



EXPERIENCE MAKERS^{LIVE}





Digital Experiences in Healthcare

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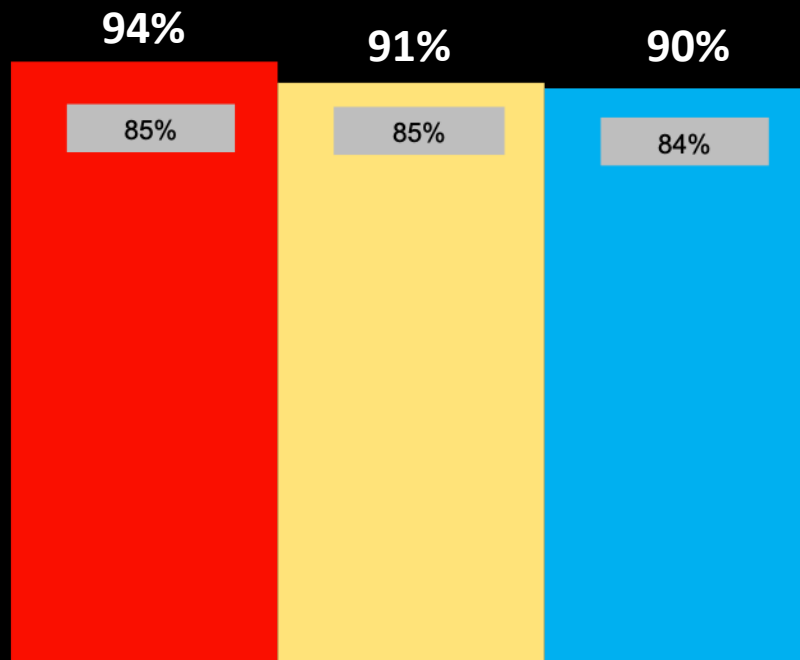
People buy
Experiences

Not Products

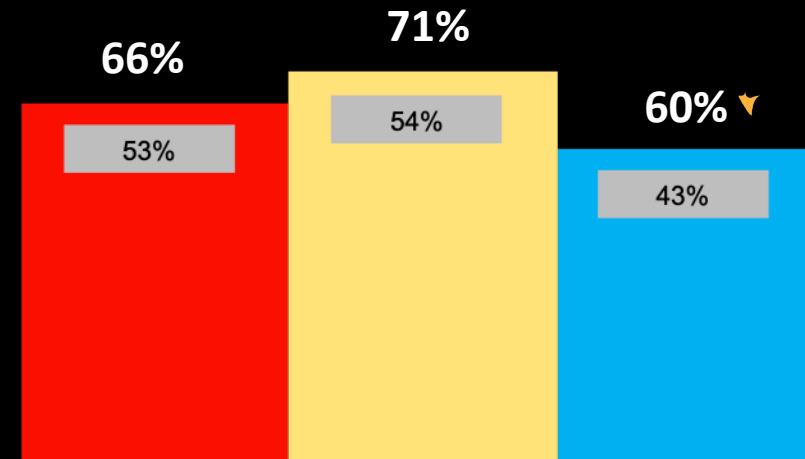


We're all digital natives when it comes to our health

Research every diagnosis Online



Search online "first thing" when experiencing a symptom



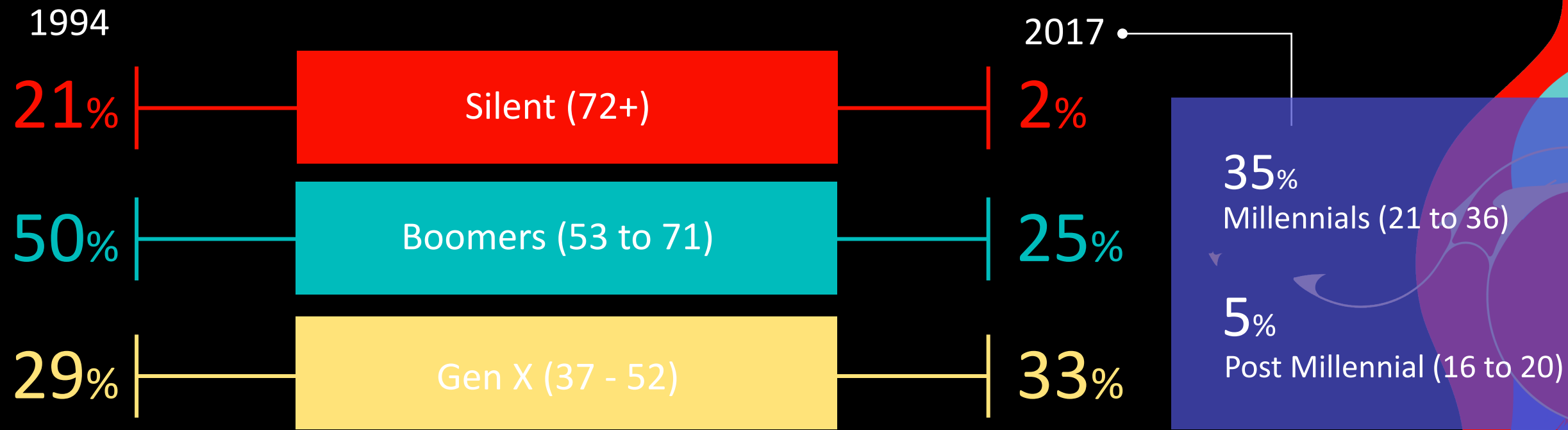
■ Ages 18-34 ■ Ages 35-54 ■ Ages 55+

2018 Figures

Source: Adobe & Econsultancy Healthcare Survey Dec 2019

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The digital shift happened already



Age Groups Making Healthcare Buying Decisions

Source: Pew Research Center analysis of 1994-2017 Current Population Survey



72%

"We sell an
experience."

Healthcare C-Suite Opinion

Up from 62% in 2018



Source: Adobe & Econsultancy Healthcare Survey Dec 2019


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Despite what Healthcare Executives think...

We are not happy with our healthcare experiences [Ranked from Best to Worst]

Source: Adobe & Econsultancy Healthcare Survey Dec 2019

	Rank
 Retail - stores and websites	1
 Banking & Financial Services – personal banking, investment services	2
 Wireless and home technology - mobile and cable related services	3
 Travel & Hospitality (QSR)	4
 Healthcare – health insurance companies, healthcare providers, pharma	5
 Automotive - dealers and services	6
 Government – federal and state offices	7

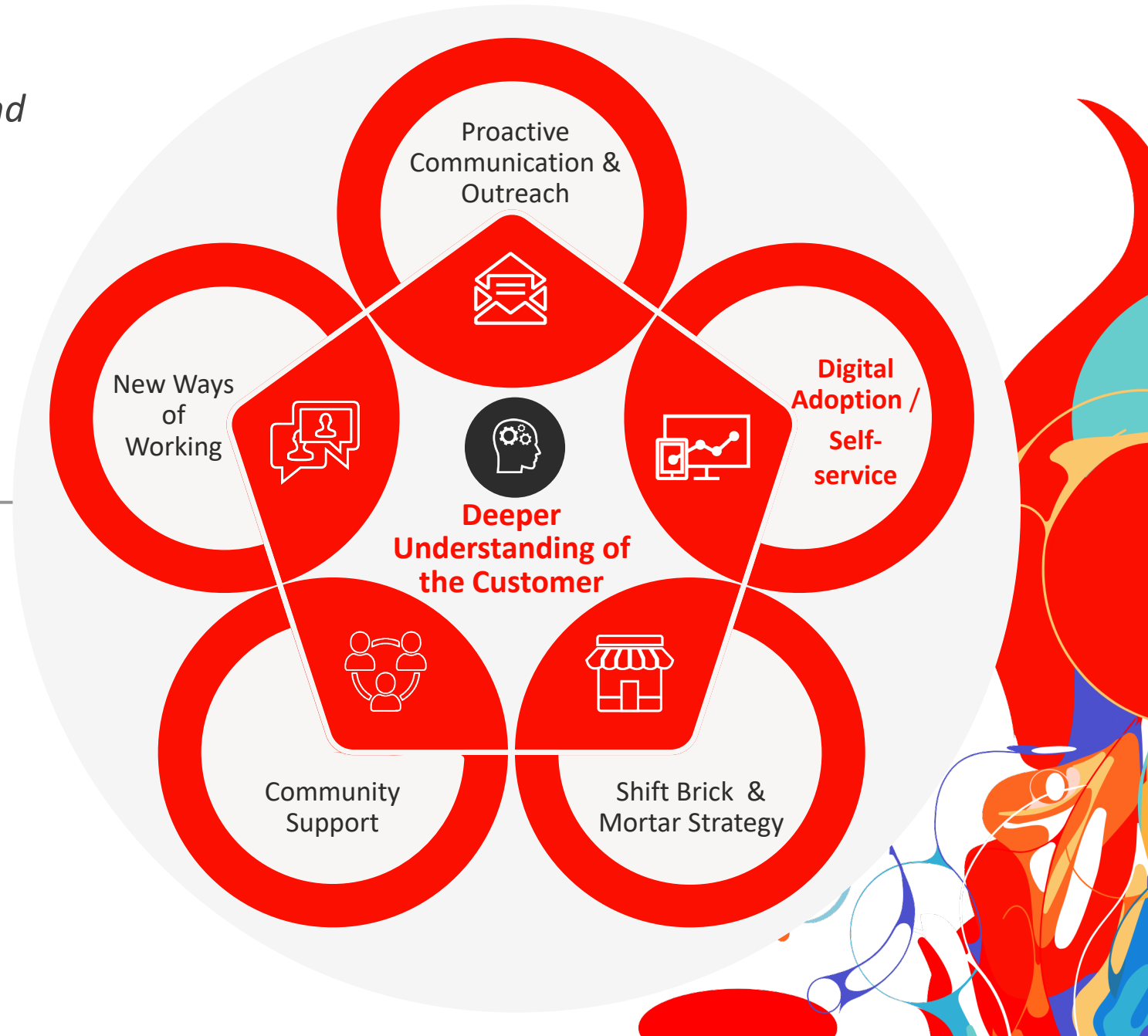
Health Consumers are Changing the Power Dynamic

- Armed with Information + Exercising Choice
 - <20% of insured hit their high deductibles
 - <50% follow physician referrals
- Looking for Convenience & Additional Access Points
 - Digital channels / mobile access first
 - Augment physical with digital experiences
- Looking for Self-Service Opportunities
 - Scheduling / Managing Appointments
 - Renewing / Managing Prescriptions
 - Online Payments / Managing Financials
- Don't care about Loyalty – 55% willing / anxious to change
- Seeking Cost Transparency and Personal Control
- Want Simple, Timely Communication & Personalized Content

Meeting New Digital Demands

Understand customer priorities, challenges, and provide value in current market conditions

Business Continuity





Better Understand Your Customer

- Identify specific customers and audience segments, understand behavior (*interests and points of friction*) , anticipate actions
- Use data to generate actionable insights and improve customer outcomes



A major provider is using data to identify customers by geographic location, and direct them to local testing facilities based upon age, conditions, and assigned priority. Communications are tailored to patient needs, and home-remedies to alleviate symptoms.



A major health insurer implemented chat bots as a means of distributing targeted information based on common questions / answers related to current events. Customers understand their level of risk and actions they can take based on their level of risk.



A major pharmaceutical company utilizes anonymized data and audience segmentation to deliver “personalized” content to consumers of a diabetes management drug.



Digital Adoption & Self-Service

- Increase online and mobile adoption and self-service to:
- Increase customer efficiency
- Reduce unnecessary visits to public locations
- Reduce call center volumes



Global pharmaceutical company is speeding vaccine trials by digitizing evidence collection and evaluation forms, and then connecting them directly to clinical trial facilities. Real-time, scalable exchange of information expedites decision making and lowers costs.



Change Healthcare has developed an application that enables customers to shop for treatments and procedures, schedule them and pay up-front all in a convenient digital forum.



A regional insurer is leveraging QR codes in direct mail and email campaigns to encourage mobile app downloads from non-users.

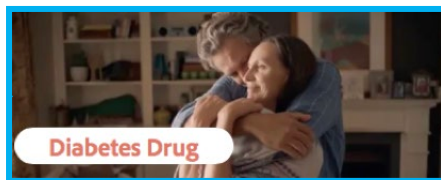


Better Understand Your Customer

Researching
Diabetes Symptoms



Targeted display ad to unbranded site



Browsed “Living
with Diabetes” on
UNBRANDED site



*Next visit to BRANDED site
displays content relevant to
ALREADY DIAGNOSED
segments*

Browsing through ‘real
patient stories’ on
branded site



*Site content updates to
surface “Sign Up for
more info” CTA*

Challenge

- Customers are not engaged by one-size-fits-all messaging, they expect you to know them.
- Personalization is difficult because of compliance issues regarding use of data

Solution:

- Journey-based personalization leverages behavioral data deliver the right content via the right channel
- Personalization based upon anonymous data and audience segments is compliant

Impact:

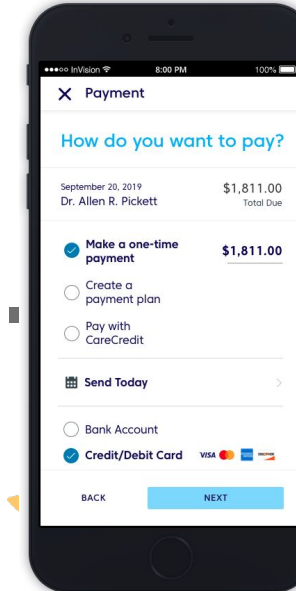
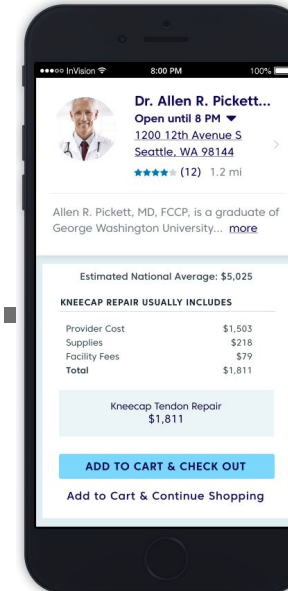
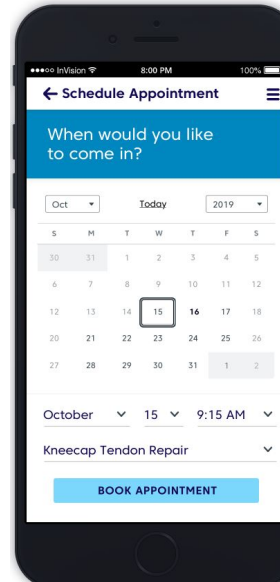
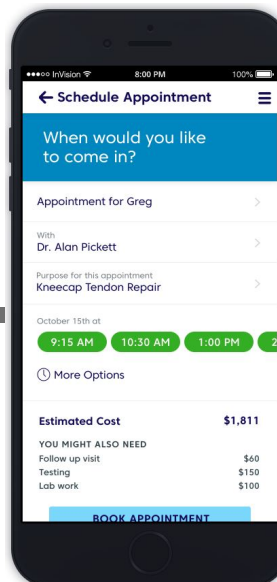
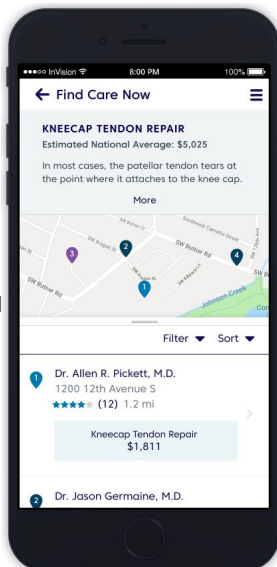
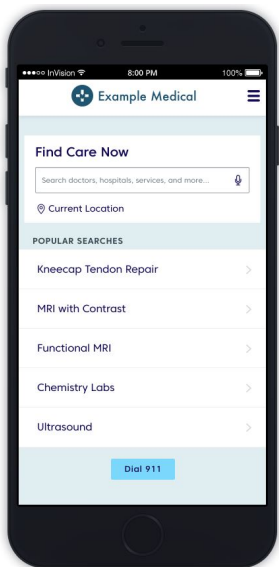
- Accelerated customer journey & shortened time to desired outcomes
- Increased engagement
- Increased customer satisfaction



Digital Adoption & Self-Service

CHANGE
HEALTHCARE

Shop Book and Pay™



Shop – Managed Shopping Experience

- Empower consumers with pricing information, bundles of services, and recommendations in an easy, online directory
- Trigger shopping workflow from referral orders, pre-filling the consumer's "shopping cart" with services

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Book – Integrated Digital Scheduling

- Within the same workflow, allow patients to search and book appointment with your organization
- Suggest recommended appointment times based on volumes or the referral order



Pay – Collect Payment Upfront

- Query insurance and prompt pre-payment of the expected out-of-pocket balance while patient is in scheduling workflow
- Intelligently offer options like payment plans, financial counseling, and procedure bundles

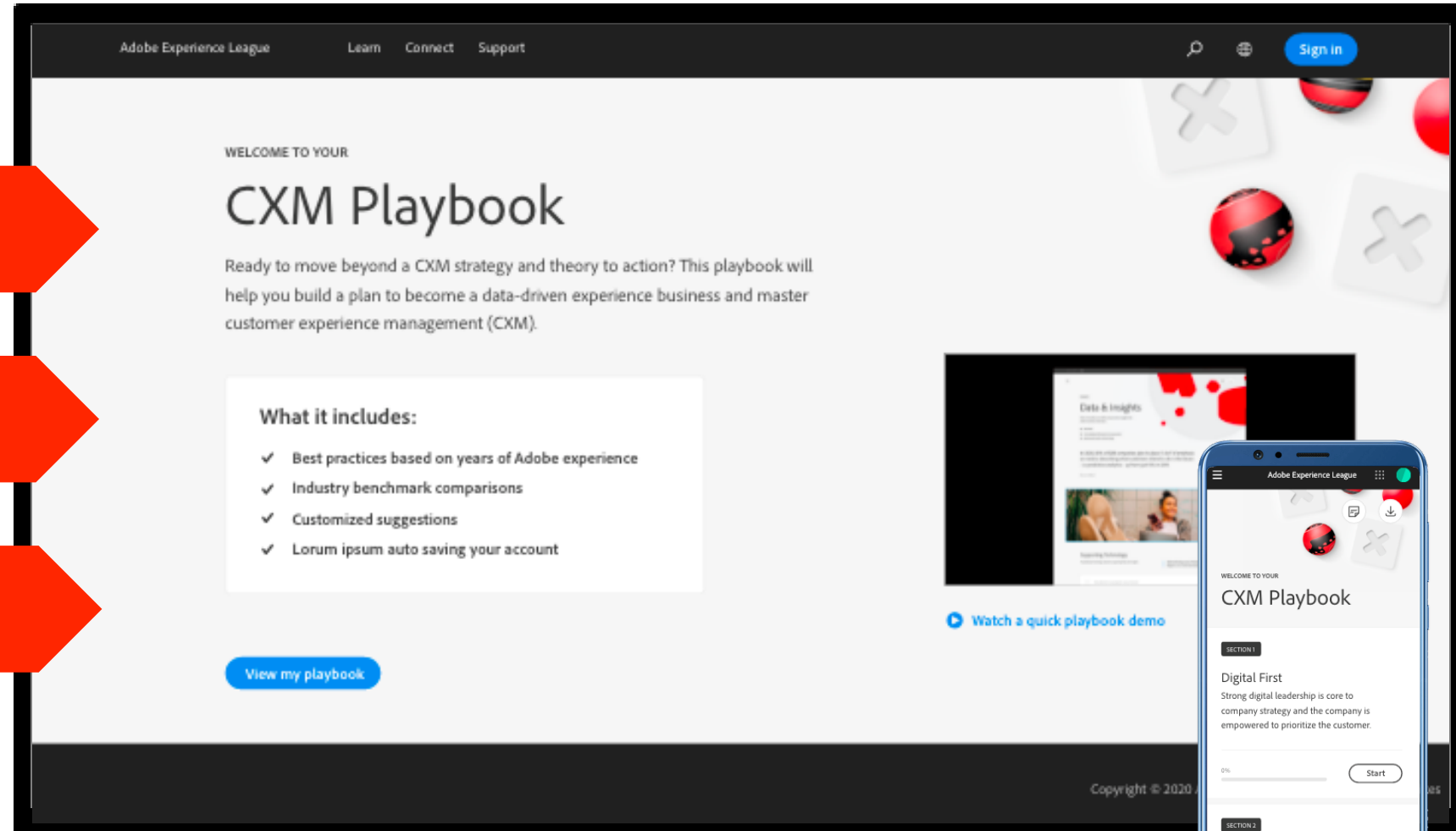
Preparing for the future: The CXM Playbook

🔗 experienceleague.adobe.com/playbook

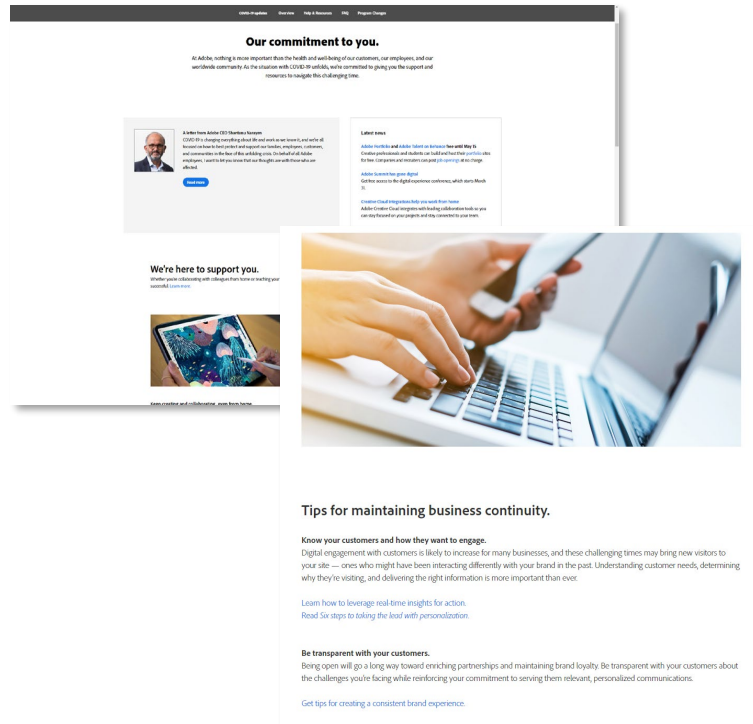
Watch an overview demo video

Assess yourself across six areas of Digital Transformation

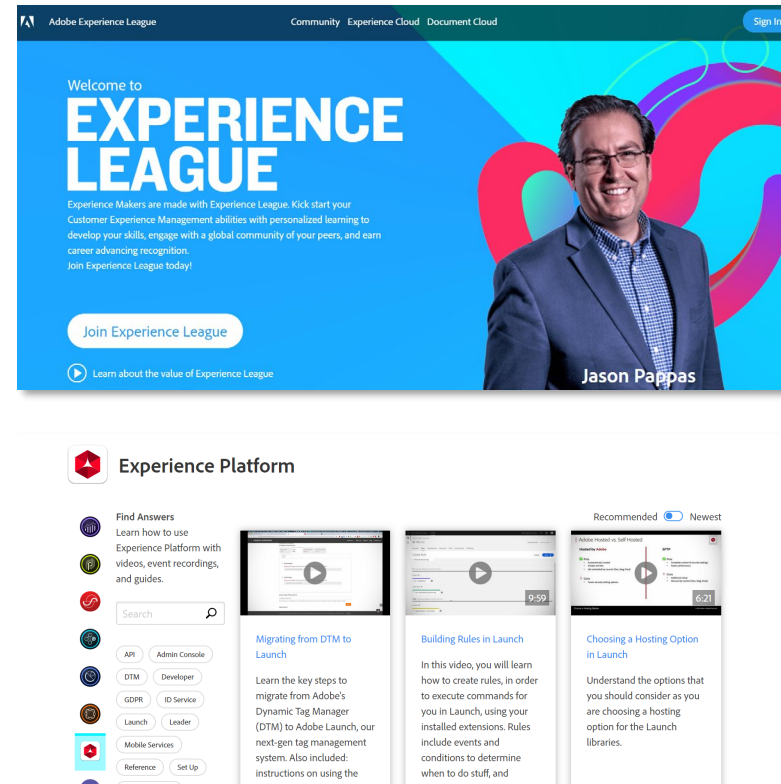
See benchmarks, take notes, flag content, review learning paths



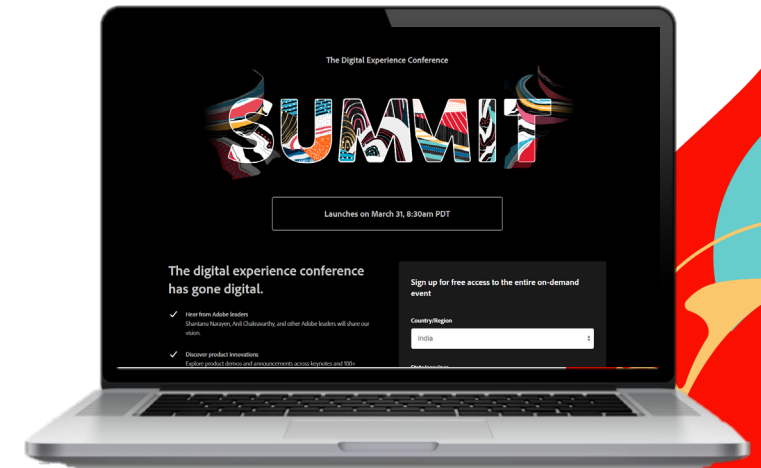
Additional Adobe Resources



COVID Response
adobe.com/covid-19-response



Adobe Experience League
experienceleague.adobe.com



Adobe Digital Summit 2020
adobe.com/summit.html



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