

How to engage consumers in their own health





It's no secret that consumerism in just about every other industry is beginning to impact healthcare...especially for Millennials and younger.

In 2015, because of a shifting health insurance market, consumers controlled **\$330 billion** in annual healthcare expenses...giving them more say than ever in exactly where those dollars go.

This increasing amount of consumer control does mean good things for healthcare, but maybe not so much for existing healthcare organizations unless they pivot to make consumer experiences a priority.

Currently there is a divide between what the patients actually experience and what providers think they are offering. In fact, **63% of providers think they are giving patients what they want when only 40% of consumers actually think they are getting the experience they want.**



This dichotomy turns into a blockbuster versus Netflix scenario, healthcare style.

Blockbuster was slow to give its customers what they wanted and by the time it did, they found someone else who could deliver the type of experience they were looking for. Blockbuster's downfall wasn't because it didn't leverage digital soon enough. It was because it wasn't listening to the people it served.

Healthcare would do well to take note.

The lesson here for healthcare isn't just to offer digital options like telemedicine and remote patient monitoring. The lesson is for organizations to focus on the people it serves. By delivering consumer experiences, these organizations will be able to serve everyone from the digital native to the digital adverse.

Are you ready? Here is your 5 step roadmap to engaging consumers.

1. Know your destination.



We now live in a **#ConnectedEconomy** where consumers are the center, and everything about your organization should revolve around the experiences they want and need.

In the connected economy, health is **#SocialHealth**. By offering your consumers the support of peers, clinicians, and non-clinician health professionals, you give them healthcare when they want it, where they want it, and from whom they want it.



#SocialHealth does more than just make your patients happier. When you give them the experience they want, they turn into engaged patients, loyal customers, and brand champions.

2. Follow the right road.

How to turn your organization into a **#SocialHealth** company?

By caring for the whole person, not simply a disease. This is possible when you offer several avenues for your consumers to engage in their own health.

Proven behaviour change methods

Trained health coaches can guide your consumers through proven behavior change techniques to help them reach their health goal.

Self-management

Chronically ill patients who learn how to self-manage their own care visit the ED less, follow their doctor's treatment plan more closely, and watch for concerning symptoms to catch problems earlier.

Social support

Loneliness and social isolation is as bad for our health as chronic disease. Social support is directly correlated to better health outcomes . By helping your customers find the support they need, you'll lower the possibility of isolation, give them a place to connect, and involve them in a bigger purpose.

3. Deliver consumer experiences to drive patient engagement.

Patients won't engage with their own health just because their doctor tells them to. However, by delivering a consumer experience, you will empower them to manage their own health journey.



Choice



Control



Personalized



Independence



Empowerment



Relationship



Digital options



Convenience
anytime, anywhere,
always care



Social

4. Build the right engine: the new “wellness system”

By creating a new wellness system instead of a healthcare system, existing organizations can grow both bottom line and topline revenue. The components of a wellness system are different than the healthcare system because instead of focusing on disease management, the wellness system focuses on “what matters to me,” not just “what’s the matter with me.”

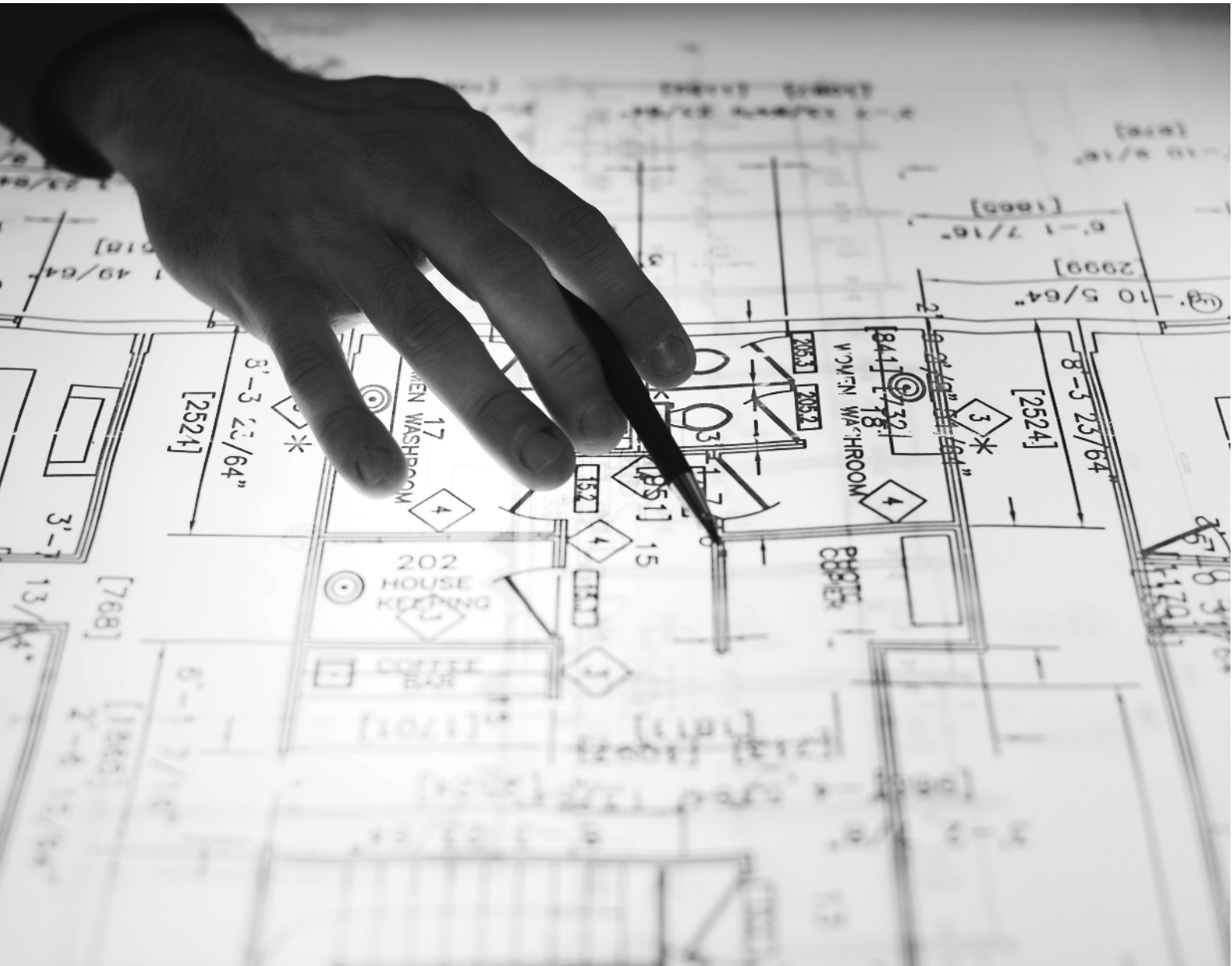
Your wellness system will



Become the brand your consumers think of for both health and wellness



Provide services for the whole person

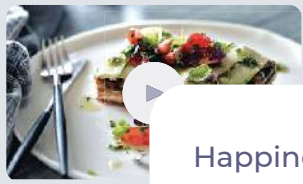


5. Use the right fuel: connected service delivery

The new wellness system is driven by connected service delivery - allowing consumers to access care how, when, and where they want it.

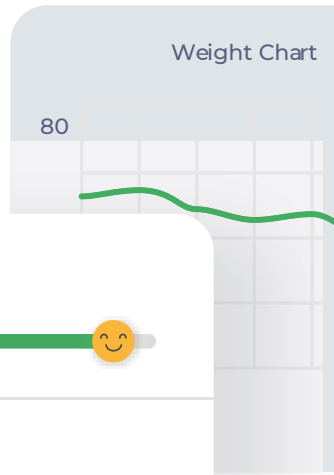


Raw Courgette Lasagne




Ingredients for
1 courgette
5 tomatoes
Olive oil, black pe
1 cup spinach lea


For the cashew
1 cup cashews
1teaspoon lemon
1teaspoon dried
1/4th cup water (




Happiness



Lunch



Exercise minutes



A person's coach, care-plan and support crew in their pocket



Anytime, anywhere support



Extending care beyond the clinic while staying connected to the primary care team



Engage, educate, motivate patients to be active participants in their care

Don't be healthcare's Blockbuster.

Deliver the experience
your consumers want.

Talk with a healthcare transformation strategist today.

The Melon logo is a red oval containing the word "melon" in a white, lowercase, sans-serif font. A white curved line under the "o" in "melon" forms a smile-like shape.

melon