Acquia
EXPERIENCE DIGITAL FREEDOM

Healthcare Today

MASSIVE CHANGE, GROWING EXPECTATIONS

CB MEDICAL CENTRE

Dr. Jacqui Revill
Employee ID: 24643

INTRODUCTION

Pretty much everything about the healthcare industry is changing—and fast. Patients and consumers are demanding higher levels of customer experience, and they expect those experiences to be digital.

Competition is heating up. New entrants into the healthcare market are disrupting existing patient relationships and fundamentally changing the way companies do business. Patients have easier access to their own data—and to technology that offers increased control over their own healthcare—weakening connections with long-term providers.

Now is a crucial time for the industry. The ability to effectively assess the threats and opportunities, and implement the right technology solutions, will be key to growing and thriving. And let's face it—growing and thriving are what healthcare is really all about.

Customers want it all (*don't we all?*): The advantages of a large hospital system or an insurer with a wide coverage network plus the personalized service of a neighborhood doctor's office or branch location.

How do healthcare providers meet these expectations across a massive customer base at a time when personalized customer service is more important than ever?

FACING CURRENT HEALTHCARE INDUSTRY TRENDS

Like most industries grappling with the impact of digital on customer experience, the healthcare industry has seen fundamental shifts in how it does business. But digital is a double-edged sword in many respects. Many of these changes, while they benefit the customer and the organization in the long run, also present challenges in the short term, particularly to smaller organizations.

TREND 1

Consolidation Across the Healthcare Industry

The pressure to deliver care more efficiently has generated industry-altering mergers and partnerships. A single health insurance company dominates in more than four in 10 of the nation's metropolitan areas, according to the American Medical Association.

Smaller providers face shrinking margins, the expensive transition to electronic medical records, the tendency of younger physicians to prefer larger organizations, and the possibility of larger organizations overtaking them. Smaller insurers face their own battles. Multi-state employers prefer insurers that can serve all of their employees, and the analytic capabilities that lead to more effective care management are expensive without scale.

TREND 2

The Consumer as Payor

High deductibles plus rising premiums have turned consumers into healthcare decision-makers. This "consumerization" of the industry gives patients increased control over where, when, and how they receive care. More and more, that means receiving care through multiple channels and devices.

TREND 3

The Impact of Big Data

Big data has brought both opportunities and challenges to the industry. The enormous databases needed to deliver on the promises of data are quite different from the legacy systems most healthcare providers have—then there are the security issues around mandatory HIPAA compliance. Apple watch, FitBit, and similar devices that send an individual's health data into the cloud are an increasingly vital resource. In a healthcare future predicated on keeping people out of the hospital, the ability to manage and mine all this data is crucial. For healthcare organizations looking to get the most from big data, a well-supported, commercial distribution or cloud-based solution are the best ways to get started quickly.
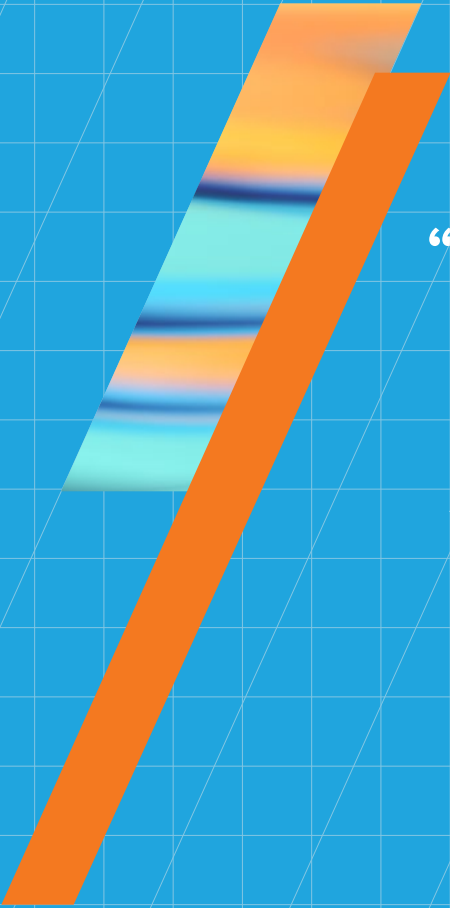
Mitigating Rising Costs

It's well documented that healthcare expenses in the U.S. are massive. Statistic after statistic has shown that this trend will only continue. Costs have increased from 5 percent of GDP in the 1960s to nearly 18 percent today, without an accompanying increase in quality of care. Growth in both employer and employee health expenses is outpacing inflation.

Costs are rising faster than income, and the number of consumer bankruptcies attributable to healthcare expenses remains disproportionately high. Almost half of all Americans have at least one chronic illness, such as diabetes. These conditions are now responsible for 85 percent of healthcare costs. The sickest 5 percent of the population consumes 50 percent of all healthcare costs.

5%
of people

50%
of costs

$10,348

$146

1960   2016
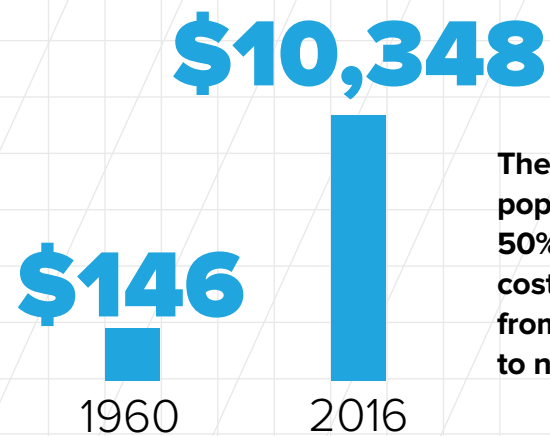
The sickest 5% of the population cosumes 50% of all healthcare costs, which have grown from 5% of GDP in 1960 to nearly 18% today.

Source: xxx

"Successful engagement requires a strong understanding of consumers' articulated and unarticulated needs across their entire health journey, not just isolated moments.

It requires enterprise processes, tools and mechanisms to drive systemic improvements in CX. And it requires the ability to measure and report on the success of engagement investments to create value for the enterprise."

Gartner: 5 Habits of Other Industries That Healthcare Can Apply
to Improve Healthcare's Consumer Engagement, 2018

CHALLENGES FACING HEALTHCARE

Healthcare as an industry is complex so it's no surprise that so are the digital challenges associated with a best-in-class customer experience. An abundance of marketing tools and technology exist, but each with its own set of customer data. The larger the organization, the more disparate systems. For all the strides technology has made in tailoring experiences to the customers needs, wants and interests, healthcare is still deeply personal; digital can't always take the place of face-to-face human interaction.

Disconnected Customer Experience

In contrast to most other industries, healthcare consumers today usually encounter an inconvenient, inefficient, and disconnected customer experience. Each provider typically treats a single patient in isolation, often without shared information or context. An efficient and successful treatment process requires the ability to personalize and prioritize based on a shared understanding of specifics, seen in the context of whole people, communities, and systems.

Data Silos

An increasingly mobile, collaborative, and remote healthcare workforce requires efficient access to comprehensive and accurate patient data and medical information, in real time. That access underlies the ability to anticipate, understand, and respond to issues in a timely and effective manner. But healthcare data today is locked in multiple, disparate, and siloed systems.

Face-to-Face Interactions vs. Digital

A growing shortage of both doctors and nurses, combined with a growing need for streamlined access to information, has made the traditional face-to-face interaction less practical and less effective, even as it remains the default approach for treatment. But today's patient expects to receive information and interaction online, is becoming increasingly comfortable with telemedicine, and expects providers to be accessible around the clock, and in multiple ways – even answering questions via social media platforms. The rapid adoption of interactive technologies such as chatbots and digital assistants provides a potentially sizable opportunity to provide personalized information about conditions, treatments, coverage, and more, on demand.

Lack of Automated Processes

From admission to discharge, and all points in between, the many processes involved in receiving treatment are traditionally tedious and inefficient. Providers lag in automating those interactions, which would enable them to refocus on patient care and provide a more personalized experience.

"Going digital brings tremendous opportunity for healthcare digital business leaders to develop personalized moments of engagement to support the kind of customer obsession that differentiates great companies from the rest."

Forrester: The Amazon Effect Is Primed To Disrupt Healthcare, 2018

TO GROW AND THRIVE, HEALTHCARE ORGANIZATIONS MUST PRIORITIZE:

1.

Acquisition and Retention in an Increasingly Competitive Market

A growing range of choices and increasing access to information have combined to make acquiring new patients and customers more difficult, and keeping those patients and customers satisfied more crucial. Providers and insurers must seek effective ways to offer the experiences customers are seeking now, and to remain integral to the entire healthcare cycle.

2.

Quality Customer Experiences Across the Organization

Insurers in particular are consistently ranked among the lowest in customer experience quality. It's such a common perception that those who provide an experience that meets today's new standards and expectations see a major upside. Improving the experience quickly boosts loyalty, and even leads to an increased likelihood of recommending the brand to others.

3.

Engaging with Customers Throughout the Journey

Providing the right content, at the right time, in the right place, is proven to drive engagement and loyalty. That requires remaining present throughout the entire health journey: engaging with consumers when they are healthy, and remaining involved throughout an illness, and as they transition back to wellness.

FINDING THE WAY: HOW ACQUIA CAN HELP

Savvy healthcare marketing professionals aren't questioning whether or not they need to transform their customer experience. They're already asking what level of investment they need to put into digital marketing platforms, personalization tools, and better methods of engaging with customers. They seek to deepen customer relationships through highly personalized digital interactions and establish their organization as the consumer's trusted partner for their healthcare needs for the long term.

Acquia is the pioneering partner that can help build those experiences and relationships—on your own terms.

"Eighty-eight percent of customers who felt valued will advocate for the brand, and 61 percent plan to stay with the brand. This goes to the bottom line because a 1-point improvement in its CX index score can lead to an incremental 140,000 customers for a large health insurer like Aetna."

Forrester: The US Health Insurance Customer Experience Index, 2017

Our web content management and customer journey orchestration have empowered leading brands to create the world's greatest digital experiences. We'll help you establish the more intuitive, personalized digital experiences patients and customers expect—all using open-source technology, all with the security the industry requires.

Gain control of your digital assets, deliver the right content at the right time, and tap into the data and insights you need to understand what works, what doesn't, and why. Meet your prospective and converted patients and customers with what they need at every step of the journey.

To learn more about how Acquia can help transform your own organization's customer experience, contact us today.

CONTACT ACQUIA

To learn about how Acquia can help you deliver a patient-first experience, please contact us at sales@acquia.com.

United States
888-922-7842

France
+33 01 79 97 25 70

United Kingdom
+44 1865 520 010

Australia
+61.2.8015.2576

Canada
647-953-4270

ACQUIA