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Health Industry

Customer Experience

What can you do?

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What are we going to talk about…

Today's consumer and their expectations? **01**

How are leading organisations redesigning their services? **02**

What might this mean for you? **03**

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01

Today’s consumer and their expectations?

The ever changing consumer…

Today's Consumer				
… expects more	… trust their peers	… are informed	… have choices	… have a voice

Understand the changing customer mix and prepare your system for change

'Always-on' consumers have different characteristics & expectations

Characteristics

Mobile/ Mobility
"I'm LOST without my mobile"

Connected
"I expect my experience to be SEAMLESS as I move from device to device"

Borderless
"I'm up at 3am, why aren't YOU"

Simultaneous
"I'm a MULTI-TASKER and I'm always interacting"

Expectations

Relevant
"YOU get to know ME"

Choice
"Your website said that it was available, why don't you have it in store?"

Secure
"What do you mean MY INFORMATION has been compromised"

Simple
"SIMPLICITY is key"

eservice

mobile

social

web

ecommerce

search

Our clients' customers are changing. *They are becoming more empowered in the marketplace which forces companies to adopt new customer imperatives.*

There are several customer and social trends that are occurring…

Abundance of Products & Services

Customers are more **connected** than ever and share their ideas and opinions

Channels are **over-saturated** as customers are bombarded with messages

Customers are changing their behaviors and preferences

Customer Impact

- Customers are more empowered than ever before
- Customers are redefining the value equation and how it is delivered
- Customers feel more compelled to communicate and take action regarding customer service

..and forcing new customer imperatives onto companies

Help customers filter out the noise with smarter value propositions

Companies must manage every interaction to gain and maintain the attention and interest of customers

Address your audience where they are and in terms that are meaningful to them

Focus on perceived value – the benefit customers realize can far outweigh or justify the price paid for the product

The Customer Imperative

Organisations are rapidly seeing the need to prioritise the delivery of an exceptional customer experience to remain competitive

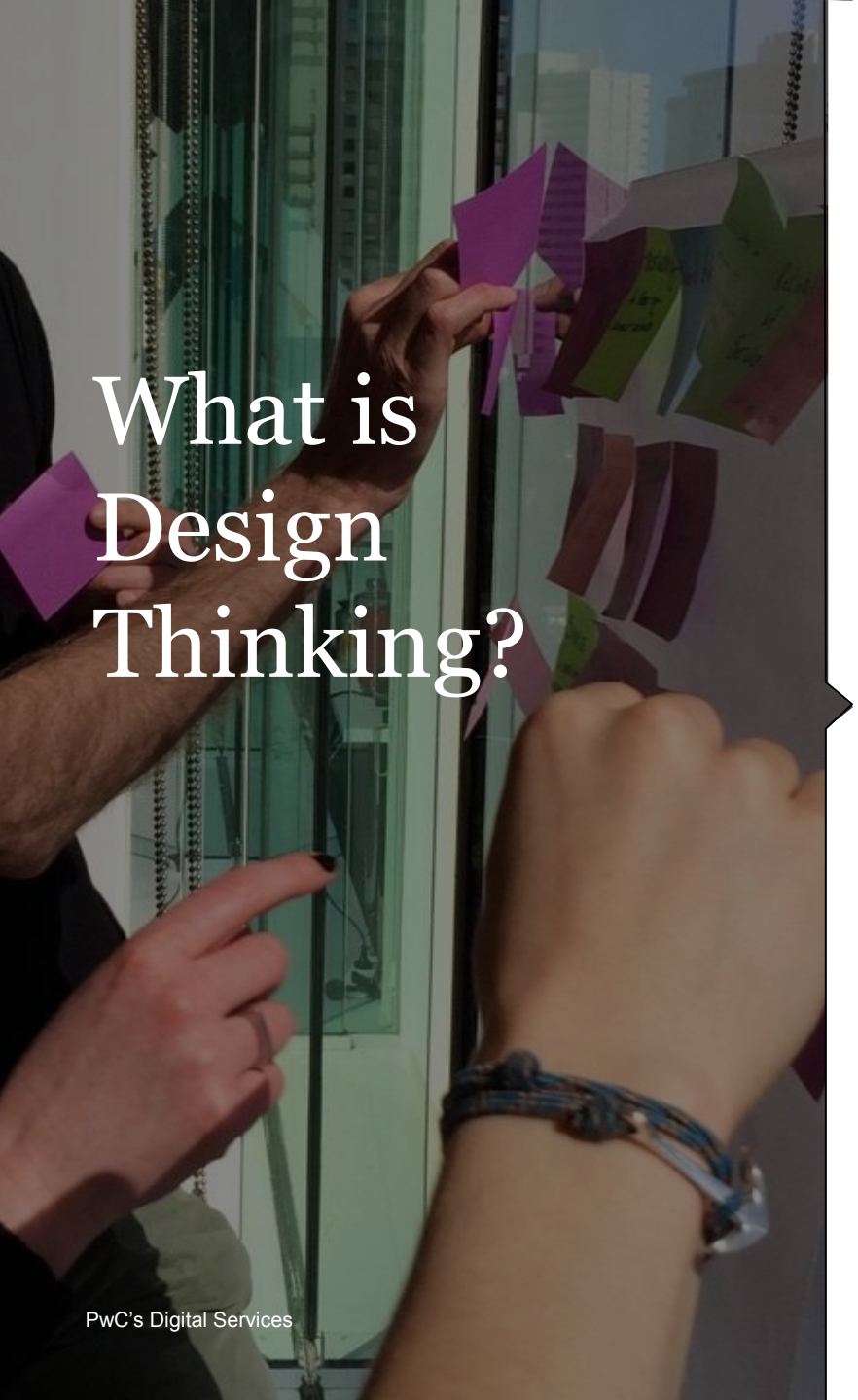
Customer centricity is at the top of the C-Suite agenda. CEOs globally are acknowledging that customer centricity must be a core focus to achieve competitive

02

How are leading organisations redesigning their services?

Design Thinking

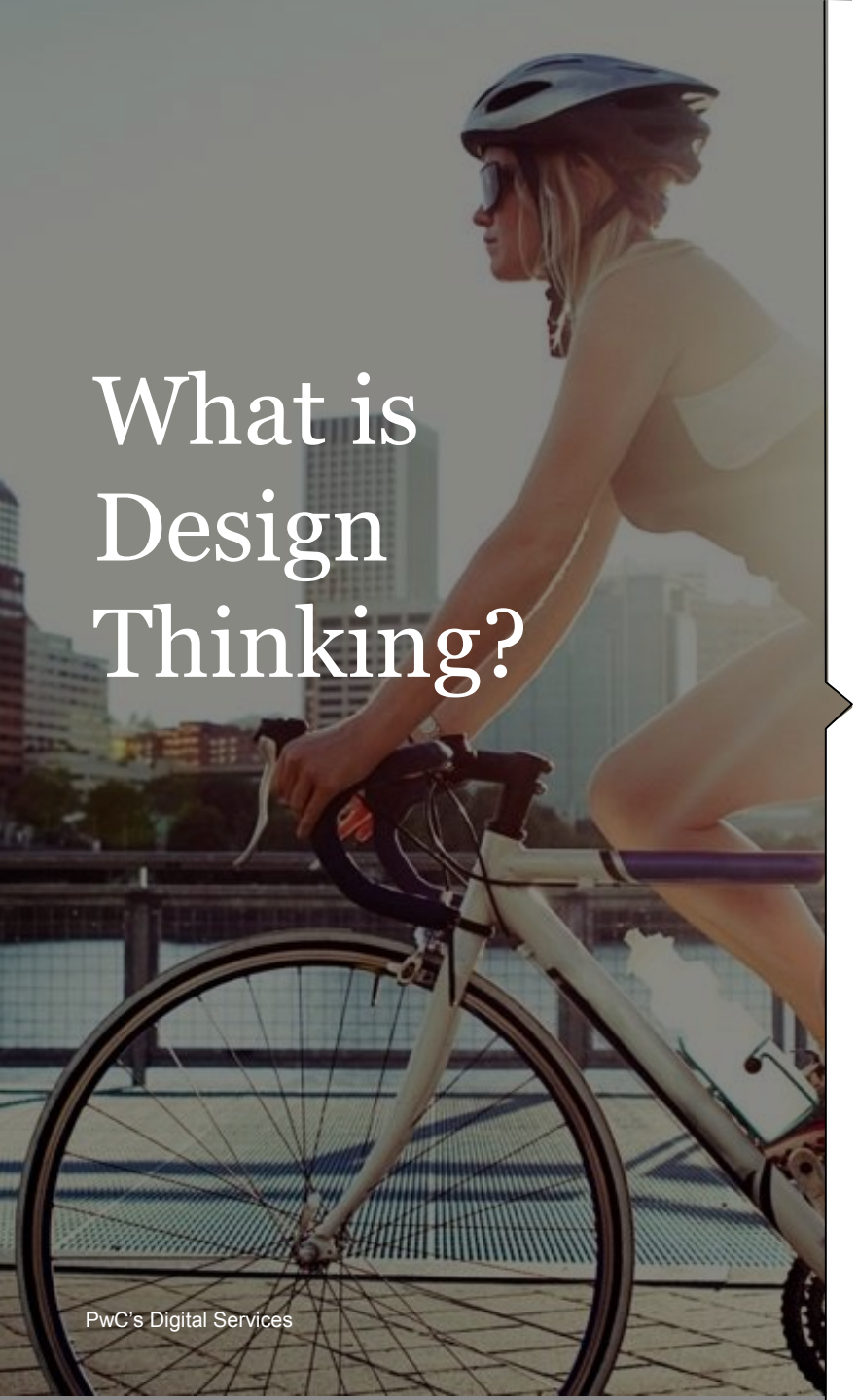
What is Design Thinking?



What is Design Thinking?

Design thinking…

is a human-centered innovation process that emphasises observation, collaboration, fast learning, visualisation of ideas, rapid concept prototyping, and concurrent business analysis, which ultimately influences innovation and business strategy



What is Design Thinking?

Design thinkers...

have an optimistic, collaborative and experimental mindset that often creates new perspectives to build innovative ideas that add value to organisations and the people who interact with them

Market Relevance

The most innovative brands have an associated Design Thinking case study.
Test it out: 'Google' any innovative brand with 'design thinking' and see what you find

The Design Thinking process

Design thinking is a repeatable, proven, rigorous approach best leveraged when the problem is based around people, in an environment of changing needs and undefined requirements

Discover

Explore & discover with an open mind. Seek new human-centered insights

Objectively viewing the connected world. Identifying new insights that matter

Define

Finding problems worth solving

Maximizing business value

What if?

Incremental, radical - a range of options

Moving into whitespace

Prototype

Iterate, test, pivot & validate

Creating superior user engagements

Document

Detail value proposition, financials, delivery success, partners and metrics

Locking in business value

Design Thinking Mindset

The way we approach our work

03
What might this mean for you?

Our healthcare industry is changing…

- *Increasing demand*
- *Increase info. access and sharing*
- *Increasing cost sharing*
- *Healthcare reform*
- *Push for Value*
- *Labour is shrinking*
- *Desire for 'on-demand' healthcare*
- *New Entrants*

Consumerism in healthcare…

I expect more from hospitals…where do all my taxes go and my health insurance payments

If they aren't going to listen…I know who will. I'm going to post this on Facebook!

I trust my friends and what I hear online more than clinicians

I think I know what the problem is…I'll google it.

I'm sick of waiting hours and then being told to come back!

Example of how 'experience' can be defined for Health…

"The sum of all ***interactions****, shaped by a health organisations* ***culture*** *that influence patient* ***perceptions*** *across the* ***continuum of care****"*

Interactions

Culture

Continuum of Care

Perceptions

Potential 'end-state' goals of patient experience…

Safe Care

High Quality Care

Patient Satisfaction

High Value Care

How might consumer experience in health create value?

Focuses on **better clinical/health outcomes** not process or cost

Drives a productivity and process dividend (Accelerates the evaluation of current administrative, clinical and technology (IT) architecture – Prioritises business and technology capabilities based on business and institutional criteria to develop a roadmap to realise experience vision

Encourages **product and service innovation**: Pulls critical patient insights and potential needs for breakthrough products and differentiated person-centred experiences – identifies interactions that are most important using advanced data analytics

Optimises workforce through workforce utilisation, capability uplift and employee alignment/loyalty - drives the desired behaviours

Optimises **end-to-end experience** - **reveals critical customer signals** and experiences that meet customer needs

Key Takeaway's – you can drive superior experiences…

1. **Know your customer** and **focus on the end state** of experience in Healthcare
   Care, Quality, Patient satisfaction and Value
2. **Understand the customers journey** with your organisation (good, bad, ugly)
3. **Breakdown organisational silos**
4. Deliver a **consistent experience** across all touch points
5. **Personalise** the experience
6. Deliver **share-worthy experiences**
7. **Embrace data** to learn

…Health Organisations should always be ***learning and evaluating*** what matters to consumers.