

# PATIENT EXPERIENCE MANAGEMENT

Enabling healthcare providers and institutions to break down communication barriers to improve the patient experience

Acquia + CIST



# THE CRITICAL ROLE OF **PATIENT EXPERIENCE** FOR **HCP SUCCESS**

The healthcare industry is on a trajectory similar to other industries like retail and financial services as consumer control and freedom take more and more power over the relationship - including choices not only of brands and providers but locations, communications, and even the form taken by the products and services on offer.

Combine this with the fact that healthcare purchases are very often the most expensive and complex we ever make, with multiple providers and touchpoints over timeframes that range from days to months or even years for a single need event.

This environment creates unprecedented challenges for the healthcare industry in general, and especially for healthcare providers that directly interact with healthcare consumers every day.



# TRENDS IN HEALTHCARE CUSTOMER EXPERIENCE



## Patient-Centered Care

- Personalized customer experience
- Use of technology to self-monitor health
- Patient (customer) preventative care



## Interoperability

- EMRs (Epic, Cerner, etc)
- Scheduling systems
- Payments and reconciliation
- CRM (Salesforce, etc)



## Big Data Management

- Machine learning will require sophisticated big data capabilities
- Actionability of big data
- Adoption of predictive analytics
- Use of data analytics to personalize customer (patient) interaction
- Cloud Migration

Healthcare Top Trends, [Gartner, 2022](#)

# PATIENT EXPERIENCE IMPACT

Beginning in 2021, patient experience scores measured by CAHPS **quadrupled weight** in the overall Medicare star rating calculations for payers, accounting for **32% of total plan scores**. (Source: [RTI Health Advance](#))

**Patient experience is the “bedside manner” of the system, impacting not only perceptions but outcomes – and ultimately business and professional success.**

Healthcare Top Trends, [Gartner, 2022](#)

76%

have had an outright negative healthcare experience.

Source: [The Beryl Institute](#)

65%

of healthcare consumers expect a more convenient experience.

70%

expect more responsiveness from providers compared with how they felt three years ago.

Source: [Bain & Co](#)

76%

of Americans surveyed said they have not had a positive patient experience in the past three months.

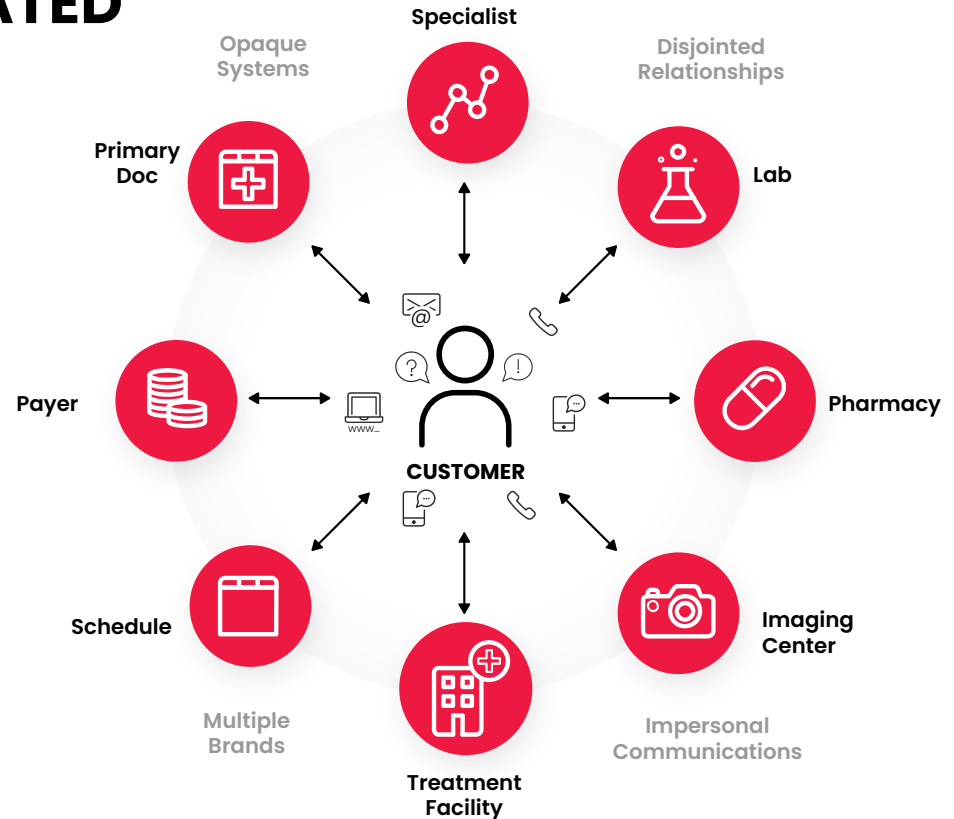
# THE NEED FOR **ORCHESTRATED** **PATIENT EXPERIENCE**

Healthcare situations require consumers to coordinate a disjointed network of providers across multiple channels for each need event. This puts the customer at the center of a web of complexity, resulting in:

- Missed or delayed appointments
- Lack of treatment adherence
- Inconsistent and redundant patient info
- Disconnection between providers
- Excessive costs
- Degraded outcomes

**... and no unified, 360-degree view of the customer relationship.**

Healthcare consumers need the ability to simplify their lives and interact with each provider and partner in the way that works best for them, without having to translate among them.



# MEET KEN

Ken is a healthy man in his 40's. He's reasonably active, watches what he eats, and does not use tobacco.

Ken's attitude toward healthcare is that he's glad to know it's there if he needs it – which thankfully isn't very often. He hasn't been to the doctor in several years, because he hasn't needed anything. The truth is he thinks more about his parents and kids' healthcare than he does about his own.

Ken is an avid gardener with a green thumb. One day he's out tending his tomato plants, and he steps on a garden spike. After he cleans it up and puts a bandage on, he figures it will be fine.

A few days later, his foot still hurts, and has not healed all the way.

**It looks like it's time to engage with the healthcare system.**



# KEN'S PATIENT JOURNEY



Ken has developed a systemic infection stemming from an untreated puncture wound in his foot. He goes to a primary doctor\*, who prescribes antibiotics that have to be taken on schedule, starting immediately. Additionally, his doctor suspects there may still be a foreign body present, and orders imaging to find out for sure.

\*Note that Ken, who is generally pretty healthy, has not been to a doctor in years - so he needs to also re-establish a relationship with a primary care physician.

Awareness

Consideration

Care

## Ken searches for providers on his insurance portal

- ⚠️ 100's of results with no indication of who might be best for him.
- ⚠️ Calling several, he finds many are not accepting new patients or not available for a long time.

### Visit to GP

- ⚠️ Appointments are scarce and inconvenient.
- ⚠️ New patient paperwork, including some things Ken can't remember.
- ⚠️ Ken spends 2 hours of his day there, but only about 15 minutes with the doctor.

### Fill Prescription

- ⚠️ Prescription was sent to a different location within the pharmacy chain, requiring an extra drive across town, and when he got there it still wasn't ready.
- ⚠️ The pharmacist's instructions were complex, and Ken threw away the paper version.

### Get Ultrasound

- ⚠️ Ken has to make a separate appointment with an imaging center.
- ⚠️ The nearest imaging center is out of network, and Ken doesn't know what it will cost.
- ⚠️ Ken has to fill out new patient forms again.



# KEN'S PATIENT JOURNEY



Ken's doctor sees that there is indeed something still present in the wound, and refers Ken to a podiatrist to perform a minor surgery at an ambulatory clinic.

After the surgery, Ken should make a complete recovery if he follows his post-op care.

Care

Post-Care

Advocacy

Referral

Surgery

Post-op Follow Up Visit

⚠ The podiatrist shows up as in-network, but actually has recently left the network.

⚠ Appointments are booked for weeks, and Ken has to push for an earlier appointment.

⚠ Yet another New Patient form. Ken hopes he's giving the same answers as last time.

⚠ The night before, Ken knows he's supposed to fast but can't remember if coffee is okay.

⚠ After, Ken's partner has questions about how to take care of him, and he doesn't know the answers.

⚠ Ken is not sure who to talk to if he has questions later ... the surgeon? His GP?

⚠ Ken was told that there are a few things he can do to speed recovery, but he forgets to do them.

**Once direct care is complete, Ken is back where he started, hopefully recovered from this one event.**

⚠ In the future, Ken will need to remember to include this in his medical history – the next time he has to fill out a new patient form.



# KEN IS SEEN AS **A PATIENT – NOT A PERSON**



Even assuming all went well with Ken's treatment, everything was focused on the care event itself, within the clinical system – and even that was burdensome and complicated.

A large portion of the experience lifecycle is largely ignored– leaving Ken feeling the same.

Awareness

Consideration

Care

Post-Care

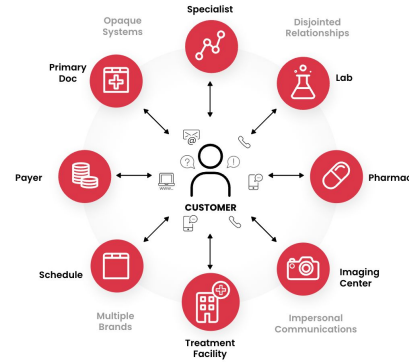
Advocacy

Physician searches on plan sites that yield lists of names, locations, specialties, etc.

- No way to assess fit
- No way to understand relative costs
- Primary consideration factor is location

All of which is often out of date and unreliable

**Ken is a Stranger**



**Ken is Overwhelmed**

Any post-care is largely left up to the patient and their families to figure out separately.

- Follow-up providers are a whole new relationship
- Pamphlets are unread and thrown out
- Physicians leave practice
- Charts don't update

The next time care is needed, there is often no continuity and the customer starts over from zero  
**Advocacy is not even an option.**

**Ken is Forgotten**

# A PLATFORM FOR **A BETTER WAY**

A high-quality healthcare experience for consumers not only makes the care event itself seamless and easy, but connects to the whole lifecycle before, after, and between individual need events.



## Capabilities Supporting the Whole End-to-End Lifecycle

- Personalization
- Preference Management
- Customer Data
- Analytics
- Content Management
- Contact History

Ultimately, maturing into a unified, modular, seamless DXP that ties all of it together into an omnichannel experience.

# FOCUS ON WHAT'S UNIQUELY YOURS

The patient journey consists of moving parts, some of which are commodified, some interchangeable, and some truly differentiated—things you can own in the market.

## Use Common Ubiquitous Features

Commodity features can be selected easily from commercially-packaged solutions, singly or in bundled offerings.

- Scheduling
- Payment processing
- Messaging Channels
- Data collection

**The good news** – you don't have to build it all yourself, and you don't have to reinvent internal combustion to unseat the entrenched players.

## Select Key Integrations

Core features that are costly to create should be strategically integrated to leverage large investments already made – don't re-create.

- EMR (Epic, Athena, Cerner)
- CRM (Salesforce, Oracle, Zoho)
- Cloud Services (AWS, Google, Azure)

**You can focus on what brings you closer to your patients, and brings them closer to you.**

## Build and Optimize

The parts of your stack that deliver care, build trust, and strengthen relationships should be where you invest your own resources.

- Experience Orchestration
- Omnichannel Communication
- Content Curation
- Personalization

# PERSONALIZATION **PATHWAY**

## Define Personalization Goal(s) & Strategy

### Examples

- Increase Cross-sell Revenue
- Improve Relationship Management

### Personalization Strategies

- One-to-One
- One-to-Many

## Collect Customer Data

### Data Management Platform

- Account Data
- Transactions & Interactions

### Platform Analytics

- Website
- Mobile App
- Social Media

## Create Targeted Content

- Customer Data Platform (CDP)
- Translation/Localization Software
- Content Management Software (CMS)
- Predictive Analytics
- A/B Testing

1

2

3

6

5

4

## Optimize


- AI/Machine Learning

## Personalize Content

- Digital Experience Platform (DXP)
- Content Management Software (CMS)

## Distribute Content

- Content Management Software (CMS)
- Engagement Analytics



## PRIORITIZE THE PATIENT EXPERIENCE WITH A **DIGITAL EXPERIENCE**

A digital experience platform, or DXP, can help a practice dynamically manage digital content and provide the tools required to deliver personalized content. This will drive engagement, strengthen relationships, and ultimately create better health outcomes for patients, and better business outcomes for providers and clinicians. When you combine automation and orchestration of a DXP with a modern customer experience (CX) strategy, any healthcare organization can stand out.

Acquia's Open DXP provides patients with the digital front door to healthcare providers. Alongside CI&T, an Acquia preferred partner, we enable providers to engage with patients across a number of digital channels, using historical data and AI modeling to personalize to their specific needs.

# "Marketers Shift Focus to First-Party Data Strategies for Enhanced CX and Custom Content amid Phasing Out Third-Party Cookies by Web Browsers"

Source: 2023 Customer Experience Trends Report.

Title: "[Create More Engage Customer Experiences and Launch Faster](#)"

A circular graphic with a blue-to-purple gradient background and a white border, containing the number 88% in white text.

88%

Say gathering first-party data is more important to their organization than it was two years ago.

A circular graphic with a blue-to-purple gradient background and a white border, containing the number 41% in white text.

41%

Say the ability to gather enough data about consumer preferences to create compelling digital experiences has been very important over the past 18 months.

A circular graphic with a blue-to-purple gradient background and a white border, containing the number 35% in white text.

35%

"Strongly agree" that their organization is "fully prepared for the cookieless future."

# TRANSFORM YOUR HEALTHCARE SYSTEM WITH A **DIGITAL EXPERIENCE PLATFORM**

A DXP has become an essential tool for healthcare providers to meet the needs of their patients while staying competitive in the market.

Today's leading providers need a digital experience platform (DXP) to enhance patient engagement and satisfaction. New entrants into the market are disrupting existing patient relationships and changing how providers and clinics do business. Even more, patients have easier access to their own data and technology that offers increased control over their own healthcare.

A DXP can help meet these growing demands while delivering better care, and reduce costs. With the increasing importance of digital technologies in healthcare, having a DXP has become critical to a healthcare provider's ability to boost patient engagement, streamline administrative tasks, manage data better, integrate with preferred tools, and analyze existing business intelligence.





# BOOST EXPERIENCES IN HEALTHCARE WITH A DXP

Acquia has extensive experience working with healthcare providers, payers, and pharmaceutical companies, providing them with the tools and support they need to meet their unique digital requirements.

## **Empower Patients and Improve Outcomes**

A DXP can provide a personalized experience to patients, improving their engagement with the provider and leading to better outcomes. By integrating patient data from multiple sources and providing relevant information in real-time, a DXP can improve the overall patient experience.

## **Automate Administration and Maximize Efficiency**

A DXP can automate many of the administrative tasks involved in healthcare, such as appointment scheduling, billing, and insurance verification. This can free up staff to focus on more important tasks, such as patient care.

## **Unlock the Full Potential of Data**

A DXP can integrate data from multiple sources, such as electronic health records, patient portals, and wearables, to provide a comprehensive view of patient health. This can help providers make more informed decisions and improve patient outcomes.

## **Drive Competitive Advantage**

A DXP can provide advanced analytics and reporting capabilities, allowing providers to track key performance indicators and identify areas for improvement. This can help providers optimize their operations and stay competitive in the market.

## **Improved Outcomes for Patients.**

## **A More Efficient Healthcare System for You.**



# ACQUIA'S HEALTHCARE



# THE ACQUIA **DXP** JOURNEY



## EASY, FAST CONTENT CREATION

**Acquia's Site Studio** is easy to use for non-IT staff and employs a low-code approach, so you don't need to rely on developers. Instead, site designers, builders and authors can create complete websites using drag-and-drop functionality. In addition, Site Studio doesn't limit you to a theme with predefined layouts and styling options like other website builders do.



## MANAGEMENT AND COMPLIANCE AT SCALE

**Acquia Cloud Site Factory** offers a single view of all of your brands sites. Teams from all regions can deploy and reuse templates to update once, across your brand portfolio and regions, eliminating IT's backlog and support costs.



## GREAT EXPERIENCES START WITH CONTENT & DATA

**Acquia's DAM (Digital Asset Management)** solution can become your brand's best friend. Use DAM to centralize creative assets, integrate to distribution platforms, and deliver an improved user experiences with the latest assets and creative.

In addition, **Acquia's Customer Data Platform (CDP)** empowers actionable insights with unified data. Pharma companies can tailor content and campaigns so it works across providers at the right time to give your customers an experience that makes them feel seen, and heard.



## ORCHESTRATED, PERSONALIZED OFFERS

**Acquia Personalization** will increase your organizations onsite conversions and guide visitors to specific calls-to-action by analyzing browsing behavior, determining if the visitor is known or anonymous, and displaying relevant content.

# GIVING PROVIDERS PEACE OF MIND.

**Modern healthcare providers and networks need defensive foundations. Acquia's platform security leaves no stone unturned — bugs can't hide.**

## **Security Through Standards:**

Acquia has a compliance portfolio that includes industry-specific audits and certifications performed by independent third parties to validate the security and effectiveness of its platform's controls.

## **Security through Innovation**

Acquia offers additional layers of security for customers on its platform, including the Acquia Cloud Edge family of products (Protect and CDN) and Acquia Cloud Shield, an isolated section of Acquia Cloud.

“Acquia's DXP is designed to integrate seamlessly with a **wide range of third-party applications and systems**, allowing healthcare providers to streamline their operations and improve efficiency.”

## **Composable. Adaptable. Scalable.**

Acquia's DXP gives life sciences organizations the freedom to deliver excellent patient experiences on a platform that will scale and grow as their needs evolve and technologies change. By eliminating data and content silos, organizations can compose customers experiences at scale across any numbers of brands to engage, convert, and drive results with providers across every channel.

Acquia's DXP solutions are built on a foundation of unified data allowing organizations to boost business agility and maximize the value of their marketing investments.

# CI&T AND ACQUIA: A POWERFUL PARTNERSHIP



## DEMONSTRATING MASTERY AND COMMITMENT

Ci&T is recognized as an Acquia Practice Certified Partner having demonstrated a mastery of Acquia's Digital Experience Platform. Ci&T has a proven set of technical achievements, and a commitment to driving transformative business engagements on the Acquia Platform having repeat victories as an Acquia Partner of the Year and Acquia Engage Award winner.



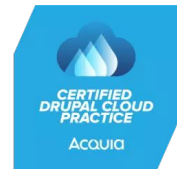
## END-TO-END SOLUTION AND INDUSTRY EXPERTISE

Ci&T and Acquia strategists, designers, and engineers will work with your technology team to implement Acquia platforms. We can help you identify gaps in customer experience, design solutions, and implement them. Partners for more than ten years, mutual clients of Ci&T and Acquia include Johnson & Johnson, LifeScan, First Hawaiian Bank, and many more.



## MORE THAN 12 YEARS OF ACQUIA AND DRUPAL EXPERTISE

The Drupal community is large and vibrant, and Ci&T is one of its most active global contributors, supporting over 100 existing projects. The company employs 400+ Drupal programmers, with 40+ certified Drupal Engineers, and two Triple Certified Drupal Developers.



# HOW ELSE CAN CI&T AND ACQUIA HELP?



## A PLATFORM TO SCALE CONFIDENTLY

Meet growth, traffic, and performance demands with high availability hosting in seven global regions and a 99.99% SLA. Being fully managed by Acquia, you can relax and shift your focus from maintenance to innovation.



## A LOWER COST OF OWNERSHIP

Acquia DXP's total cost of ownership is also less than that of competitors due to lower upfront licensing costs and recurring fees, which grow as your site traffic grows. Some rivals also don't offer cloud-based solutions.



## ONE-TO-ONE, EVERY STEP OF THE WAY

When life sciences organizations need to unify their data or create unique experiences, they turn to Acquia & CI&T to help foster more meaningful connections and customer experiences. Regardless of the industry, these partners have the product and services expertise to meet your needs.



# HERE'S WHAT ACQUIA DXP CUSTOMERS HAVE SAID



## VALUE

- ■ “Due to Covid, we suffered an enormous loss of revenue... We could get a lot more value and a lot more stuff from going with Drupal than we could from Sitecore— because even with our really good deal [with Sitecore], the license added to all the development work. As we got into an RFP process, we were looking to save money across the organization. And over five years, [with Acquia/Drupal], it’s going to save us like £150,000. For a charity of our size, that’s a lot of money.”

## SPEED TO VALUE

- ■ “I had been a developer of Sitecore at a previous company, and I understand the development support that is needed, and we don’t have that. So, we wanted something not so complex. Our time-to-launch was so short that Sitecore would not have even been feasible.”

## CUSTOMER SUPPORT

- ■ “Our experience with Sitecore wasn’t great, to be honest with you. I mean, Sitecore is great at selling. It’s a good marketing machine. Anyone you talk to at Sitecore would say this, but it’s not great at after-sales. Sitecore offers you support, but it’s expensive. We got a really good deal as a charity, and I think that led us slightly down the wrong path.”

## HEALTHCARE EXPERTISE

- ■ **“Plug and play nature” of the Acquia marketplace:** the ability to add functions and adapt the system without any custom coding was considered a strength of the platform. [When] I started digging a bit deeper, it’s like, well, ‘How would I do this in your platform? How do I do that in your platform?’ And [one vendor’s] answer is written code, and Acquia’s like, ‘Oh, we have this in the marketplace.’”



# THANK YOU



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