

6 Reasons Your Practice Should Be Using the Cloud

The health care cloud computing market will grow to **\$9.48 billion** by 2020, predicts a [recent study](#). And doctors increasingly **trust the cloud**, with 5 out of 6 providers using cloud technology.

HERE ARE 6 REASONS WHY USING THE CLOUD MAKES SENSE FOR YOUR PRACTICE.

1.

PATIENTS WANT IT. In a recent survey, 60 percent of consumers said it was extremely important that their doctor use technology such as the cloud and iPads; 60 percent said it increased their confidence in the doctor; and **90 percent said they would choose a doctor who uses technology in the exam room over one who doesn't.**

2.

NO SPECIAL HARDWARE OR DEVICES REQUIRED. Because **data and programs stored in the cloud do not reside on a computer's hard drive**, they can be accessed from a smartphone, tablet, computer, or any other device with an Internet connection.



3.

SCALABLE AND EASY-TO-ACCESS RESOURCES. With cloud technology, doctors can provide digital **patient education materials that can be delivered to patients in the waiting room, exam room, and directly via email or the doctor's website.**



4.

IMPROVES PATIENT RECALL AND COMPLIANCE. When **patients can access procedure explanations and videos at home after an appointment**, and share that info with their families and caregivers, they no longer have to rely on their doctor or their memory to recall important health information.

5.

IMPROVES MARKETING EFFORTS. Using the cloud to play high-quality medical animations, promote your services, and showcase patient testimonials in a waiting room or on a website **shows that your practice embraces modern technology and is on the cutting edge of health care.**



6.

SIMPLIFIES YOUR TECHNOLOGY. Doctors belong in the exam room with patients, not on the computer deciphering code. **The cloud allows easy access to one central source of automatically updated information**, eliminating the need for DVDs, manual updates, or an IT staff.

WANT MORE INFORMATION ABOUT USING THE CLOUD FOR YOUR PRACTICE? Check out our blog posts about [technology and the cloud](#), or [contact us](#) to find out how cloud-based patient education can work for you.



EYEMAGINATIONS

