

PULSE SURVEY – Measuring The Effectiveness of Patient Empowerment Website Tools

As a follow-up to a [research brief](#) the Digital Health Analytics (DHA) arm of CHIME created around the use of web traffic measures in gauging the effectiveness of patient empowerment tools, the DHA team posted a “pulse-like” survey around the same topic. More specifically, the survey purposed to address the following question: *If organizational web traffic measures provide an incomplete view of the market’s reliance on web-based patient empowerment resources, then how do organization’s assess the effectiveness of their patient empowerment tools?*

Targeted to a small select group of individuals participating in an online healthcare provider forum, the survey fell short in generating a statistically robust pool of respondents. The subsequent narrative should therefore be received with caution. That said, the responses we did receive tended to support the following general understanding of the market’s use of web traffic measures:

1. Organizations tend to rely on a limited number of web traffic measures
2. **Page Views** (the number of times a page on your website is seen by a visitor) present as a favored measure amongst healthcare providers

Perhaps most significant surrounds responses to the one open-ended question of the survey: *How else do organizations measure the effectiveness of their web-based patient empowerment / engagement tools beyond web traffic measures?* While the direction from respondents suggests most are not inclined to leverage measures beyond generalized web traffic measures, there was an indication this was not universally true. Indeed, *monitoring log-ons* was offered as a specific approach organizations can/do use to assess the effectiveness of their patient empowerment tools.

More statistically robust research is obviously needed to provide a more definitive profile of this topic. It is our hope the presentation here helps move that work and conversation forward.

For more information on this study, please contact:

Lorren Pettit

Vice President, Digital Health Analytics
CHIME
lpettit@dhinsights.org

