

FEATURE

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Digital health buyer’s guide: 10 features to look for in a personal surgery guide

Here’s what to look for in a personal surgery guide to help your patients thrive before and after surgical procedures.



The digital health market is booming with no end to the explosive growth in sight. In 2021, the U.S. market is estimated at \$80.2 B.¹

With so many solutions available, it can be difficult for practices and surgery centers to identify and evaluate digital health solutions that meet the needs of their patients.

To help you, here are ten essential features to look for when evaluating a personal surgery guide that will enable your patients to thrive before and after a surgical procedure.

Here’s what digital health buyers should look for:

1. **Incorporates clinical expertise.** Without the input and knowledge of the people who understand the patient journey within the broader healthcare ecosystem, a product is unlikely to deliver on its promise.
2. **Personalizes information for the patient.** Patient adoption of a digital health tool is critical. The more personalized it is to their experience, the more likely they are to use it.
3. **Engages patients and caregivers.** The patient isn’t the only person who can make a difference in health outcomes. Caregivers, adult children, and other people in the patient’s support networks should also have access to educational information to assist them with following prescribed care plans.
4. **Addresses the complete picture of health.** What happens outside of the healthcare setting is just as important, if not more so, than what happens in the operating room. The right solution gives the care team insight into the social determinants of health.
5. **Enables two-way communication.** Most patients aren’t ignoring care plans and recovery protocols on purpose. For many patients, asking clarifying questions or confirming instructions is all that’s needed to increase task adherence.
6. **Offers progress tracking.** Enabling patients to know if they are (or aren’t) meeting expectations is an easy way to increase their engagement and commitment to their health.
7. **Makes it easy for the care team to implement.** The ability to launch a digital health tool that is customized to the clinician and their patient population in 30 days or less is a must.
8. **Integrates with EHR and other systems.** A digital health tool that collects patient data but doesn’t connect to your EHR leads to gaps in care and communication as well as increases operational inefficiencies.
9. **Enables easy patient access.** Downloading an app can be a barrier to adoption for many patients. Accessing personalized educational material and communicating with their care team from any browser and SMS messaging will increase adoption and task adherence.
10. **Supports a broad range of procedures.** It’s neither practical nor efficient to adopt a digital health solution that addresses a single procedure, surgery, or condition. Serving your patient population across their various needs is critical.

Practices and surgery centers seeking an easy way to **reduce same-day cancellations and no-shows** while **increasing adherence with recovery protocols** should consider a personal surgery guide.

Meet **Ayva**, the personal surgery guide to help your patients thrive before and after surgery.

Demo our easy-to-use app today!