

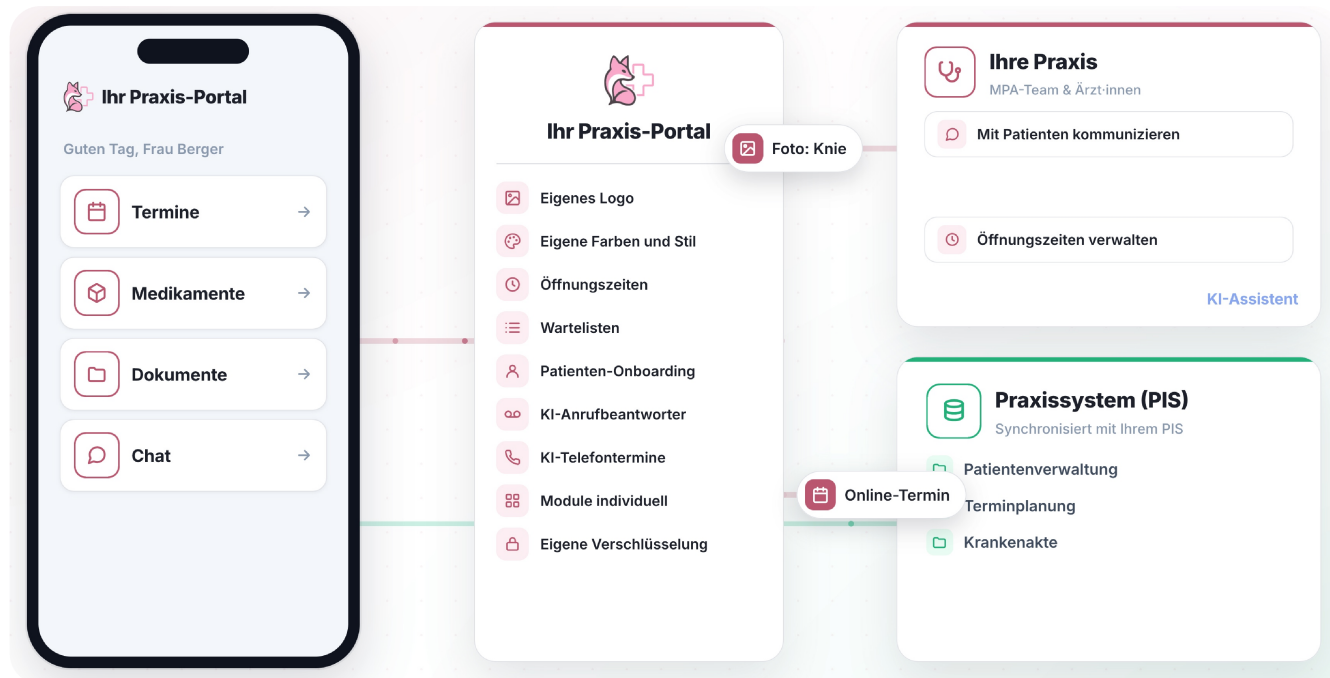
How effective are online channels?

A study at a Swiss primary care practice · Praxis-Baar, Dr. Danijela Strametz · Single-doctor practice, Baar (ZG) · Survey period 2025 · Platform: element36 AG

SUMMARY

Online medication orders are used intensively (43.5% online); online appointments fall short of expectations at around 12 bookings per week (8.2%). In 2025 this saved roughly 200 hours of processing time — with higher processing and documentation quality. For 2026 a change of strategy and system was initiated to make online use easier for patients. This paper serves as a basis for decisions on the practice's further online strategy.

HOW IT LOOKS IN THE PATIENT PORTAL AT THE PRACTICE



Live demo: praxis-baar.docfox.ch — medication ordering and online appointment booking in the patient portal.

METHOD & DATA BASIS

Telephony

Export from the phone system, 01.01.–25.11.2025, analysed in Excel.

Orders

Galexis and the Hausarzt.Shopping ordering tool, 01.01.–31.12.2025.

Appointments

Axenita and Onedoc, 01.01.–31.12.2025; online bookings.

Practice context: 6'500 consultations (2025), 3 medical assistants (180 FTE %), 2 phone lines, 41.5 h/week opening hours, web presence with iOS and Android app.

KEY RESULTS

Online medication orders	43.5%	1'925 of 4'426
Online appointment bookings OneDoc	8.2%	around 12 / week
Online appointment bookings with the new DocFox portal	12.3%	around 18 / week
Phone calls per day	250	peaks above 1'000
Processing time saved	202 h	≈ 10'120 CHF

HOW OFTEN MUST A PATIENT CALL TO GET THROUGH?



PHONE HOURS PER DAY



Why an own patient portal matters now.

Patient needs are becoming increasingly digital. This trend can only be met if GPs themselves offer a valid digital alternative — otherwise order origination migrates to third-party platforms.

STRATEGIC CONTEXT — PRESSURE ON THE IN-PRACTICE PHARMACY

E-PRESCRIPTION

Decoupling of diagnosis and dispensing

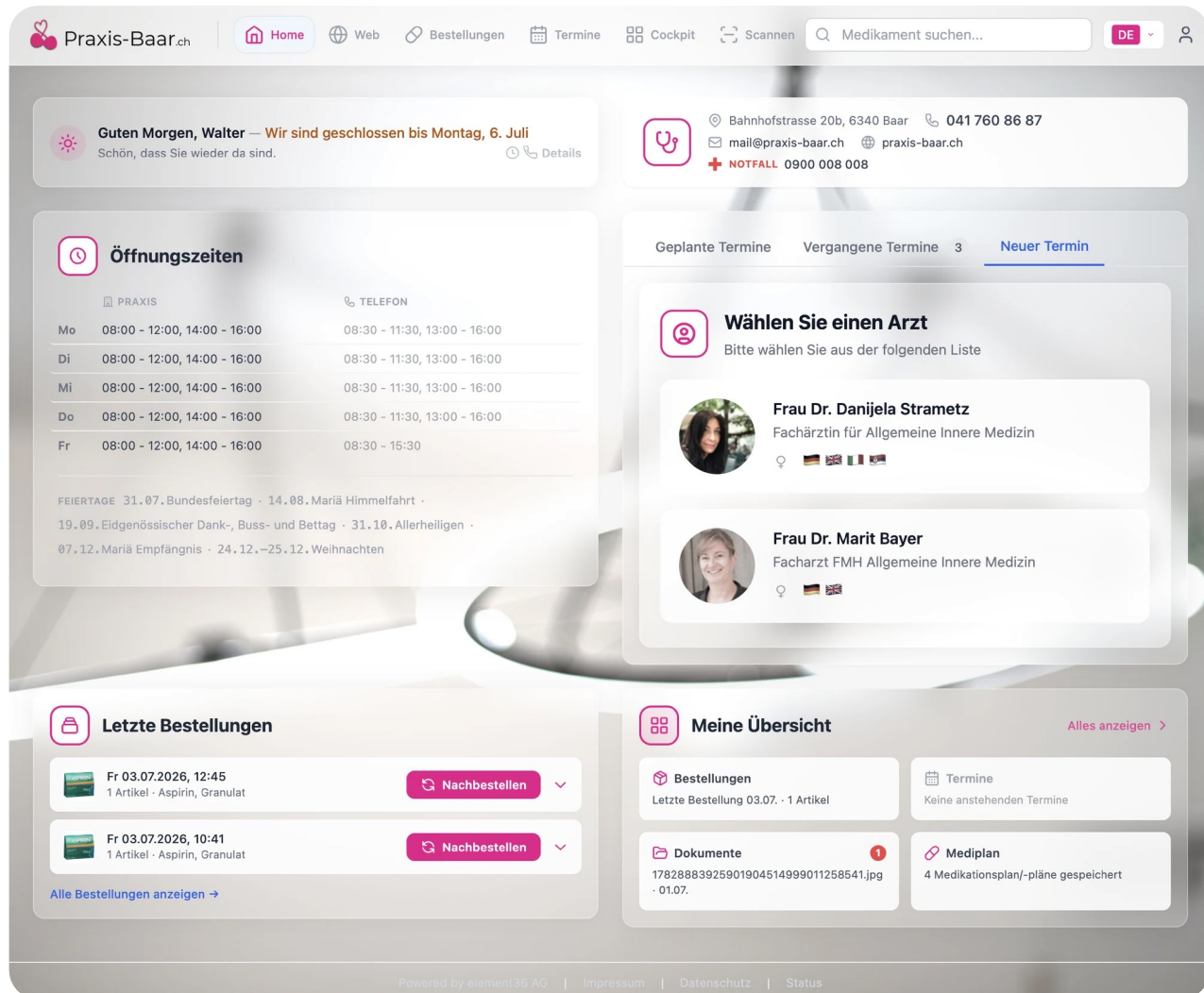
Repeat prescriptions can be routed digitally to mail-order pharmacies. Risk: loss of local ties and of recurring business with chronically ill patients.

VISANA WELL & CO.

Third-party platforms threaten direct dispensing

Apps (DocMorris, Galenica/Amavita/Sun Store) actively redirect patients. The self-dispensing physician risks becoming a mere data supplier.

THE PRAXIS BAAR PORTAL — FULLY CUSTOMISABLE



The screenshot shows the Praxis-Baar patient portal interface. At the top, there's a navigation bar with links for Home, Web, Bestellungen, Termine, Cockpit, and Scannen, along with a search bar and a language selector (DE). The main content area is divided into several sections:

- Guten Morgen, Walter**: A personalized greeting with a note about the practice being closed on Monday, 6th July.
- Öffnungszeiten**: A table showing the practice's opening hours for Monday through Friday, with a separate section for public holidays.
- Wählen Sie einen Arzt**: A section for selecting a doctor, featuring profiles for Frau Dr. Danijela Strametz and Frau Dr. Marit Bayer, both specializing in General Internal Medicine.
- Letzte Bestellungen**: A section showing the last two orders, both for Aspirin granules, with a 'Nachbestellen' (reorder) button for each.
- Meine Übersicht**: A dashboard overview showing the last order, upcoming appointments (none), documents (1), and medication plans (4).

At the bottom, there's a footer with the text 'Powered by element36 AG' and links to Impressum, Datenschutz, and Status.

Portal draft: medication, appointments and documents under the practice's brand — Swiss hosting, DPA-compliant.

CONCLUSION of the studies at Praxis-Baar



Online channels are highly effective, provided they are centralised and actively promoted — the only way to break the phone rush sustainably. An online rate of 50% in both areas would relieve the practice of around 450 working hours (roughly 22'700 CHF) per year. Download the full study using this QR code.