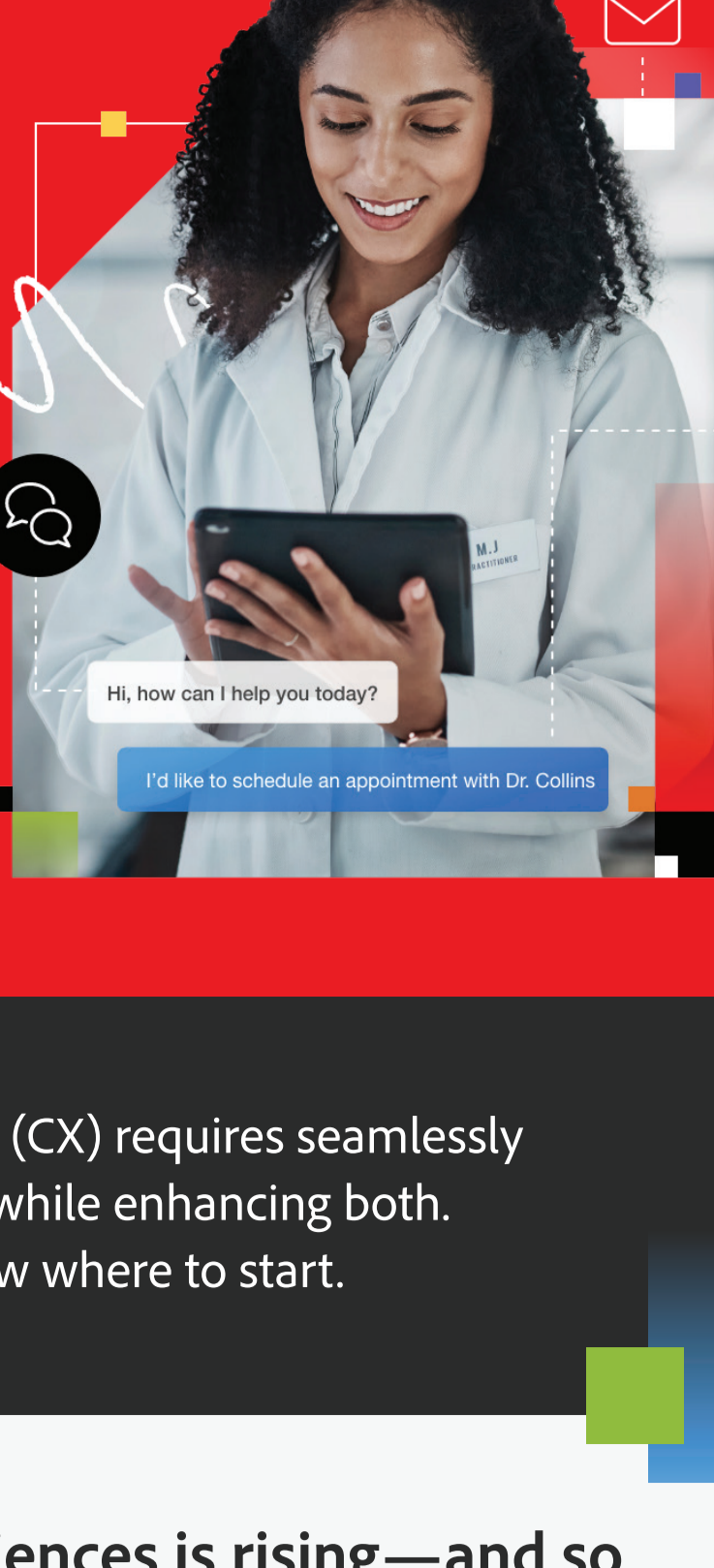




7 strategies to transform the healthcare consumer experience.



Delivering a great consumer experience (CX) requires seamlessly connecting online and offline activities while enhancing both. It's a big job—and it can be hard to know where to start.

Demand for digital experiences is rising—and so are customer expectations.

According to a study by Redpoint:

80%

80% of consumers prefer to use digital communications with their healthcare providers.

57%

57% think retailers and/or financial services are better at providing personalized omnichannel experiences than healthcare.

44%

44% expect healthcare organizations to proactively contact them at the right time, in the right context to improve the overall care experience.

In a survey of 1,500 US consumers commissioned by the ASOP Global Foundation:

42%

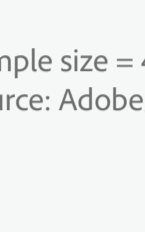
42% of respondents said they are purchasing medications online, largely due to the perceived benefits of convenience and cost.

Let's take a closer look at 7 proven strategies healthcare leaders are using to deliver a more personal, human, and connected CX.

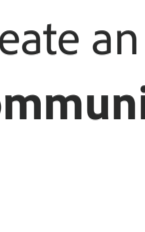
In an Adobe research report, 44% of healthcare leaders said their top focus area for CX investment is **creating custom or personalized plans based on connected health data.**

1. Personalize recommendations.

According to a recent Accenture study, the top two reasons consumers would use technology to manage their healthcare are:

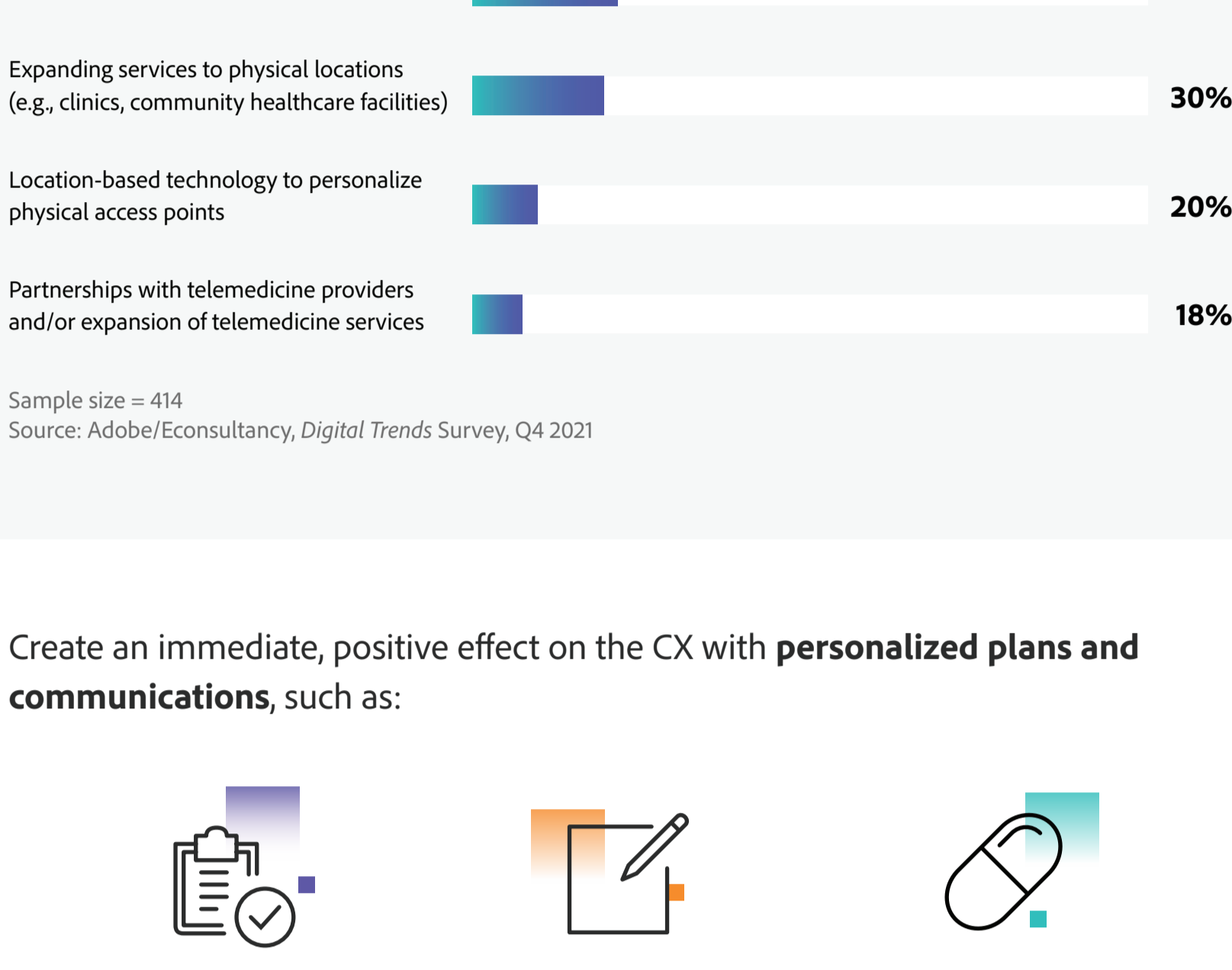
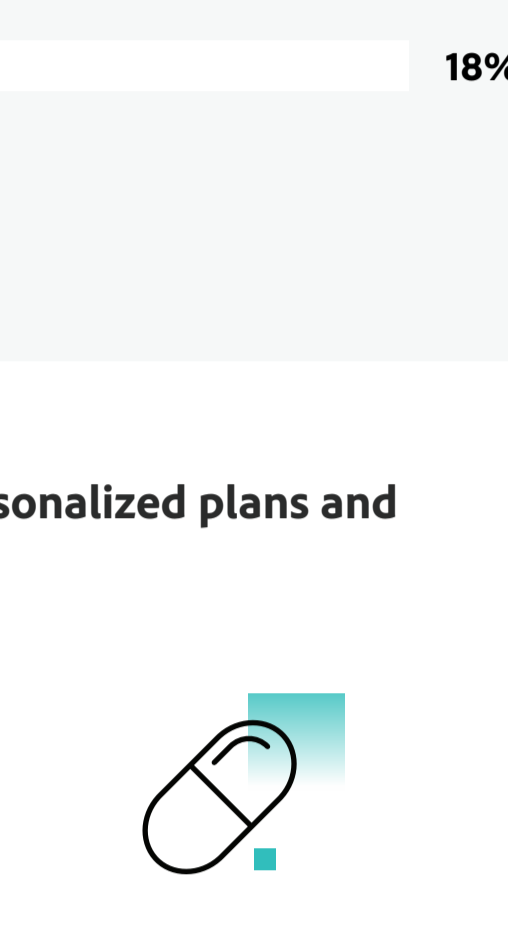


Better information about their health



Recommendations from medical providers

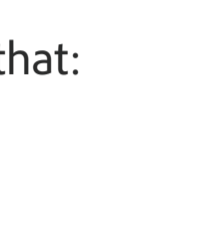
Healthcare organizations are actively investing in both.



Create an immediate, positive effect on the CX with **personalized plans and communications**, such as:



Customized treatment plans



Guided annual enrollment options



Prescription notifications

2. Reduce wait times.

A survey by Press Ganey revealed that:

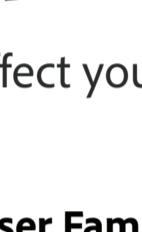
62%

62% of healthcare consumers said long hold times and other obstacles discouraged them from seeking care.

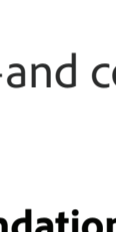
Reduce wait times by:



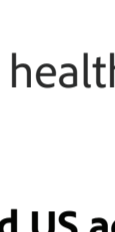
Using chatbots and FAQ pages



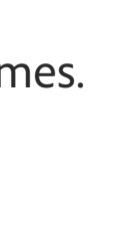
Hiring live chat agents



Providing callback options



Automating appointment scheduling



Launching an online patient or customer portal



Offering self-service check-in via mobile devices

3. Reduce costs—and manage expectations.

High costs affect your CX—and consumer health outcomes.

When the Kaiser Family Foundation surveyed US adults:

47%

47% said that it is very or somewhat difficult for them to afford their healthcare costs.

1/3

One-third said that they or another family member living in their household have not gotten a medical test or treatment that was recommended by a doctor in the past year because of the cost.

43%

43% reported that they or a family member in their household have put off or postponed needed healthcare due to cost.

Combat rising costs by optimizing patient flows and bundling and standardizing contracts.

Manage patient expectations with transparent communications like:

- Explaining why contracts or costs change and what the end result is for consumers
- Sharing how you're working to keep costs consistent when you can

4. Be available on every channel.

Consumers want healthcare that meets them where they are.

In a Press Ganey survey of healthcare consumers:

48%

48% said the option to make and reschedule appointments online mattered when choosing care.

1/4

Nearly one-fourth said being able to use private messaging was a deciding factor when choosing a provider.

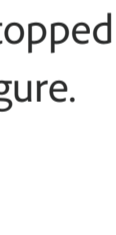
Be sure to provide quality, consistent health information and care on every channel, including:



Email



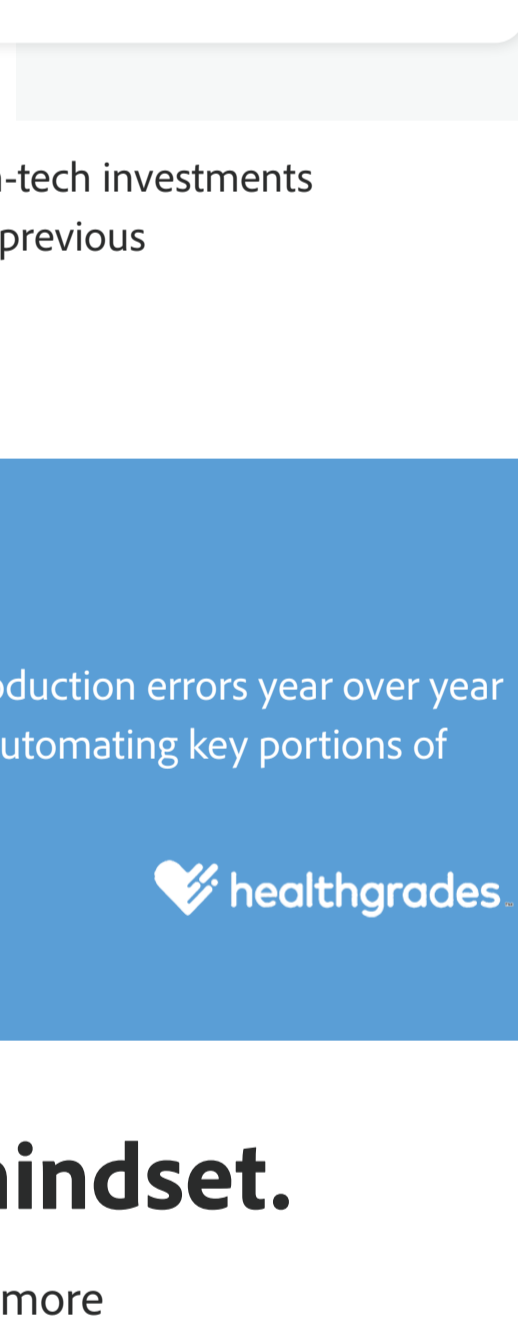
Live chat



Phone



In person

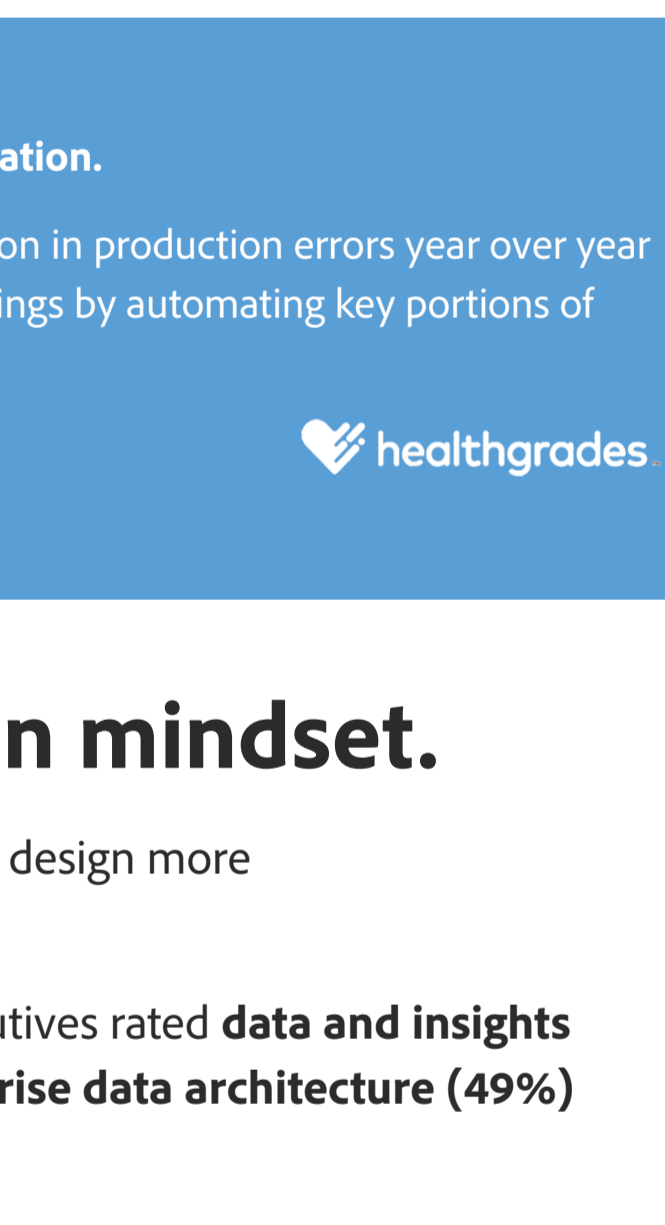


5. Automate repetitive tasks.

Investing in the right technology can help you automate manual processes and recurring tasks as well as transform your CX.

Harness the power of automation to:

- Reduce redundant data entry by auto-populating patient data.
- Shrink reliance on call centers with tools like chatbots.
- Empower consumers to manage health journeys through patient portals.



\$44 billion

Deloitte reported that worldwide health-tech investments in 2021 topped \$44 billion—double the previous year's figure.

Rx for a great CX—workflow automation.

Healthgrades achieved a 40% reduction in production errors year over year and \$330K in annual people hour savings by automating key portions of their workflow.

[Learn more](#)

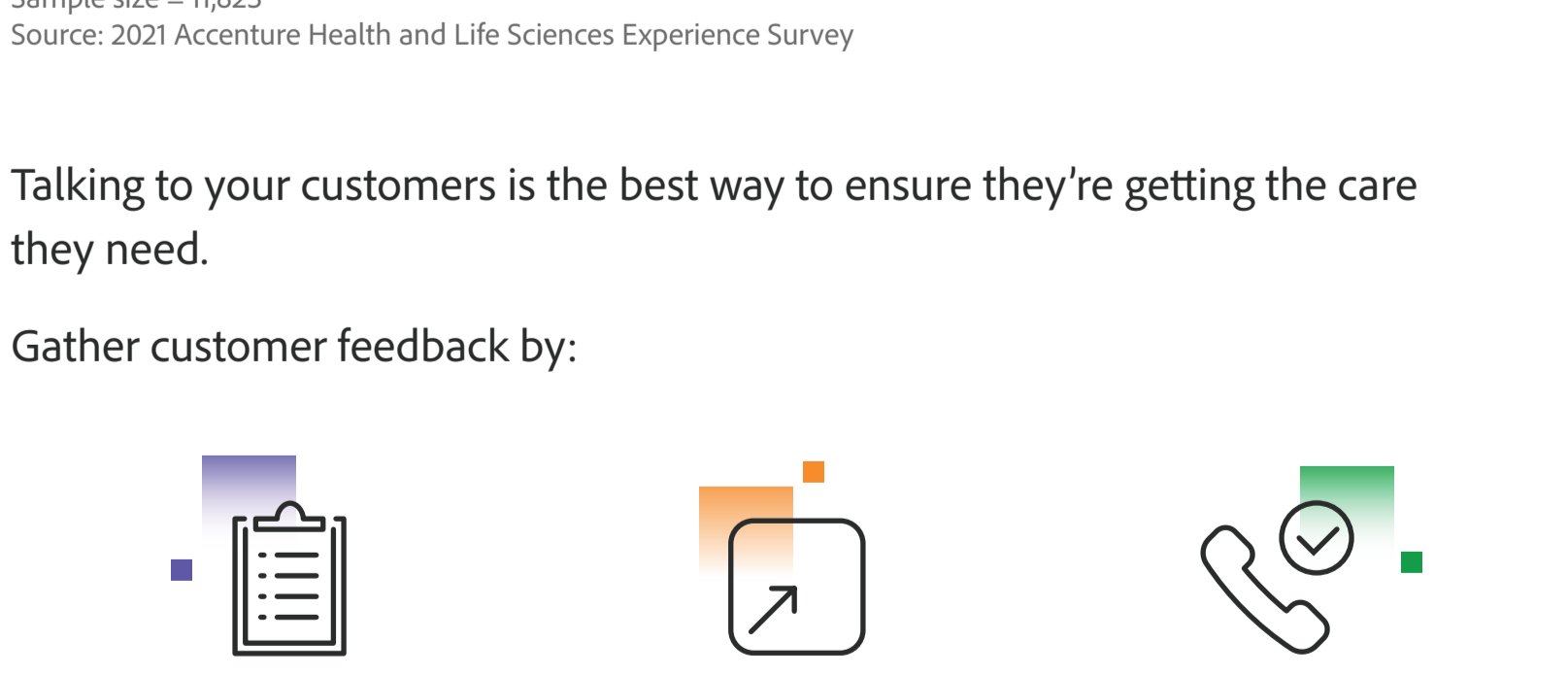


6. Adopt a data-driven mindset.

Data and insights can help healthcare providers design more empathetic experiences.

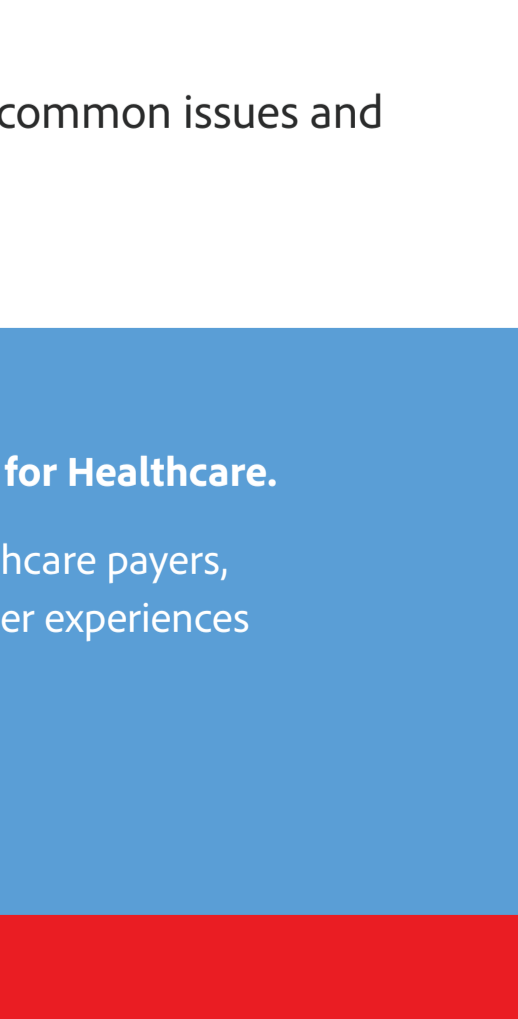
In a 2022 Adobe survey, senior healthcare executives rated **data and insights (60%)**, **customer journeys (55%)**, and **enterprise data architecture (49%)** as their top three technology priorities.

What are your organization's top three technology priorities in the next year?



Improve your CX by investing in data and insights to:

- Understand specific consumer and patient needs.
- Identify opportunities for improvement.
- Test customer response to novel solutions.



Rx for a great CX—an advanced tech stack.

After adopting advanced customer experience technology, Walgreens Boots Alliance was able to increase mobile application usage by 30% and digital traffic by 50%.

[Learn how they did it](#)



7. Gather feedback.

An Accenture survey of more than 11,000 consumers showed that the majority of people report having the same as, or even better access to healthcare, than before the pandemic—but a third reported worse access.

Since the onset of the COVID-19 pandemic, has your access to healthcare been unchanged, better, or worse overall?

48%

Unchanged

18%

Better

29%

Worse

Sample size = 11,823
Source: 2021 Accenture Health and Life Sciences Experience Survey

Talking to your customers is the best way to ensure they're getting the care they need.

Gather customer feedback by:

Sending surveys

Using pop-ups

Making follow-up calls

Once the data is collected, you can look for patterns or common issues and use these insights to continually improve your CX.

Rx for a great CX—Adobe Experience Cloud for Healthcare.

9 out of the top 10 healthcare providers, healthcare payers, and pharmaceutical companies power customer experiences with Experience Cloud for Healthcare.

[Learn more](#)

A treatment plan for your healthcare CX.

When healthcare organizations have a laser focus on CX, they can quickly improve health and business metrics. Adobe offers CX automation that is healthcare-tested and HIPAA-ready. Learn how we can help you take your CX to the next level.

[Get the details](#)



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