

Digital Front Door Interactive Toolkit

Today's digitally integrated healthcare economy requires an approach to the healthcare experience that puts members' needs first and engages them at every relevant touchpoint.

A Digital Front Door takes a modern, digital-first approach to healthcare, empowering members to access information, support, and even care right from the palm of their hand. This type of strategy adapts to the evolving needs and expectations of healthcare consumers and puts them in the front seat of their own healthcare journey.

A Digital Front Door integrates into the larger multi-channel healthcare experience, offering more ease, convenience, and accessibility throughout the entire healthcare journey, at every single touchpoint, from the very first interaction.

A successful Digital Front Door incorporates the following strategic components:

- Optimization of interactions, capabilities, support, and care across the entire healthcare journey
- Adoption of self-service channels for care, information, and support
- Use of data to deliver more personalized and predictive member experiences
- Clarity and transparency for all services, care, and costs – aka “shopability”

Click into the Toolkit resources to learn more about how you can adopt a Digital Front Door strategy.

Explainer Video →

FAQ →

Checklist →

Assessment →