RXNT

2025 REPORT

Patient Perspectives

Understanding patient satisfaction in today's healthcare system

Uncover valuable insights on key barriers for care access, technology's impact on the patient experience, and how shifting patient behavior is changing healthcare.

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INTRODUCTION

Patient Satisfaction is Rising, But Barriers to Care Remain

Between 2024 and 2025, patient satisfaction has seen a notable uptick—a reflection of healthcare practices' ongoing efforts to deliver better, safe, and more efficient care to their patients. However, as barriers to healthcare access grow, it's clear that patient needs aren't being fully met.

Patients are expressing a growing desire for change—in technology, affordability, communication, coverage, availability, and more—but while expectations evolve quickly, the system is still catching up, and we're going to dig into the reasons why.



Innovative technology has played a pivotal role in healthcare, contributing to an increase in patient satisfaction from 2024 to 2025.

MARKET RESEARCH SURVEY:

1,501

Nationally representative US consumers

This proprietary report, derived from a market research survey of **1,501** nationally representative US consumers, sought to uncover how patients feel about healthcare today. Its findings reveal pertinent insights for healthcare leaders, physicians, administrators, and other professionals on how to improve patient experience and practice operations by increasing and evolving their use of technology.

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The State of Patient Satisfaction in 2025

The U.S. healthcare system is inherently complex, and as it continues to evolve, many patients are left feeling uncertain and overwhelmed by their care journey. For practices committed to improving the patient experience, gaining a clear understanding of their viewpoints is key to driving meaningful change.



TOP CAUSES OF DISSATISFACTION

The top 3 reasons cited by patients who are unsatisfied with their healthcare:



49%
Poor communication with healthcare providers

48%
Lack of personalized care

45%
Long wait times

Access to Care: Barriers and Challenges

Access to healthcare remains a challenge for many individuals across the United States, particularly those residing in rural areas. Last year, 31% of consumers reported facing challenges accessing healthcare, and that number has more than doubled in 2025. Now, as many as two-thirds of the population **personally** face challenges accessing healthcare services, suggesting a dire need for systemic change.

KEY BARRIERS IMPACTING ACCESS TO CARE

Patients identified these as the most common obstacles:

- $$$ High medical costs
- Difficulty getting an appointment
- −$ Medical debt

PATIENT PRIORITIES FOR CHANGE

Patients are clear on what needs to happen next:

- **49%** want reduced healthcare costs
- **38%** want increased insurance cover
- **35%** want an increase in provider availability



66% of the population personally face challenges accessing healthcare services, suggesting a dire need for systemic change



Patients struggle to find specialty care, especially in mental health, cardiology, and dermatology care

ACCESSIBILITY ISSUES

Communication gaps:

59%

of patients find it difficult to get in touch with their doctor for appointments

Availability of specialty care:

2 in 5

patients struggle to find specialty care

Time commitment:

16 minutes

average time it takes patients to travel to their nearest healthcare provider

Accessibility barriers pose a significant challenge for patients and providers, but it's not insurmountable. With constant learning and vigilance, paired with the adoption of innovative technology, practices are better equipped to overcome the communication hurdles that often prevent patients from accessing care. Tools like telehealth and online patient enrollment alleviate patient burdens, enabling them to access necessary care anytime, anywhere.



The Impact of Technology on the Patient Experience

63% of patients believe today's healthcare technology to be "innovative," up 39% from 2024, but they're not seeing providers adopt it quickly enough. The survey results highlight a significant disconnect between the availability of healthcare technology and its adoption into everyday healthcare workflows.

63%

of patients believe today's healthcare is innovative, but providers are slow to adopt

PATIENTS DEMAND A BETTER DIGITAL EXPERIENCE

1 in every 2 patients agree that incorporating more technology would enhance their healthcare experience, and 53% of patients say that telehealth services would make their healthcare experience easier, underscoring a clear desire for technology solutions that reduce friction and empower patients to take control of their care.

Since the COVID-19 pandemic, the lives of Americans have become increasingly digital, with conveniences such as remote work, online shopping, virtual courses, and more. However, with all these advancements, patients are starting to recognize the gaps in our healthcare system. The slow adoption of telehealth technology, combined with disconnected systems, is exacerbating the challenges that patients face.



3 in 5 patients want providers to offer more telehealth services



WHAT'S WORKING IN TELEHEALTH?

The top 3 telemedicine services utilized by patients:

1. Video appointments with a healthcare provider
2. Phone consultations with a healthcare provider
3. Online scheduling for in-person appointments

Mobile healthcare options, such as video appointments, phone consultations, and online appointment scheduling, set the stage for a sought-after, flexible healthcare environment.

We live in an increasingly busy society, and between work, family, and other responsibilities, there's not much time left for patients to focus on their healthcare.

Convenient, accessible care is no longer a luxury; it's a must-have. Healthcare must fit into busy lifestyles—and for that to happen, practices must meet patients where they are: in their homes, at work, on vacation, at kids' sporting events, and so on. Mobile healthcare options, such as video appointments, phone consultations, and online appointment scheduling, set the stage for a sought-after, flexible healthcare environment.



Patient Behaviors and Insurance Utilization

AVERAGE HEALTHCARE ENGAGEMENT

On average, patients typically visit a healthcare provider 3 times per year, with the most recent visit being over 5 months ago.

As patients prioritize ease, accessibility, and convenience, healthcare practices are at risk of falling behind due to slow technology adoption rates. Without modern, patient-centric solutions, the gap between patients and routine care will only widen, fueling patient disengagement and diminishing healthcare outcomes.



INSURANCE UTILIZATION AND COVERAGE GAPS

Insurance coverage itself, as well as the quality and availability of that coverage, can significantly impact how much a patient engages with and manages their health.

63% of patients use their employer-provided health insurance coverage

35% of patients said they're currently covered by Medicare

18% of patients report that their employer doesn't offer health insurance coverage

18%

of patients said their current health insurance doesn't cover all the services they need



Healthcare coverage can make or break the patient experience, often determining the level of care they can receive, the specialists they can see, whether they are likely to adhere to care plans, and any associated costs.

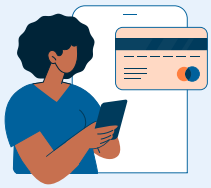
Even with reliable insurance coverage, patients still face barriers to care such as out-of-pocket costs, lack of accessibility and flexibility, confusion about what's covered and more, contributing to frustration, lack of adherence to care plans, and lower patient satisfaction.

A simple way to help bridge these gaps this is to provide patient-oriented tools that make their lives easier. For example, practices can offer flexible virtual visits, provide self-pay or payment plans, or connect to a prescription savings program like **RXnotify** to help lower costs. When care is accessible, affordable, and high quality, patients are more satisfied—and their health outcomes will reflect it.





Flexible Virtual visits



Self pay or payment plans



Prescription savings

LEARN MORE →

Thank you for reading!

This report was produced by RXNT, an ambulatory healthcare technology pioneer that empowers medical practices and healthcare organizations to succeed and scale through intuitive, data-backed, AI-powered Clinical & Practice Management software. We hope this resource helps you better understand the needs, demands, and challenges of medical patients in 2025.



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The information in this report was generated on behalf of RXNT by a professional surveying organization and based on the sentiment of 1,501 general consumers in the United States between May 29, 2025 and June 3, 2025.