



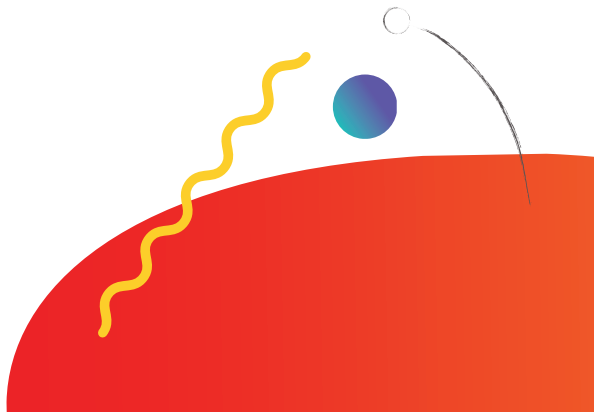
# The return of the house call.

Three opportunities to create better experiences for healthcare consumers.



Decades ago, when you felt sick, your family doctor came to your home to examine you and prescribe care. This doctor knew your name and complete medical history—maybe even welcomed you into the world. You felt known and cared for—because you were. Today, the spirit of the house call is alive and well in the form of personalized digital healthcare.

Although telehealth has been available since the 1990s, it experienced a major surge in 2020 when the number of virtual doctors' visits grew from 1% to 80%. According to a recent survey conducted by Econsultancy, approximately 32% of visits are now online, and the convenience factor enjoyed by healthcare consumers, providers, and organizations remains. Patients are empowered by the ability to receive medical care on demand, and they expect more healthcare services delivered through digital channels.



Findings in Econsultancy's *Consumerization of Healthcare 2nd Edition* show that more than 90% of healthcare consumers of all ages now turn to digital channels to learn about health risks, to communicate with their doctors, and to evaluate new service providers. They employ the same habits they've honed to make decisions across other

90%

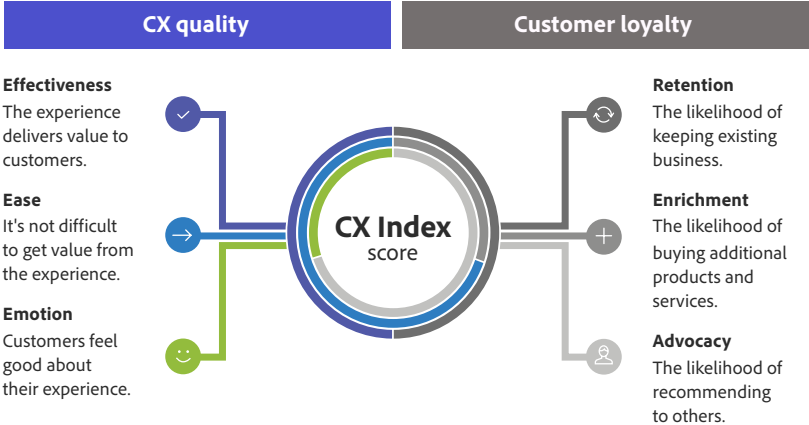
of healthcare consumers of all ages now turn to digital channels to learn about health risks, to communicate with their doctors, and to evaluate new service providers.

industries, including financial services and retail. Likewise, they expect the same level of service in healthcare: an experience that is responsive, convenient, and digital.

Consumers want healthcare organizations to learn about them and provide relevant information and solutions. And they expect the highest levels of quality care across all their interactions. In short, they want to be heard and understood, and they want to know they aren't alone as they traverse their health journeys.

Meeting these expectations comes down to what Forrester identifies as the key elements of great customer experience: effectiveness, ease, and emotion. When you put healthcare consumers first—remembering their name and medical history, sending text reminders for appointments and refills, keeping wait times minimal, making it easy for them to get their questions answered, and making sure their privacy is respected—they're more likely to stick with you and recommend your services to others.

**Forrester's CX Index score measures how successfully a company delivers customer experiences that create and sustain loyalty.**



In this guide, we're discussing three areas of opportunity—relevance, timeliness, and integration—and the technology to help improve them. Use these insights to deliver effective and easy customer experiences that help people feel better—and feel good about your brand.



## SECTION ONE: RELEVANCE

# “If you know me, you’ll care about me.”

As a healthcare marketer, one of the best ways you can demonstrate that you know and understand your consumers is by offering relevant content personalized to each individual’s unique healthcare needs—whether it’s education on postpartum depression for a new mom or a list of in-network physical therapists for an injured athlete. But creating one-to-one personalized experiences like these for millions of consumers requires new thinking, strategies, and tools.

For starters, you need to be able to see each consumer’s personal preferences and behaviors, even as they’re shifting and evolving in real time. This can be accomplished by combining data from multiple channels—such as electronic health records, web platforms, medical wearable devices, and online review sites—into a unified customer profile. But while you’re mining data from healthcare consumers to deliver on their ever-increasing demands for personalized content, you must also work to comply with HIPAA regulations put in place decades ago to protect patient confidentiality.

Strategic use of anonymous search engine data is one approach for balancing government regulations with consumer expectations. For instance, if a patient is researching diabetes care online, the search engine knows they’ve been searching. So when they click on a regional hospital, that hospital should know this too and serve up content on diabetes. Because the consumer hasn’t identified themselves, this is not a HIPAA concern.

“Savvy healthcare marketers know how to navigate between HIPAA regulations and consumer demands for personalized experiences,” said Thomas Swanson, Adobe’s head of industry strategy and marketing for health and life sciences. “And those who have found a way to do it are providing the most relevant information and services to their consumers.”

In the pursuit of lower costs, over

**60%**

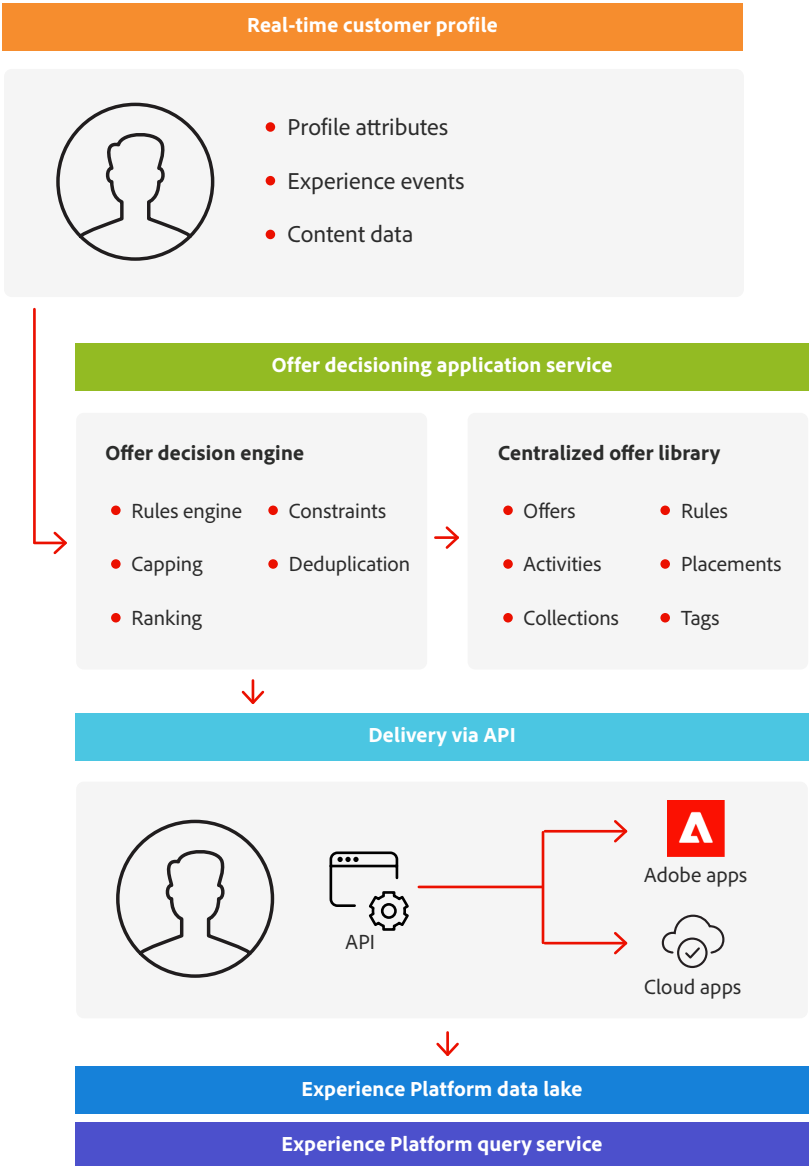
of all respondents would share their health data with insurers.

New technology will make HIPAA-compliant personalization even easier in the future, allowing you to automatically ensure HIPAA regulations are met, from the time you collect a consumer’s data to the moment you send them a personalized message. According to a survey by Econsultancy, most healthcare consumers are also aware that providing data can improve their experience in a variety of ways. They are willing to offer up information if there is an inherent benefit to them.

With real-time profiles up and running, you’ll know what each individual healthcare consumer is trying to do—whether that’s researching a disease, refilling a prescription, or submitting a health insurance claim.

The next step is to help them do it. This requires the ability to create and manage an immense amount of content for all your consumer segments, all from a central location. From there, you can use what’s known as an “offer decision engine” to match what you know about your healthcare consumer to the content, message, or offer from your library that best meets their needs—and deliver it to them across multiple devices and channels.

# Offer decisioning with real-time profiles and insights.



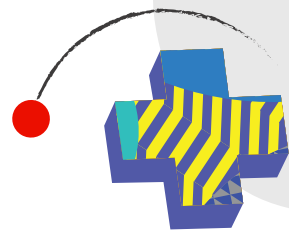
## Your tech prescription for relevant customer experiences.

When you deliver relevant experiences to your healthcare consumers, you come one step closer to achieving the CX ideal mapped out by Forrester. You'll be able to create experiences that make things easier for each of your consumers by meeting their exact needs and expectations. This enhanced customer experience begins by putting three basic tech building blocks in place:

- **Unified customer profiles** that store a consumer's entire interaction history, including preferences, behaviors, and contextual data, to build a real-time profile that gets stronger with every interaction.
- **An intelligent decision engine** that can use data from your real-time customer profiles to determine what offer or message the customer would appreciate most based on recent interactions.
- **A centralized offer library** where the closest content match to the intelligent decision engine's predictions can be served up to the customer.







## SECTION TWO: TIMELINESS

# Let's get real. In real time.

Every healthcare consumer is on a journey, taking one step, one decision at a time. A timely diagnosis and treatment can literally mean the difference between life and death. More so than any other industry segment, it's essential for healthcare organizations to have systems that can respond to humans as individuals who make choices for a myriad of reasons—all of which can change rapidly.

To truly provide the timely content healthcare consumers need, you must first understand where each person is in their healthcare journey, what their decision points are, and how they're interacting with you at each step along the way. For example, a person diagnosed with Parkinson's disease must make decisions about where to go for second opinions, additional testing, treatment, and follow-up care. When you understand the decisions they're facing, you can offer timely messages and care options to help them find the information they need the moment they need it.

Some healthcare journeys, like pregnancy, may seem predictable. Others, like an ovarian cancer diagnosis, may have an experience path that is more difficult to predict due to the nature of that recurring disease. Even when managing the most common and benign medical condition, consumers can change their minds and priorities as they move from one stage of their journey to another.

In simpler times, your local doctor came to your home and listened deeply with eyes and ears to assess your needs, make a prompt diagnosis, and prescribe next steps. Today, with artificial intelligence and machine learning, you can listen with digital eyes and ears to real-time signals that indicate the healthcare consumer's needs. This ability to respond to consumers when they need you most is the essence of timeliness. You can provide trusted expertise that meets them where they are and guides them to the next step of their health journey.

## **UnitedHealthcare blends high-touch care with high-tech interventions.**

Insurer UnitedHealthcare's Navigate4Me program provides immediate care for high-risk elderly patients. Through Navigate4Me, UHC members enrolled in the insurer's Medicare Advantage plans receive personal, one-on-one support from UnitedHealthcare navigators who serve as a single point of contact through the most challenging healthcare experiences. Navigators provide support with both clinical and administrative needs, ranging from answering health questions and resolving billing issues to helping people follow a personalized care plan and connecting them with reliable transportation.

The program is supported by technology and data behind the scenes—including medical and pharmacy claims, clinical and demographic information, and mobile health data from digital devices such as Bluetooth-enabled blood pressure cuffs. This helps patients identify future health actions at a time when it's most relevant and helps them anticipate upcoming care needs while continuously screening for risk factors.

For example, eligible UHC members with congestive heart failure are provided a Bluetooth-enabled tablet, scale, and blood pressure monitor to allow clinicians and care navigators to track daily weight changes and intervene in the case of a worsening condition. For diabetes patients, Navigate4Me helps provide connected continuous glucose monitors and fitness trackers to deliver timely, personalized coaching to mitigate symptoms.

This type of personal and immediate customer care delivers on Forrester's ideal customer experience and creates enhanced loyalty and advocacy. In fact, according to UHC, Navigate4Me consistently receives 95% satisfaction ratings from its users.

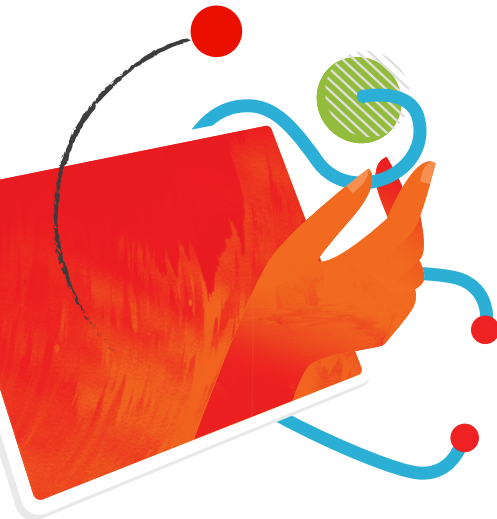
## Your tech prescription for timely customer experiences.

With personalized, timely interaction, you can provide your healthcare consumers with the services they need when they need them—saving time and money for both them and your organization. There are three essential technology capabilities you need for immediate response and follow-up:

**Patient journey maps** help you understand what consumers are doing and how they're interacting with you, from their very first touch to the completion of their journey.

**Artificial intelligence and machine learning can actively listen** to the healthcare customer's story, gather data as their journey unfolds and their medical conditions change, anticipate their needs, and suggest the next best action.

**Send time optimization** lets you send messages at the times when your customer is most likely to engage.





## SECTION THREE: INTEGRATION

# Connect every dot of the consumer experience.

Just as consumers want to be known and cared for in a timely manner, they have also come to expect great healthcare experiences everywhere they go. If they're not provided, they rightfully feel they're not being seen and heard—and dissatisfaction sets in. For example, patients who have to fill out their medical history multiple times within the same healthcare system become frustrated with the process.

As more channels are used to communicate with healthcare consumers along their journeys, it becomes increasingly difficult to deliver an integrated experience. A primary care physician may have different data from an insurer and pharmacy, as well as other distinct viewpoints. No single entity has a complete picture of the individual. Even the healthcare consumer may lack a unified location for all information about their health.

To change this, start by rethinking how your organization collaborates across teams and departments. If, like many organizations, you've got one team sending email appointment reminders, another team managing self-service features on the web portal, and yet another team handling the in-person customer experience, then it's likely your healthcare consumers are struggling with disconnected brand experiences across each of these channels.

Not only does this inconsistency cause consumer frustration, it also has a high financial toll. A recent study conducted by Humana found that "administrative complexity" adds up to \$265 billion in annual misspending.

Healthcare consumers experience this complexity—and the high cost of healthcare—in the form of duplication of marketing efforts, administrative or billing mistakes, or the general “red tape” of policy and regulation. By breaking down siloed information systems and streamlining processes, you can provide a consistently great experience and build confidence with consumers.

To create teams that work in lockstep with one another—and that are empowered to work seamlessly with partner organizations—you’ll likely need to upgrade channel-specific legacy systems. By switching to a modern omnichannel solution, you’ll get continuous intelligence about how your healthcare consumers are interacting with your organization in real time. You can then use the data from all these interactions to connect the customer journey across channels.

“With technology that connects data and content across multiple channels, you have the ability to tell the same story everywhere your consumers go,” said Swanson. “And when everyone has access to the same information, you create a more effective, unified network that—in the case of healthcare—can greatly improve the customer experience emotionally as well as physically.”

For instance, when a new patient with type 2 diabetes signs up to receive a newsletter from their endocrinologist, they can also be emailed healthy recipes from the endocrinology clinic’s nutritionist and sent an offer via text for a trial membership to the healthcare center’s fitness facility. When they log in to the practice’s website, they can receive a personalized message to download an app that tracks their diet and exercise routine along with their vital statistics. The app then provides that data back to their endocrinologist, as well as to their cardiologist and general practitioner.

This type of cross-team integration is helped along by predictive insights that tell you which content to serve up to which consumer on which channel. Combine this with a centralized location from which to pull the right assets, and you can create customer-first experiences across every channel. And for every person you serve.

## **Walgreens Boots Alliance deepens relationships at every customer interaction.**

Walgreens Boots Alliance (WBA) understands the importance of learning from their healthcare consumers to offer relevant services, products, and information. They've transformed their customer experience by providing their patrons with personalized recommendations based on past purchases. And they make these recommendations right when the customer is about to run out of a product they've taken regularly for years.

Once a product has been purchased online, the customer can choose to pick up their purchase via drive-thru—a capability that, until recently, had only been available for prescriptions. And when they arrive at the drive-thru window, the staff will already have any filled prescriptions on hand and ready to be picked up. Staff will also remind them that they're due for their annual flu shot. Even better, no matter which Walgreens location they visit, they'll be known and acknowledged—so if they're traveling, they can still feel at home.

When the customer enrolls online through myWalgreens, they receive notifications over text or email, enjoy discounts for products, and amass savings for dollars spent. In this way, whether in store or across communication channels, WBA provides a superior customer experience to all of their 120 million customers around the world.



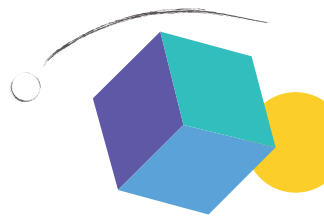
## Your tech prescription for integrated customer experiences.

When you can achieve integration across every channel and for every customer, you're again delivering on the key tenets of the Forrester model—making the healthcare consumer's experience easy and effective and demonstrating how much you see, hear, and value them. Here are three key capabilities you'll need to create integrated experiences:

- **Omnichannel orchestration** so you can pair each real-time customer profile with message orchestration and delivery for consistent experiences wherever the customer interacts.
- **Integrated live profile data** and intelligent decisioning from all sources and customer touchpoints allow you to predict the most effective content for each channel.
- **Centralized digital asset management** makes it easy to find and reuse the best brand assets for the most personalized messages and offers.



## SECTION FOUR: CONSUMER JOURNEY



# Improving the customer experience at every touchpoint.

Giving healthcare consumers what they need, when they need it, means learning about them and then providing them with the best options wherever they are on their journey.

## Step 1: Seeking answers.



### Carmen

In the past, Carmen (age 45) has been prone to infections and often felt worn out by the end of the day. For years, she's gone to her local urgent care clinic where she's given antibiotics. She attributed the frequency of her illness to stress.

Lately, she's noticed her hands and feet often fall asleep and are tingly, even painful. She ignores this discomfort until she begins experiencing blurred vision.

Key:

**RED**

Relevance

**BLUE**

Timeliness

**GREEN**

Integration

### Data capture point:

Before heading to her local clinic again, Carmen researches her symptoms online.



Carmen's query produces several diagnoses, including multiple sclerosis, type 2 diabetes, and Raynaud's disease.

- ⊖ She is recognized by her local healthcare system, and their website rises to the top of her search considerations. As she accesses her local provider's site for more information, a chatbot prompts her to make an appointment with a physician.





Carmen decides to wait and see if her symptoms improve.

- ⊕ In the days that follow, Carmen's online searches are populated with ads about her local provider's clinicians and facilities.
- ⊕ Carmen also sees articles pop up in her social media and newsfeeds about type 2 diabetes and the importance of early treatment.



Prompted by these articles, Carmen cross-references the healthcare providers (HCP) she sees online with her healthcare insurer's preferred physician list.

## Step 2: Crossing the HIPAA boundary.

### Data capture point:

Carmen makes an appointment with one of her insurance-approved general practitioners.

- ⊕ Carmen immediately receives an email confirmation with a link to provide her complete medical history and recent symptoms.
- ⊕ Carmen receives an online acknowledgment that the medical information she provides will be HIPAA-protected within the provider's secure site.



### Data capture point:

Carmen fills out the detailed medical history form and gives permission for the doctor's office to access other medical records from the urgent care center, her other healthcare providers, and her insurers. All this data is curated and sent back to Carmen and her HCP.



### Data capture point:

Carmen is prompted to opt in and give permission to the HCP and healthcare system to send her appointment reminders and relevant information. She opts in for text and email notifications and indicates that she is open to telemedicine options.

- ⊕ Within minutes, Carmen receives a text informing her that the physician of her choosing is booked up for six weeks.
- ⊕ The text also provides two options: See another doctor within her network in person who is available in two weeks, or schedule a telemedicine appointment for the next day with the doctor's nurse practitioner.



Because of her busy schedule and growing concern about her symptoms, Carmen chooses to schedule a telemedicine appointment.

### Step 3: Engaging with telemedicine.

**Data capture point:**

The nurse practitioner takes her vital information and enters it into her patient profile. During their video conference, the nurse can see discoloration in Carmen's fingers. She asks more questions about Carmen's family history and inquires about other symptoms that she might not have recognized as significant, including seemingly unrelated symptoms like increased hunger and thirst and more frequent urination.

- ③ The nurse captures this information in Carmen's file, which prompts specific offers that will be given to Carmen after her appointment.



Within an hour of this assessment, the nurse practitioner consults with the doctor, who recommends that Carmen see an endocrinologist for further testing for type 2 diabetes.

- ③ The nurse calls Carmen and shares the doctor's recommendation. She reassures Carmen and answers her questions.

After this call, Carmen immediately receives a notification with options for making her appointment at the hospital's endocrinology clinic.

- ③ As soon as the nurse updates Carmen's medical records, the clinic's database is signaled to immediately send Carmen a downloadable brochure on type 2 diabetes that she can share with her family. She also receives suggestions for how to manage her symptoms until she can see the specialist.
- ③ Over the following days, she receives text messages with relevant information from the endocrinology clinic. For example, she is given a link to download a symptom tracker app and an offer for \$10 off a blood glucose monitor.
- ③ She also receives an email with a link to a doctor's discussion guide, prompting her to prepare for her appointment by making a list of her questions and concerns.

### Step 4: Finding the diagnosis.

By the time Carmen meets with the endocrinologist, she is prepared. She knows what to expect during her appointment and brings her symptom tracker and list of questions.



**Data capture point:**

Her doctor orders diagnostic tests, the results of which will be entered into Carmen's confidential file. She can access all her medical records now through the clinic's secure patient portal.

- ③ As results come back from the lab, Carmen is immediately notified via text message, sending her to the secure patient portal.
- ③ Chatbots on the secure portal prompt Carmen to ask questions or remind her to order her prescriptions, track symptoms, and confirm her follow-up telemed appointment.

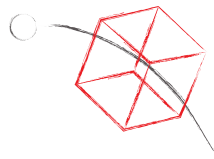
## Step 5: Complying with treatment.

### Data capture point:

Carmen opts to meet with her endocrinologist online to review her test results and receive confirmation of her diagnosis of type 2 diabetes.

- ③ At that time, her doctor also reviews the latest data that's been collected through the symptom tracker app and makes an adjustment to Carmen's medication, which is immediately called in to the pharmacy via online request.
- ③ She is also provided a wearable device (or app that she can download onto an existing mobile device) that will collect real-time data on her vital signs, sleep, and activity rate and feed it back to her HCP.
- ③ Later that day, Carmen receives invitations from the dietician and the fitness instructor to join the clinic's type 2 diabetes community for free classes on nutrition and exercise.
- ③ Carmen is also provided other resources, like a link to a social media site where she can connect with a peer group of patients who have been previously diagnosed with type 2 diabetes.
- ③ Moving forward, Carmen continues to receive notifications from her specialist, nutritionist, and fitness instructor based on the feedback provided through her symptom tracker, wearable device, and glucose-testing monitor.





# The house call reimagined.

In the digital world, the virtual doctor is always in. Appointments can be made online at any time. Prescriptions can be requested for refill from anywhere. Treatment options can be researched without leaving the comfort of your bed. Healthcare has truly come home. And the ways in which you can meet healthcare consumers where they are keep growing exponentially as health data is shared.

“

By combining clinical data with marketing data, healthcare organizations will be able to serve their customers in completely new ways. This more personalized experience will create an engaged consumer who will be more proactive and, ultimately, a healthier human being.

**Thomas Swanson**

Head of Industry Strategy and Marketing, Health and Life Sciences, Adobe

Today, we are all “on call” to provide healthcare consumers the services they need and demand. A superior customer experience is born from true collaboration between healthcare organizations and their consumers.

# Adobe can help.

In early 2022, Adobe will launch the only end-to-end platform that is HIPAA-compliant for key Adobe Experience Cloud products, including Adobe Experience Platform, Adobe Real-Time CDP, and Adobe Journey Optimizer. With our privacy-first approach to personalized healthcare experiences, you can keep customer data protected and ensure you're meeting all regulatory requirements—while continually improving the ways you connect with your healthcare consumers.

[Get details](#)



# Sources

Bruce D. Broussard, "[Humana Study Reveals \\$265 Billion Wasted on Health Care Each Year in the US](#)," CNBC.com, October 23, 2019.

"[Building a Pharmacy Fit for the 21st Century](#)," Adobe customer story for Walgreens Boots Alliance.

"[The Consumerization of Healthcare 2nd Edition](#)," Econsultancy, March 2020.

David Betts, Shane Guiliani, and Leslie Korenda, "[Are Consumers Already Living the Future of Health?](#)" Deloitte, August 13, 2020.

"[Delivering a Seamless, Personalized Experience](#)," UnitedHealthGroup.

"[The Future of Digital Healthcare](#)," Econsultancy, June 2021.

Jacqueline Renfrow, "[UnitedHealthcare expands digital data collections for Medicare beneficiaries](#)," Fierce Healthcare, February 20, 2019.

Personal Interview with Kevin Lindsay, director of product marketing for Adobe's digital marketing suite, August 12, 2021.

Personal Interview with Thomas Swanson, head of industry strategy and marketing for health and life sciences at Adobe, August 9, 2021.

Steve Peltzman, "[Real-Time Customer Experience is on the Healthcare Horizon](#)," TechTarget, January 15, 2021.

Steven Van Belleghem, "[How Customer Experience is Changing the Healthcare Industry](#)," CustomerThink, June 30, 2020.

Venky Anant, Lisa Donchak, James Kaplan, and Henning Soller, "[The Consumer Data Opportunity and the Privacy Imperative](#)," McKinsey, August 27, 2020.

"[Wearable Technology: Their Future in Clinical Trials and the Real World](#)," *Pharma's Almanac*, December 9, 2020.



© 2021 Adobe. All rights reserved.

Adobe, the Adobe logo, Adobe Journey Optimizer, Adobe Campaign, and Adobe Marketo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.