

CI&T

Patient-Centric Data Collection

5 FINDINGS AND OPPORTUNITIES FOR EVERY HEALTHCARE PROVIDER

Patient trust is directly linked to how providers gather, handle, maintain, and share patient information. Here's what every healthcare leader needs to know.



Picture this scenario: Julia, a busy mother of two, rushes into her doctor's office for her annual physical.

She's just dropped her kids off at preschool and took time off work for this appointment.

The receptionist hands her a clipboard full of forms, many of which seem familiar. As she fills them out in the waiting room alongside a handful of other patients, Julia can't help but think: "Didn't I fill all this out the last time I was here?"

This conundrum is common for millions of patients in the United States. But in most cases, patients aren't concerned about the paperwork itself, or even the time spent on it. They're concerned about what the information-sharing experience says about their provider – and, crucially, how much agency they have at every stage.

In short: patient trust is directly linked to how providers gather, handle, maintain, and share patient information.

That's the core takeaway from CI&T's latest healthcare research. In February 2025, we surveyed 500 U.S. adults via Qualtrics to learn more about their perspective on sharing information with their healthcare provider.

We also collected each respondent's Net Promoter Score (NPS) to understand how experiences shifted based on sentiment. Each respondent had interacted with the healthcare system within 6 months of taking the survey.

Our 29-question survey revealed five key findings that all underscore the value of a patient-centric info-gathering approach that emphasizes trust, transparency, and patients' agency.

In this report, we'll take a closer look at each finding – along with actionable opportunities to enhance the patient experience.



Footnote: A promoter is defined as a respondent who rates their likelihood to recommend as 9 or 10 on a 0–10 scale, indicating high satisfaction and loyalty. Conversely, detractors score between 0 and 6, suggesting dissatisfaction, while passives score 7 or 8, indicating moderate satisfaction without strong loyalty.

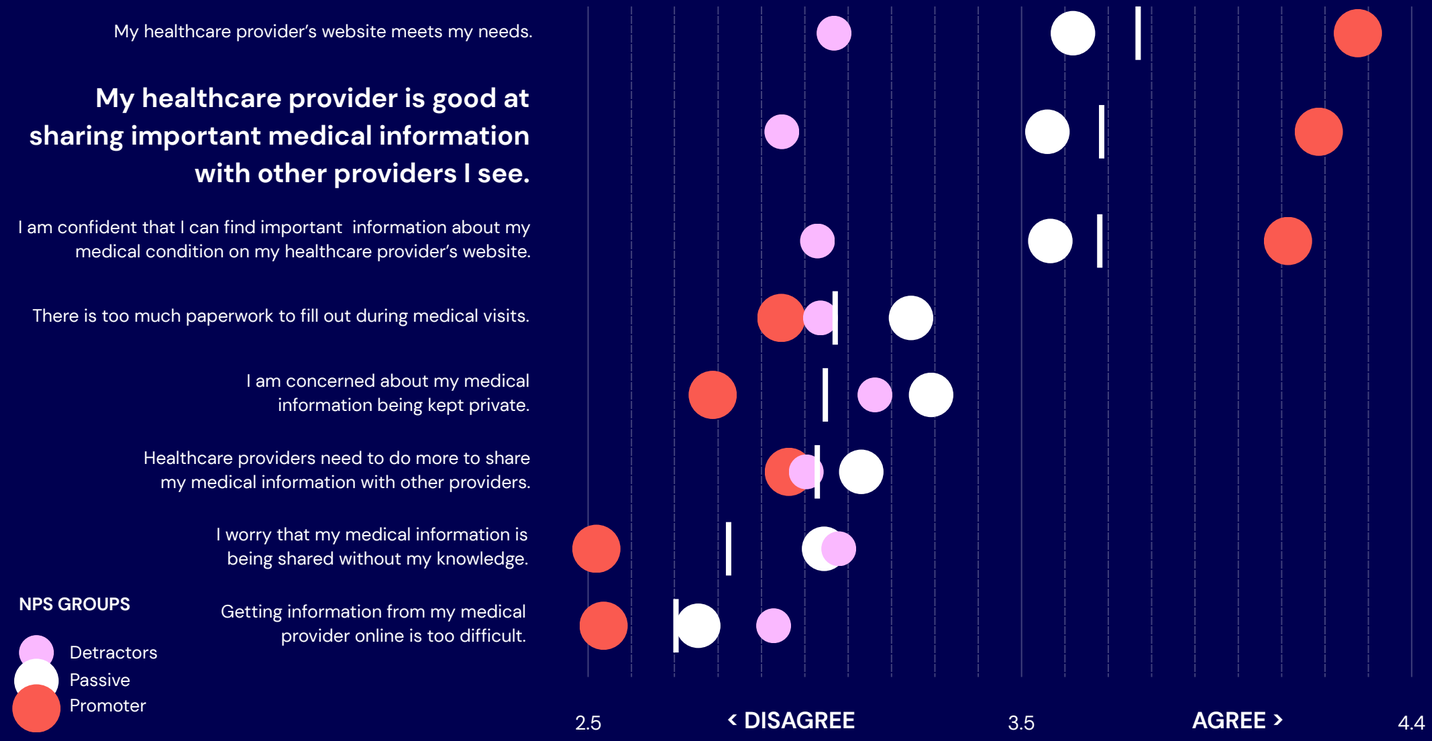
FINDING #1:

There’s a trust gap when it comes to sharing and handling personal information

Many patients have complex care networks, especially if they have chronic health conditions. But not all patients are confident that their data is being properly exchanged.

In fact, our survey revealed that **promoters are 45 percent more likely than detractors** to trust in their provider’s data sharing capabilities.

Please indicate whether you agree or disagree with the following statements



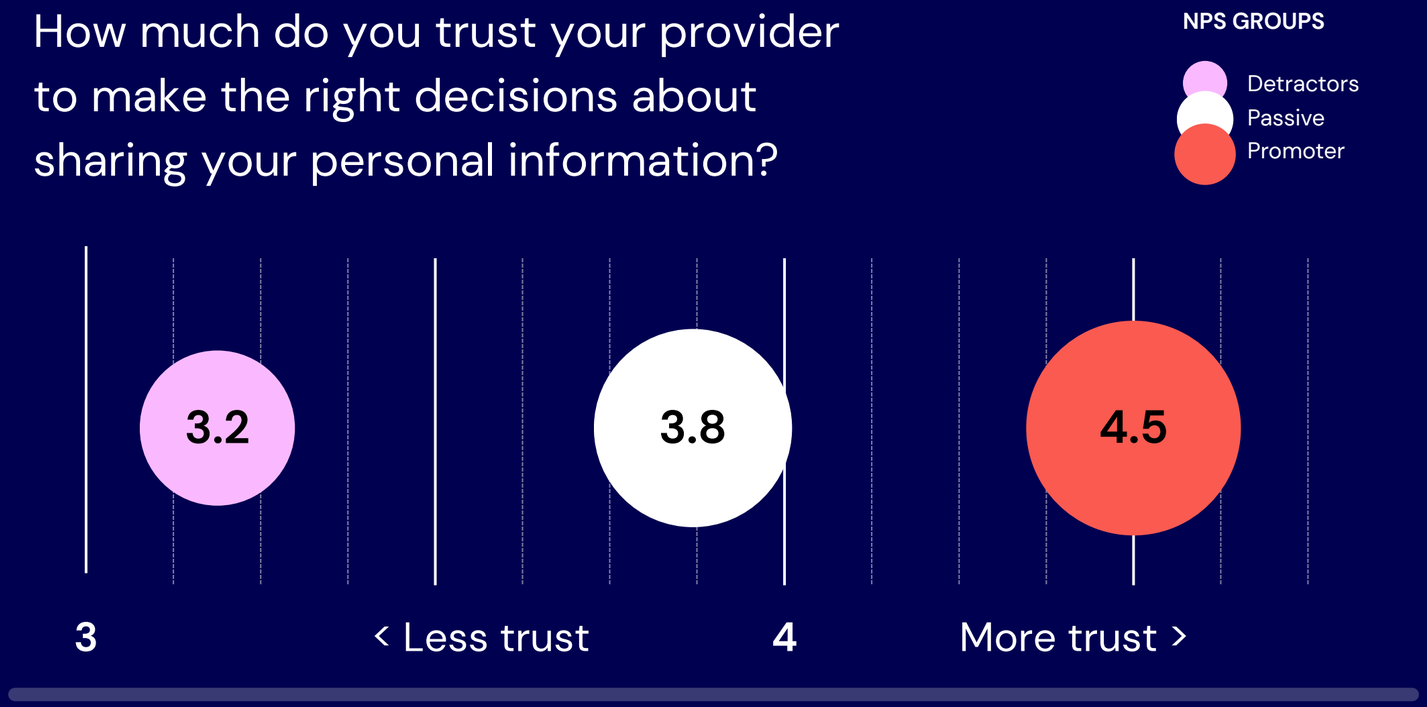
Source: *CI&T’s Healthcare Survey, February 2025*

Another factor affecting patient trust: data privacy concerns. Privacy is top of mind for many patients right now, especially given high-profile hospital cyberattacks in recent years.

The impact is a **41-percent gap between promoters and detractors** in their willingness to trust providers with their personal data.

That gap can have all kinds of knock-on effects. Patients who don't trust providers with their data may be less trustworthy of the entire care experience, impacting their ability to follow through with treatment plans, schedule necessary follow-ups, etc.

How much do you trust your provider to make the right decisions about sharing your personal information?



Source: *CI&T's Healthcare Survey, February 2025*

THE OPPORTUNITY

Clearly communicate how personal health info is used, maintained, and protected in order to build trust.

Go beyond the basics to reassure patients about confidentiality.

Communicating HIPAA compliance is a good starting point, but providers also need to be proactive in explaining how data is encrypted, who can access it, and how they mitigate risks.

Double check your patient portal's security features.

Consider requiring multi-factor authentication, and remind patients about your secure messaging capabilities.

Check in with patients regularly about their data handling confidence.

This can provide a useful pulse check on patient sentiment and reduce blind spots in this area.

Pull out every stop to ensure data accuracy.

If you offer a self-service portal, for instance, consider prompting patients to confirm key information before and after each visit so there aren't any surprises.

Let patients know how their data is being shared.

Be transparent about which systems are linked and what data gets transmitted. This can help manage patient expectations about data sharing from the start of every interaction. Along the way, make sure skeptical patients understand the enormous value of data sharing among providers: smoother visits and stronger outcomes.

FINDING #2:

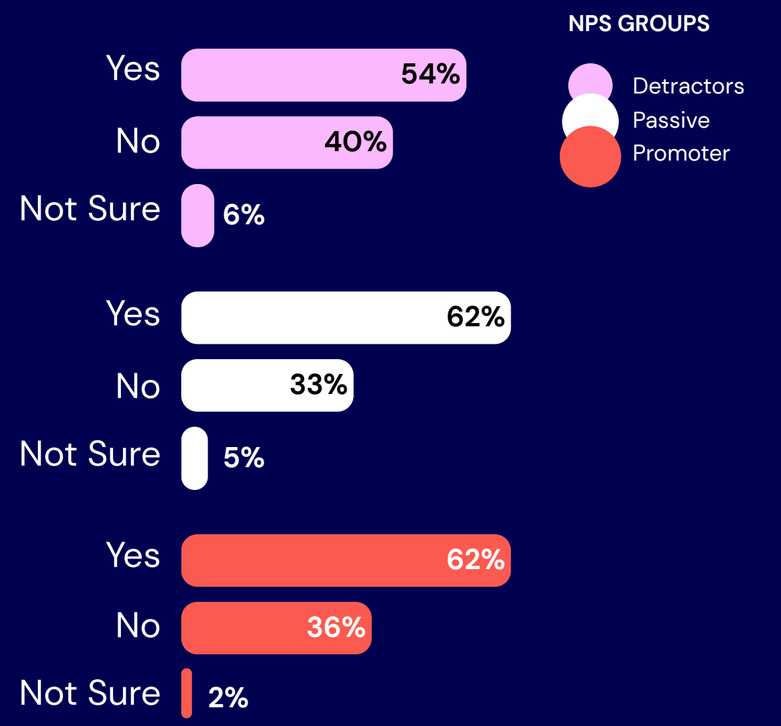
Most patients don’t mind spending time on paperwork — as long as they can trust in the end result

Our survey found that 52 percent of patients had to complete forms before they could see a provider. Of those patients, 69 percent spent more than five minutes filling out forms – and 14 percent spent over ten minutes.

That said, we also found that the time spent on paperwork barely impacted patients’ NPS.

The implication is that many patients don’t necessarily mind taking the time to complete paperwork – as long as they can trust that the information requested is key to delivering quality care.

During your visit to a specialist, do you have to provide information that you had already given to your primary care provider?



Source: *CI&T’s Healthcare Survey, February 2025*

THE OPPORTUNITY

Treat paperwork like a trust-building touchpoint.

Only give patients the forms they need.

Try not to ask patients to complete unnecessary forms or questions.

Communicate the “why” behind each ask.

This will help patients more clearly connect the data you collect to their quality of care and overall health outcomes.

Provide an estimated time to completion.

This will set expectations so patients can mentally prepare for the amount of paperwork that needs completing.



FINDING #3:

Pre-registration gives patients more control, but many don’t follow through

Many providers already understand the importance of digital: **52 percent of survey respondents said they were asked to pre-register online. But only 46 percent actually used an online portal prior to their appointment.**

And detractors (i.e., respondents with a low NPS) were far less likely to digitally pre-register: **just 39 percent did so, compared to 63 percent of promoters.**

When patients don’t pre-register, vital paperwork gets lumped into the busy check-in period. The all-too-common result: crowded waiting rooms, rushed staff, and incomplete or error-prone forms. Over time, these small inefficiencies can influence patients’ overall perception of their provider.

The reality, of course, is that pre-registration can actually give patients the agency they crave in their provider interactions. They can complete required forms on their own time, whether that’s while they’re making their morning coffee or on the couch watching TV after work. And when they show up to their next appointment, they can trust that they’ll be able to see their provider with minimal hassle.

THE OPPORTUNITY

Frame digital pre-registration as a tool that gives patients more control.



Focus on earning digital trust.

Patients' first real touchpoint with a provider is often the moment they interact with a digital platform. By ensuring that platform is intuitive, helpful, and secure, providers can help set the tone for a trust-based relationship.



Emphasize the convenience factor.

Position your pre-registration portal in the context of other industries: from airlines to hotels, many organizations rely on digital tools to speed up the check-in process.



Reinforce the benefits.

At the end of appointments, consider reminding patients of the time they saved (or could save) with digital pre-registration. You might even consider pinning printouts to bulletin boards as a passive visual reminder.

FINDING #4:

Redundant paperwork can chip away at patient trust

Redundant and repetitive paperwork are fixtures of the patient experience: 60 percent of respondents had to give a specialist information that they'd previously shared with a provider.

You can probably imagine the type of information that should have already been on file:

- Prior diagnoses
- Current medications and dosages
- Allergies (to medications, foods, or materials like latex)

Interestingly, though, respondents' NPS is not significantly correlated to whether they were asked for previously provided information.

The implication? Many patients are likely willing to tolerate some redundant or repetitive info gathering. After all, there's value in double checking crucial patient information, especially when that information has a direct impact on their care outcomes.

But there's a limit.

For instance, if patients get asked for the same information across providers in their care network (e.g., a primary care provider and specialist in the same hospital), it can appear as if there are multiple silos – and digital systems simply aren't communicating.

That can raise a number of questions for patients: Did my information get lost somewhere? Did my primary care provider forget to share the right data? The moment these questions crop up is when trust starts to erode.

THE OPPORTUNITY

Preserve trust by focusing on interoperability and transparent data collection.

Make sure it’s easy to share patient data within and outside of your system.

Invest in platforms that can easily talk to each other so data is exchanged seamlessly.

Be transparent about redundant data collection.

If you do need to ask for information a patient has already provided, clearly explain why. Are you simply double checking what’s on file, or is there an information gap that needs to be addressed?



FINDING #5:

Patients want more control over their health records

Many questions during a physician visit are often intended to update outdated or inaccurate information:

50 % of respondents have had to correct their data at a recent visit.

Source: *CI&T's Healthcare Survey, February 2025*

Many questions during a physician visit are often intended to update outdated or inaccurate information: 50 percent of respondents have had to correct their data at a recent visit.

As with redundant or repetitive questions, though, we found that this isn't necessarily a bad thing. In fact, we found little correlation between correcting information and respondents' NPS.

What we did find: **patients generally want more control over their own records.**

For promoters and passive respondents, that access – and the ability to update their records on their own – would make them more confident that their data is being appropriately handled.

THE OPPORTUNITY

Give patients self-serve tools to view and edit their records.

Focus on the patient portal.

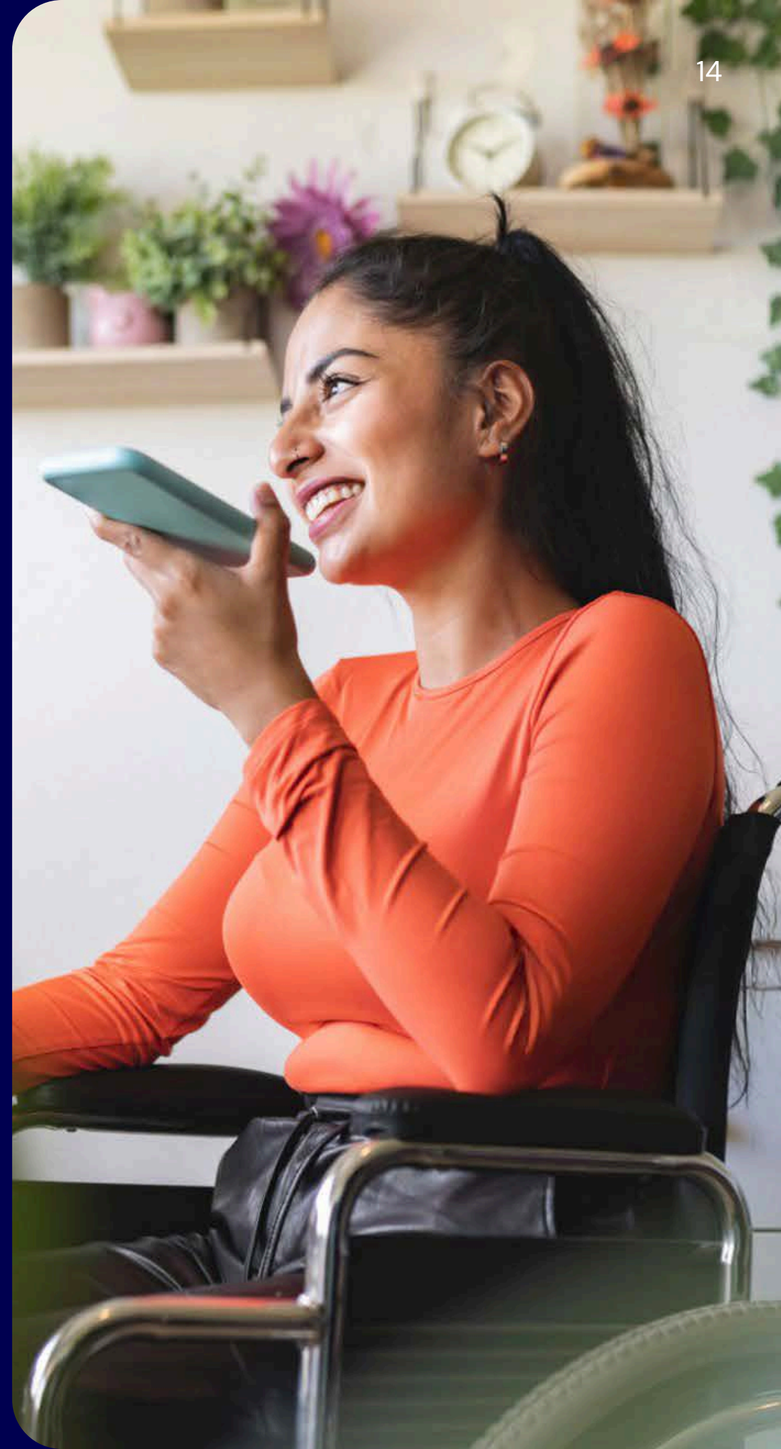
Make sure patients can update their records in the same place they can view test results, send secure messages, etc.

Control builds confidence.

Providing robust patient portals and mobile apps fosters a sense of ownership over personal health. Empowered patients tend to be more engaged – and are more likely to follow through on treatment plans.

Providers benefit too.

If patients verify their allergies or medications a day or two before each appointment, the visit itself can be more about meaningful dialogue than data entry.



Data collection can be a launchpad for patient confidence

It's clear that patients often see their participation in info gathering as beneficial. In fact, many are willing to tolerate a little inconvenience.

The key to maintaining patient trust, though, is to give patients a genuine sense of control and transparency over how their information is handled. When patients feel like true partners in the information-gathering process, they're more confident, compliant, and engaged.

What would that experience look like for Julia? An easy pre-registration the night before. Perhaps a geo-based check in that alerts the receptionist as soon as she parks in the parking garage.

Once she's arrived at the office, she's called to the exam room in a matter of seconds – and only has to answer a handful of relevant questions about her health information. When it's time for her to leave, she gets a quick ping on her patient portal asking her to confirm that her data looks accurate and complete.

The bottom line? In an era where patient loyalty can be earned or lost in a single interaction, a trust-centric patient experience is one of the smartest investments healthcare organizations can make.

If you'd like help strategizing your approach, let's get in touch.

Meet our Experts

Reach out to our specialist team

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