

Acting Insights



The Acting on Insights Series from Cramer looks at studies from influential consulting firms like McKinsey, Deloitte, and Accenture, and offers practical ways to act on their insights in the real world.

IN THIS EDITION

*A Review of Accenture's
"The Health Experience Reimagined"*



“The Health Experience Reimagined” is a well-researched white paper from Accenture on redesigning a better health experience.

In this edition of Acting on Insights, we will explore five opportunities Accenture lists to reshape the health experience and how to implement them in the real world.



Necessity is the mother of invention, and it has accelerated during the COVID-19 pandemic at unprecedented speed on a scale never seen before.

Accenture



If necessity is the mother of invention, the pandemic unleashed “a wave of innovation and experimentation” enabled by increasingly sophisticated consumer devices and relatively affordable technology.

We are only at the tip of understanding the impact of these innovations. With this in mind, Accenture imagined an “ambitious and fundamental reshaping” of the entire health experience.

In this report, we’ll build upon Accenture’s five opportunities to redefine healthcare.

Five opportunities to create exceptional, human-centric health experiences

1. Home is where the health is
2. Trust: The currency of health experience
3. The invisible backbone: Part 1 (oncology)
4. Boundaryless access: Beyond the digital front door
5. (The business of) experience innovation

Five opportunities to create exceptional, human-centric health experiences

1. Home is where the health is

INSIGHT

"The shift is toward high-quality healthcare brought directly to patients where and when they need it, likely in the home versus medical facilities."

Accenture

Patients are growing more comfortable with connecting with health care virtually—as long as the quality of the interaction can be guaranteed.

HCPs require solutions that help prevent burnout from the increasing administrative burdens that keep them from helping patients stay healthy.

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Five opportunities to create exceptional, human-centric health experiences

1. Home is where the health is

ACTION

Digital patient engagement solutions can prepare and prompt patients to be ready for healthcare appointments. Specifically, those that require prep, such as surgical or diagnostic appointments as well as provide support in following after-care plans.

Patient onboarding programs can support a patient as they adjust to taking a new medication or using/wearing a new device. This lends to addressing specific challenges and helping them address certain challenges and supporting them in adherence.

There are many ways to provide exceptional, human-centric experiences, but it begins with developing a deep understanding of your audiences. It's vital to building relevant segments, and crafting a strategy that brings together messaging, timing, channels, and calls to action in a meaningful way.

Using augmented reality to visualize and trouble-shoot health in the home

Breastfeeding doesn't always come easy, and it can be an extremely stressful time for baby and mom. It can also require healthcare intervention.

The Australian Breastfeeding Association teamed up with a technology company to trial a breastfeeding support tool for new mothers using wearable tech from Google.

The tech allowed moms to see visual step-by-step instructions from their perspective (looking down at baby) as they began learning to breastfeed. If additional support is needed, moms could use the

wearable tech to call a trained breastfeeding counselor who could view the mother's issue through the wearable tech and give the mother immediate suggestions—without even requiring her to put the baby down.

Using technology to meaningfully connect with the patient in their home surroundings won't just bridge the gap between health care and home; it will help deliver on the promise of an exceptional human-centric experience.

Five opportunities to create exceptional, human-centric health experiences

2. Trust: the currency of health experience

INSIGHT

“Trust makes or breaks a health experience...”

“The more trust is earned, the more organizations can “cash in” to unlock new impactful experiences for patients.”

Accenture

The pandemic has helped increase digital health adoption, but lack of trust for differing reasons may linger with:

Vulnerable communities, where health outcome disparities continue to magnify during COVID-19

Older people where assumptions about digital wariness may be misguided; and who are too often treated as a monolith

All parts of the healthcare ecosystem have a responsibility to tailor content to the intended audience without talking down to them. Comprehension and willingness to engage will improve if organizations can get this balance right.

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2. Trust: the currency of health experience

ACTION

Health and life sciences organizations should consider giving patients a permanent seat at the table to help co-create meaningful experiences that can build trust.

It's critical to invest in ethnographic and patient preference research to uncover nuances that allow messages to be appropriately tailored for different subsegments. These groups need to select and implement technologies and construct the right message for the right patient at the right time—all to

create high-quality micro-interactions that serve the patient and help build trust.

Digital touch points can also help connect patients with a “like me” community of those who share health concerns. The patient community can help them learn, connect, feel connected and feel empowered in their own care—all within a safe, secure and trusted environment.

Tailoring content to GenZ using a language and tools they trust

For people living with type 1 diabetes, the most volatile time in managing blood sugar is the years during adolescence and young adulthood. Surging hormones, burgeoning independence, introduction to drugs or alcohol, and changing from pediatric to adult care are just a few factors that lead to sub-optimal outcomes in this age group.

The UK's National Health Service (NHS), Dexcom (a continuous glucose monitoring system) and a behavioral change platform have partnered together to provide age-

appropriate reminders, delivered via Apple Health and WhatsApp, to prompt and motivate this population to intervene when blood sugars are out of range.

Supporting patient populations using targeted language, tools, and context will build trust and improve outcomes.

Five opportunities to create exceptional, human-centric health experiences

3. The invisible backbone: Part 1 (oncology)

INSIGHT

“How we share and use information across blended digital and physical healthcare interactions will remove avoidable friction and simplify decision-making, giving patients and HCPs time, clarity and control.”

Accenture

Patients are often overwhelmed by emotions across the oncology journey, hindering the ability to process or retain information, so it’s critical to work with HCPs and treatment facilities to design ways to reinforce treatment option messaging.

The emergence of smart, reusable data allows a singular experience that uses multiple channels according to context, from home to facility and back.

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3. The invisible backbone: Part 1 (oncology)

ACTION

Simplifying the patient experience after diagnosis requires a major shift. “Digital” shouldn’t be siloed from the on-site experience. It will take a full team effort to create a blended yet consistent end-to-end patient experience, driven by journey maps and experience diagrams that align resources to support the patient every step of the way.

Organizations will need to map and design new digital experiences to complement, augment, extend and amplify face-to-face care; all to ease patient burden,

reinforce important treatment decisions and care, and offer ways to feel connected and informed—no matter where the patient is in their journey.

Digital can also be used to improve medication adherence and lifestyle interventions through a variety of methods, including adherence tracking and digital nudges.

Simplify patient scheduling for superior care

Every day counts for people waiting for cancer treatment or diagnosis. And with a growing demand for cancer care, further exacerbated by the COVID-19 pandemic, cancer centers and hospitals need to plan for efficient use of treatment resources to manage demand.

Several large hospitals have integrated “digital twins” by mapping their scheduling processes and incorporating artificial intelligence all to automate a complex patient scheduling process. The digital process can even capture

patient preferences so that scheduling meets unique needs while easing the burden on staffing.

The result is greater efficiency on the backend and a superior patient experience on the front end.

Find areas where you can build digital solutions that provide efficient, seamless experience and reserve HCPs and administrative staff for higher-quality patient interactions.

Five opportunities to create exceptional, human-centric health experiences

4. Boundaryless access: Beyond the digital front door

INSIGHT

“...As healthcare players battle to become the true gateway for care, the explosion of “digital front doors” has created an experience problem. Many doors have led to fragmented experiences.

...Health and life sciences organizations need to rethink the role each experience plays in a world where digital-first consumerism is the norm.”

Accenture

Fragmented digital experiences create a negative experience for the patient. Coordinated touch points and engagements will lead to exceptional, human-centric experiences.

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Five opportunities to create exceptional, human-centric health experiences

4. Boundaryless access: Beyond the digital front door

ACTION

Tomorrow's health experience will be unbundled into bite-size, modular experiences that can be accessed and used in a variety of ways to meet the needs of many different people—both within and outside the organization's control.

With modular experiences, the consumer may be left without a clear path forward. Health and life science organizations must help the patient progress along a non-linear journey. Context-driven health pathways can

point the patient toward finding the best care experience for them.

It will also require purposeful partnerships that can pivot from transactional encounters to a series of connected, meaningful interactions.

Begin by auditing what you know about your patients and how that information is collected, stored and used. Seek to go beyond “personas” to build behavioral phenotypes that can be used to predict how to tailor information, so it provides a better experience.

One giant merger brings together the strengths of two powerful players

During the COVID pandemic, a massive health merger happened between Teledoc and Livongo.

Livongo is a digital health management company which, driven by a data-based health monitoring platform and coaching program, helps people with chronic conditions to achieve better outcomes.

Teledoc Health is a multinational telemedicine and virtual healthcare company. Together, the organizations can combine clinical expertise with

comprehensive consumer health insights and deliver on a seamless continuum of virtual care across one single platform.

Invest in partnerships that complement your offerings and create a unified experience that provides patients with a clear journey toward better outcomes.

Five opportunities to create exceptional, human-centric health experiences

5. (The business of) experience innovation

INSIGHT

“Historically, life sciences organizations operated apart from the patient. As a result, there was no need to deliver satisfactory experiences or build loyalty. Now... consumerization of health (is) forcing organizations to compete in ways they weren’t originally designed for—nor ready to operate in. They are under growing pressure to deliver experiences comparable in quality and sophistication with industries—many of

which are more experienced in innovation and are suffering massive expectation gaps and low patient satisfaction.

Accenture

Patients are bringing their expectations from consumer brand engagements into health experiences. Efficiency, personalization, and ease of engagement are the new standard.

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Five opportunities to create exceptional, human-centric health experiences

5. (The business of) experience innovation

ACTION

Health and life science organizations must incentivize creativity, collaboration and unconventional thinking with a focus on patient and HCP wants and needs. It's also important to remember that patients and HCPs are innovating for themselves.

That's why co-creating with target audiences will ultimately help you deliver the best possible products and services for your target audience.

And with the rapid pace of advancing technological capabilities and business innovation, organizations should look to incrementally improve user experiences. Instead of radical change, organizations can focus on developing competencies and capabilities across the enterprise, so the culture of innovation becomes an everyday habit shared by all.

A platform to host device data spurs innovation in diabetes management

Tidepool is a nonprofit life sciences organization that allows anyone using diabetes devices to upload their device data. Even though there are a myriad of devices used to manage diabetes, Tidepool's open-source solution is device agnostic.

By consolidating scattered and siloed device data into an open platform, Tidepools improve access to data and enables new possibilities and efficiencies in diabetes clinical care and research. Patients can choose to donate their device

data (de-identified), which bridges a huge gap in research – access to real-world data. This donation fuels the next generation of diabetes research and allows researchers to innovate faster.

Find ways to enable your target audiences to co-create that drive innovation and deliver value.

The Accenture report acknowledges that while we are nowhere near “exceptional human-centric experiences” in healthcare, COVID-19 has ushered in radical, disruptive changes in many areas of health. The pandemic has also demonstrated that health and life science organizations can implement radical change when it's backed by an organization-wide mindset. The real challenge now is not to return to business as usual but enable an innovation strategy that tests, learns and recalibrates as the future unfolds.



Summary

creating high-quality health care experiences, no matter where health happens:

Develop a deep understanding of your audiences, build relevant audience segments, and craft a strategy that brings together messaging, timing, channels, and calls to action in a meaningful way.

Give constituents a meaningful seat at the table to help co-create experiences that build trust.

Understand how patients are progressing along a non-linear health journey and offer context-driven health pathways that help the patient wayfind toward the best care experience for them.

Develop a culture of innovation across the organization so that innovating experiences can become a daily habit shared by all.



Ready to take action?

This is an amazing moment to be in healthcare. And a product launch is the most exciting time for any company. Cramer has decades of experience helping our clients create experiences people love with strategic campaign, virtual, and video solutions.

Reach out to us at theteam@cramer.com to get the conversation started. And be sure to visit cramer.com for more insights.