Acquia
EXPERIENCE DIGITAL FREEDOM

Healthcare Today

GROWING EXPECTATIONS

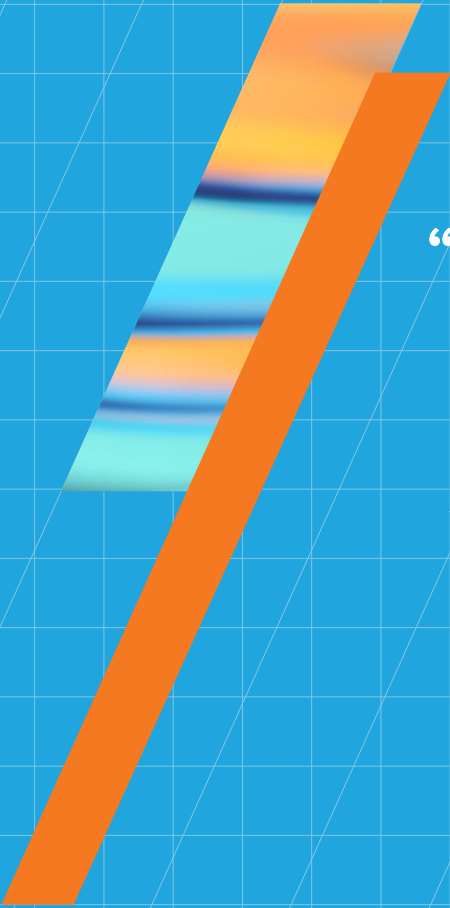CB MEDICAL CENTRE

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INTRODUCTION

Patients and consumers are demanding higher levels of customer experience, and they expect those experiences to be digital.

Consumers are savvy. Informed by their experiences in other industries they are looking for more personalised and efficient interactions, with value-add content delivered at the right time on the right channel. The healthcare experience is no different. Hospitals and organisations affiliated with the NHS should look at customer experience factors across other industries to better understand the bar to which they are being held when patients evaluate their experience.

The ability to 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.

"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. An abundance of marketing tools and technology exist, but each with its own purpose and set of patient data. The larger the organisation, the more disparate systems. For all the strides technology has made in tailoring experiences to the patient needs, wants and interests, healthcare is still deeply personal; digital can't always take the place of face-to-face human interaction.

Disconnected Patient Experience

In contrast to most other industries, patients today frequently encounter an inconvenient, inefficient, and disconnected 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.

Security

Health information is deeply personal and with the tight regulations around managing this data, it is critical that any technology solution implemented around patient care is completely secure. In addition to complying with government requirements, this is critical to establishing trust with the patient base.

Face-to-Face Interactions vs. Digital

Budget cuts, 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.

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.

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 personalised 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.

Quality Experiences Across the Organisation

Patient centricity is key. People utilising NHS services frequently have a short term, sometimes urgent, need within a longer journey of the quest for healthy living. This can be a critical time where each patient interaction has the opportunity to create a positive, intuitive and proactive experience. When this type of care is delivered, the benefit is not just for the patient, but also the services and systems supporting the interaction. Understanding the patient's needs and focusing on efficiency and positive experiences will improve overall performance against NHS targets.

2.

Engaging with Patients Throughout the Journey

Providing the right content, at the right time, in the right place, can inform patients of the information they need, streamlining and even removing the need for some in-person engagements with professionals. That requires remaining present throughout the entire health journey: engaging with patients when they are healthy, and remaining involved throughout an illness, and as they transition back to wellness.

FINDING THE WAY: HOW ACQUIA CAN HELP

NHS professionals aren't questioning whether or not they need to transform their patient experience; it's a matter of budget and priorities.

They're already asking what level of investment they need to put into digital marketing platforms, personalisation tools, and better methods of engaging with patients. They seek to meet and exceed their targets by deepening patient relationships through digital interactions and establish their organisation as the patient's trusted partner for their healthcare needs for the long term; all with the security required for such sensitive data.

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

"As the digitisation of healthcare continues to evolve with new products, tools and services being introduced every day, it is vital that we reflect on what this means for patients now and in the future. Digital technology is part of healthcare delivery and we need to ensure we deliver services with the right design so patients get the right care in the right place, when they need it most."

Dr Sam Shah, Director of Digital Development at NHS England, April 2019

Our web content management and customer journey orchestration have empowered leading brands to create the world's greatest digital experiences. We'll help you gain control of your digital assets and tap into the data and insights you need to understand what works, what doesn't, and why.

With Acquia, you can establish the more intuitive, personalised digital experiences patients expect—all using open-source technology and with the security the industry requires.

CONTACT ACQUIA

To learn more about how Acquia can help transform your organisation's patient experience, contact us today.

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