



# 3 ways to elevate patient care for the modern age.

How to understand, engage, and connect with customers on their terms.



## Refill request



**Amelia Smith**

Medication: Axontic

**Profile ID**

0021934781D

**Birth date**

06/07/1986

Secure patient profile



Rx was sent.

Healthcare organizations strive to understand their customers' needs and deliver the best care possible. But a competitive landscape, digital-first market disrupters, and changing consumer expectations within a highly regulated industry pose significant challenges.

Modern, data-driven healthcare improves customer experiences and outcomes because it supports more self-education and preventative care. With more data, providers can build stronger relationships with patients by understanding their needs and tailoring care to each individual. But how do you safely leverage consumer healthcare data to target, engage, and win them over with relevant experiences while maintaining data security, privacy, and legal and regulatory compliance?

In this guide we're sharing three ways that healthcare businesses can improve their connection with their customers to serve them better and ultimately drive improved business outcomes:

1. Understand consumers to deliver the content and treatment solutions they care about.
2. Reach out to consumers with relevant health information exactly when and where they want it.
3. Streamline internal workflows to deliver consistent health experiences at every touchpoint.

# Understand consumers to deliver the content and treatment solutions they care about.

When you can get insights into what your consumers need in real time, you can show them you care by proactively addressing their needs and providing relevant information. With 61% of insured American adults seeking health-related insights online, healthcare marketers must be prepared with content tailored to an individual's health concerns—whether it's education on postpartum depression for a new mom or a list of in-network physical therapists for an injured athlete.

The good news is you already have the data that gives you that real-time insight. Combining data sources like electronic health records, web activity, and even wearable medical device data lets you create unified customer profiles with HIPAA-ready solutions. Forward-thinking organizations can then enhance these unified profiles with anonymous search engine data to get a clearer view of what consumers are concerned about most in the moment. For example, the search engine knows if someone is researching diabetes care online. You could then use that data to serve up personalized content on diabetes when a consumer visits your website.

“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.”

HIPAA-ready technology in Adobe Real-Time CDP, Adobe Journey Optimizer, Adobe Customer Journey Analytics, and other Adobe tools makes HIPAA-compliant personalization even easier, allowing you to ensure regulations are met automatically, from the time you collect a consumer's data to the moment you send them a personalized message.

The good news is that consumers are already on board with their data being used for personalization. According to a [survey](#) by Econsultancy, most healthcare consumers are aware that providing data can improve their experience in a variety of ways. Customers are willing to offer up information if there is an inherent benefit to them, even if it's as simple as an appointment reminder or a follow-up based on their patient journey.

In the pursuit of better health outcomes and communication with providers, healthcare consumers are comfortable sharing a variety of information.

Healthcare providers gather and hold a range of personal and health data about us. How comfortable are you for healthcare companies to use this information to tailor and personalize their communications with you?

Percent comfortable:

**86%**

Demographic: Gender, date of birth, ethnicity

**85%**

Medication used

**84%**

Current medical conditions

**81%**

Your medical history

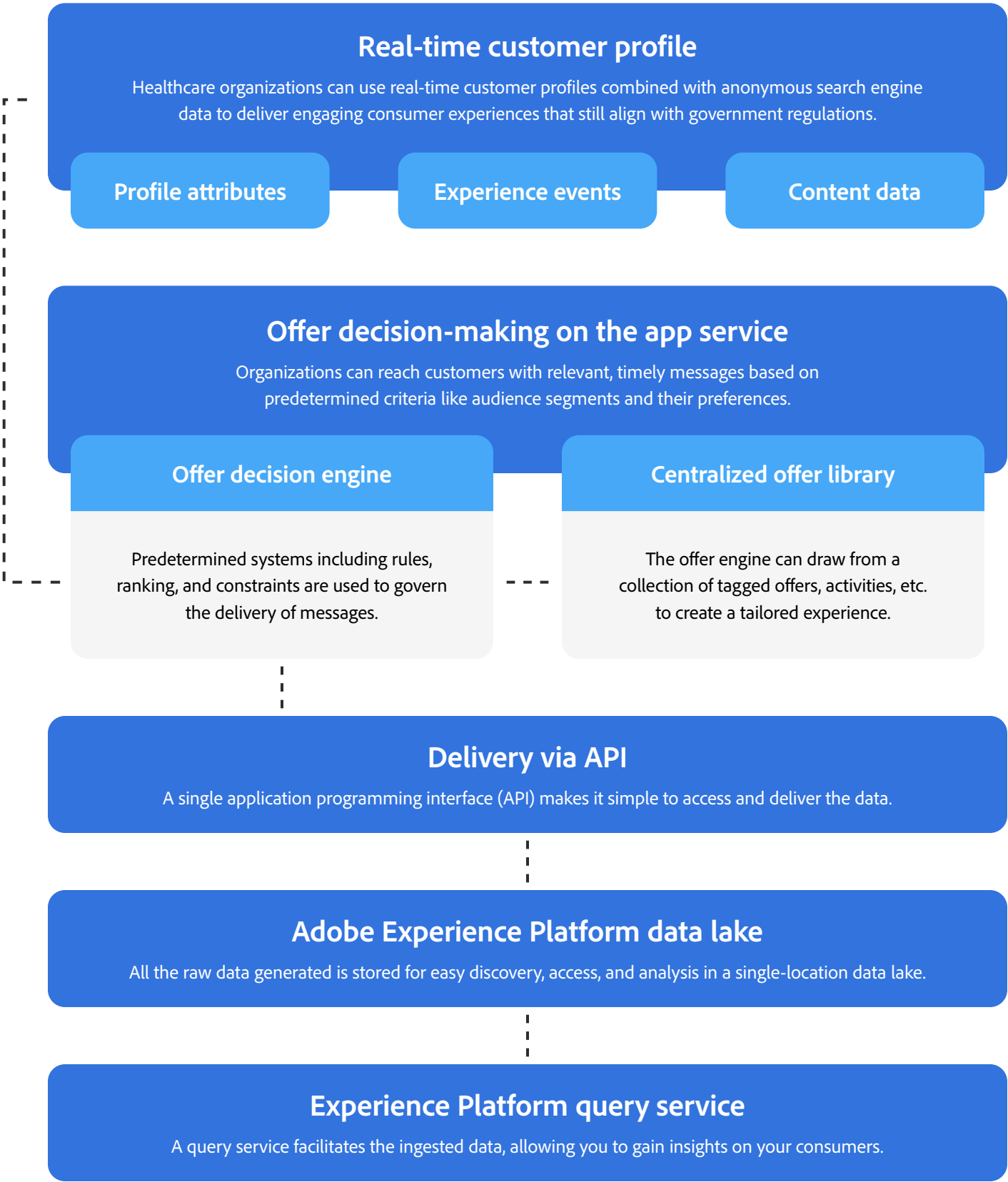
**81%**

Family medical history

**75%**

Genetic information

Let's see how offering choices could work for a potential healthcare consumer.



## Reach out to customers with relevant health information exactly when and where they want it.

Navigating the healthcare system can be intimidating and stressful at times. But if you're able to reach out to customers right when they need you, you can alleviate stress and improve the quality of the care you provide for better overall health for years to come. Healthcare organizations who don't respond across all channels or lack these services risk losing out on potential new customers to their competitors that do.

Some healthcare journeys, like someone picking up over-the-counter medication for a seasonal cold, may seem predictable. Others, like a cancer diagnosis, may have an experience path that is more difficult to predict due to the nature of that disease. Even when managing the most common and benign medical condition, consumers can change their priorities as they move from one stage of their journey to another.

With [artificial intelligence and machine learning](#), you can listen and respond to real-time signals that indicate the healthcare consumer's needs, so you can provide trusted expertise that meets them where they are and guides them to the next step of their health journey.

If you are serving customers that use real-time data sources, like medical or activity tracking devices, you can monitor any changes that might require an engagement or a relevant resource. Providers can also help patients stay on course through automated follow-ups that could include tasks like sending reminders and preparation instructions, as well as providing post-op guidance or follow-up plans to patients and caretakers.



**Walgreens Boots Alliance**

## **Case study—how Walgreens Boots Alliance helped strengthen patient relationships with timely interaction.**

Walgreens Boots Alliance created a modern digital experience for its customers, resulting in a 30% increase in mobile app usage and a 50% increase in digital traffic. The retail pharmacy business used Adobe's analytics, audience management, and marketing tools to drive its digital transformation. The shift toward large-scale personalization allowed Walgreens Boots Alliance to give customers personalized recommendations—like sending reminders based on past purchases when a customer is about to run out of a certain product. This has led to improved customer satisfaction and sales and has established Walgreens Boots Alliance as a leader in delivering pharmacy experiences across many channels.

[Find out how Walgreens Boots Alliance increased app engagement for their business.](#)



## Streamline internal workflows to deliver consistent health experiences at every touchpoint.

Inconsistency causes consumer frustration, but it also has a high financial toll. A recent [study](#) conducted by McKinsey & Company found that administrative simplification could save the industry \$265 billion in annual misspending. To put this in perspective, these savings would surpass the total spending on Medicare Part A—\$201 billion in 2019—equivalent to \$1,300 for each American adult.

Healthcare consumers experience this complexity—and the high cost of healthcare—in the form of duplicated marketing efforts, administrative or billing mistakes, or the general “red tape” of policy and regulation. To improve outcomes for the customers who do business with your organization, you need simple communication, efficient workflows, and systems for consistent improvement. Otherwise, you’ll end up wasting time and resources and leading your team to burnout.

### Rethink how your organization collaborates across teams and departments.

The solution to this frustration is to improve how your teams and departments communicate and share data with each other. It’s frustrating when a consumer shares their information on a phone call only to have to relay the same information via email or mobile app.

For teams to work in lockstep with one another—and with partner organizations—you’ll likely need to upgrade channel-specific legacy systems. By switching to a [cross-channel solution](#), you’ll get continuous intelligence about how your healthcare consumers are interacting with your organization. You can then use the data from all these interactions to connect the customer journey across channels and address any gaps that make it difficult for customers to get what they need.

With technology that connects data and content across multiple channels, you can tell the same story everywhere your consumers go. When you have a single source of information that all your teams have access to, you create a more effective unified network that can greatly improve patient experiences. And when you have systems in place for tracking patient interactions across all the possible touchpoints, you empower your teams to collaborate effectively. This proactive approach minimizes the frustration patients may feel when communicating with siloed teams reliant on outdated or inaccurate patient data.

## What personalized patient experiences should look like.

When a new patient with type 2 diabetes subscribes to a newsletter from their endocrinologist, they also get healthy recipes from the clinic's nutritionist and a text offer for a trial membership to a fitness facility. Upon logging into the practice's website, they receive a tailored message prompting them to download an app that tracks their diet, exercise, and vital statistics. The app shares data with their endocrinologist, cardiologist, and general practitioner, ensuring comprehensive and collaborative care.

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.

Creating targeted, personalized outreach to win over prospective healthcare consumers is no small task. Adobe's journey management and journey analytics solutions can help you [deliver tailored experiences](#) based on past interactions to drive enrollment, purchase, or appointment conversion.



# How Adobe tools help healthcare organizations.

Adobe offers HIPAA-ready solutions that follow consumer preferences and deliver exceptional experiences. Powered by Healthcare Shield, Adobe Experience Cloud for Healthcare sets the standard for responsible consumer data management by guaranteeing patient health information is created, received, transmitted, and maintained within industry-required safeguards while also honoring consent and preferences.

## The healthcare tech Rx to create industry-leading patient experiences.

### Adobe Real-Time Customer Data Platform

Real-Time CDP and Healthcare Shield work together to create unified profiles in a fully HIPAA-ready data platform enabling you to capture engagements in real time and deliver the most relevant content for each individual. With Real-Time CDP's intelligent decision engine, you can use real-time customer behavior data to inform future engagements and give patients the information they need.

[Learn more about Real-Time CDP.](#)

### Adobe Journey Optimizer

Journey Optimizer manages complex customer journeys across channels in a single application, strategically improving patient engagement from one interaction to the next. Using generative AI for personalized offer decisioning, Journey Optimizer makes sure you're consistently delivering the best offer to every patient based on all their past engagements.

[Learn more about Journey Optimizer.](#)

### Adobe Customer Journey Analytics

Customer Journey Analytics combines data from online and offline channels to provide a clear and complete picture of your customer journeys. Use AI Assistant to speed up analysis, surface hard-to-find insights, and predict future behavior.

[Learn more about Customer Journey Analytics.](#)

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