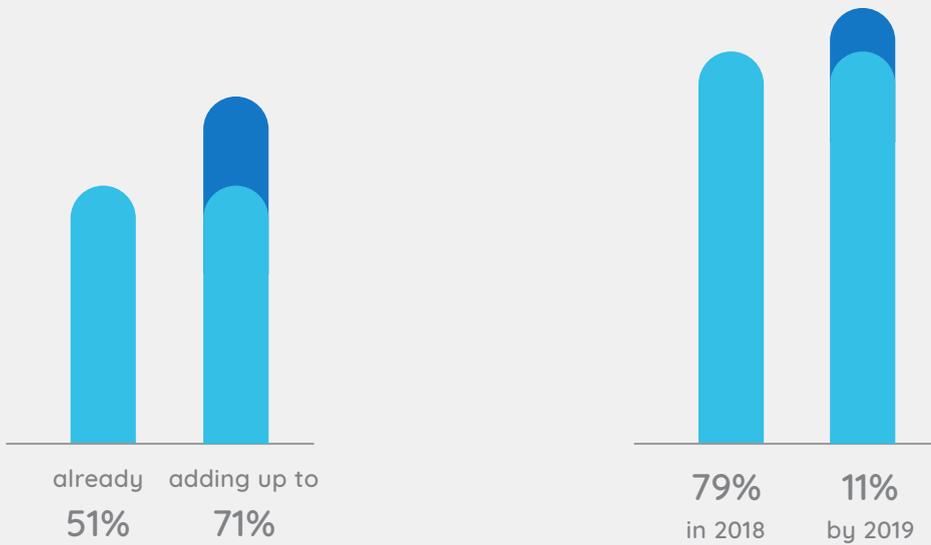
QHMS observed its target population was increasingly adopting digital health apps.



Source: PwC China



QHMS needed to catch up with the competition.



— Hong Kong healthcare institutions that offer online bookings.

— Hong Kong healthcare institutions that plan to offer online bookings within the next year.

— of Hong Kong healthcare institutions already offer e-prescriptions

— Hong Kong healthcare institutions that plan to do so within next year.

Source: PwC China



Populations in China in general (including Hong Kong) are increasingly turning to digital health apps to meet their medical needs.

A large consumer base exists for digital healthcare throughout China.

73%

of healthcare consumers in China already use the web or a mobile health app to get health-related information.

48%

have installed a health app on their mobile devices.

43%

use health apps more than once a week.

51%

use web or mobile app for virtual consults.

Source: PwC China



In the United States, the numbers are lower, but still strong and favorable to digital health initiatives:

25%

of U.S. consumers have used virtual consults in 2018.

47%

used their smartphones to manage their health.

46%

would prefer to see a doctor virtually if it meant getting faster care.

74%

said they were satisfied with the quality of the digital health services received.

Source: Accenture



A comprehensive solution

One-tap appointments and more

To satisfy its existing customers and compete for new ones in a rapidly evolving market, QHMS had to make a significant commitment to digital innovation.

It needed the right technology partner, and after a lengthy global search, it found that partner in HealthTap.

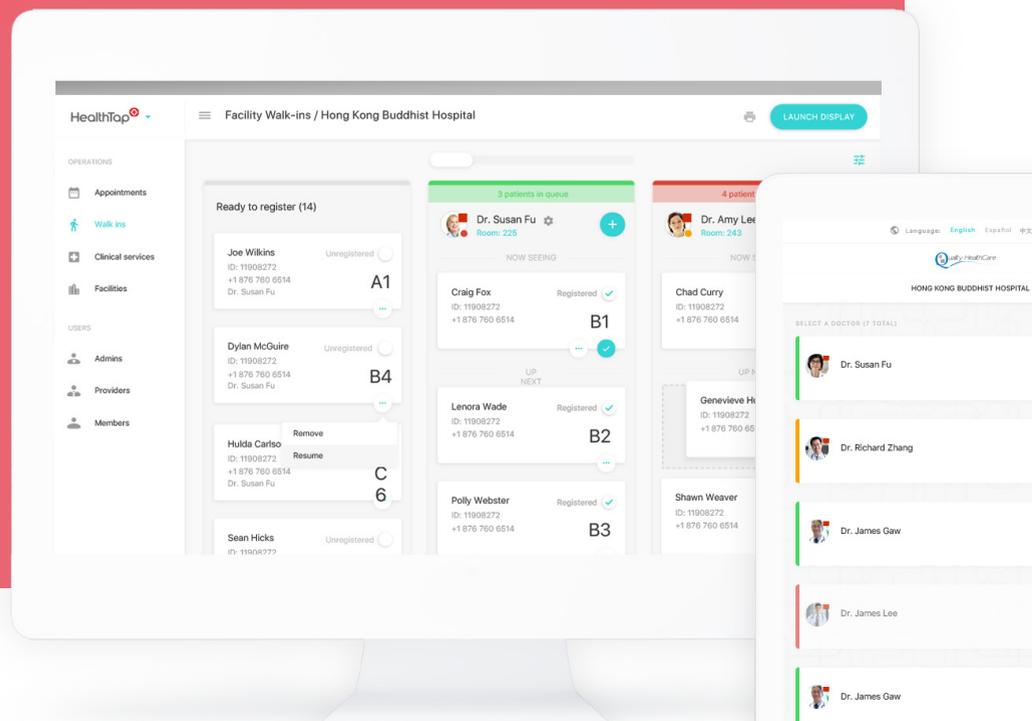
Launched in October 2017, the Quality HealthCare mobile app enables patients to get instant access to QHMS doctors' calendars with a simple tap of their phones. Patients can self-schedule new appointments—including filling any slots from recent cancellations—as well as change or cancel existing appointments. They can also print e-tickets from waiting room kiosks at QHMS walk-in clinics.

On QHMS' side, HealthTap provides staff with dashboards that help them manage master schedules. HealthTap also provides frontline staff with tools to manage their queues.

The app is available on Android, and iOS in English, traditional Chinese and simplified Chinese.

HealthTap powers numerous digital products for QHMS

- Waiting room kiosks to issue e-tickets even without the app.
- Displays with scheduling information outside the waiting room and patient visiting rooms.
- Dashboards for physicians and ops teams to monitor their queues.



Immediate improvements in patient satisfaction

Initial results six months after launch of the Quality HealthCare mobile app.

More than

500,000

QHMS appointments booked.

17%

increase in the number of patients who would recommend QHMS to family and friends.

24%

increase of trust in QHMS.

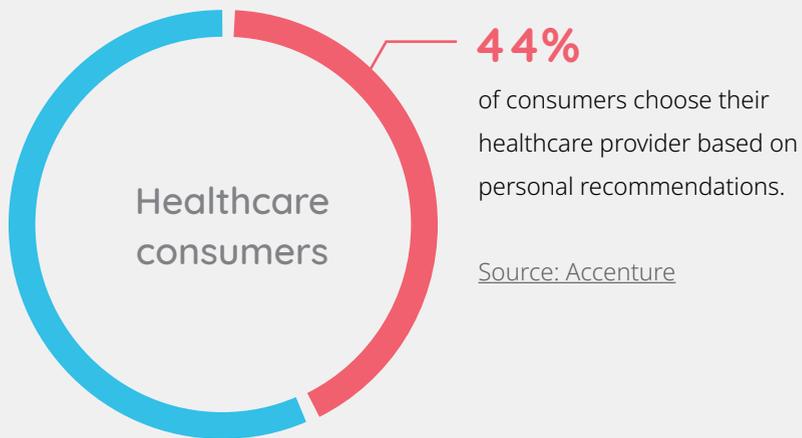


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—Elaine Chu, General Manager, QHMS



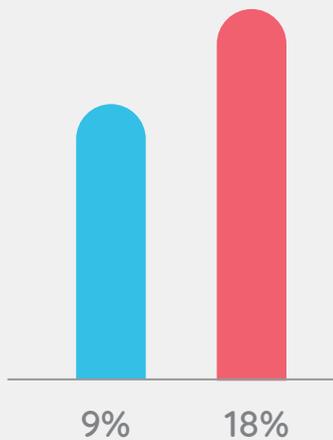
These numbers matter because in general, patients are unlikely to recommend their healthcare providers to others unless they are highly satisfied. And healthcare is where trust and recommendations matter most.



44%

of consumers choose their healthcare provider based on personal recommendations.

Source: Accenture



— Healthcare consumers who say they are passionate about healthcare.

— Healthcare patients who are willing to recommend their provider.

Source: Accenture





The Award-Winning **Product**

In addition to the vastly improved consumer experiences, the HealthTap app won two coveted awards at the Asia eCommerce Awards in June 2018:

*Gold winner
for Best Mobile eCommerce Campaign*

*Silver winner
for Best App Experience*

Looking ahead to **continuous innovation**

Today, QHMS and HealthTap are exploring even more innovative services to keep the focus on the consumer.

- **Electronic payment systems**
- **Real-time health dashboards**
- **Personalized healthcare using electronic medical records (EMRs)**

ABOUT OUR METHODS

HealthTap's internal data team analyzed user engagement with the Quality HealthCare mobile app among all QHMS patients who voluntarily completed a Net Promoter Score (NPS) survey of the QHMS app. We divided respondents into groups determined by levels of engagement with the app. The "most engaged" users of the app were defined as having completed an activity with the app at least one out of every eight days their accounts were active. We analyzed data between October 2017 and May 20, 2018, beginning with the launch of the Quality HealthCare mobile app.

The NPS survey included the following questions:

- On a scale of 0-10, how likely are you to recommend Quality HealthCare to friends and family?
- On a scale of 1-10, how much do you agree or disagree that you trust Quality HealthCare?

The results showed that those who were most engaged with the HealthTap app were more satisfied, more likely to trust QHMS, and more likely to recommend QHMS to others.



About HealthTap

HealthTap is a technology company dedicated to helping billions live a healthier, happier, longer life. We deliver a suite of connected health apps designed to provide simplified access and compassionate guidance to care for consumers, while enabling practitioners to focus on what matters most. HealthTap offers the world's most comprehensive Virtual Care Cloud™, running on our proprietary Healthcare Operating System (HOPESTM), and powered by our doctor-trained artificial intel-

ligence (Dr. A.I.™). HealthTap makes our basic services available to everyone for free while providing enterprises such as health systems, insurers, and employers with a connected healthcare ecosystem. At HealthTap, we combine the otherwise disjointed elements of healthcare into a single seamless experience for consumers, administrators, and providers.

Health & care. Simple & accessible.

About Quality HealthCare Medical Services Limited

Quality HealthCare Medical Services Limited (QHMS), Hong Kong, became part of Bupa, an international healthcare group, in October 2013.

QHMS operations span diagnostics, primary healthcare and day care specialties. With roots tracing back to 1868, QHMS serves the community through a network of over 110 multi-specialty centres and over 1,200 affiliated clinics offering West-

ern Medicine, Traditional Chinese Medicine, Diagnostics & Imaging, Dental, Physiotherapy, and other healthcare services. It also operates a private nursing agency. QHMS is one of the largest providers of healthcare services to corporates in Hong Kong. In 2017, the Group recorded more than 3 million healthcare visits. QHMS endeavors to enhance the quality of our professional services continuously to satisfy the needs of customers and patients.

