



The Individual Healthcare Experience

RESEARCH BY:



Jeff Rivkin
Research Director,
Payer IT Strategies, IDC



Navigating this eBook

Click on titles or page numbers to navigate to each section.

- Executive Summary..... 3
- The Individual Health Experience Defined 4
- Aspects of the Individual Health Experience 5
- The Differences Between Consumer and Patient 6
- The Differences Between Experience and Engagement 7
- Consumer Experience**..... 8
- Key Processes for Consumer Experience 9
- Key Technologies for Consumer Experience..... 10
- Key Considerations in Building
a Consumer Experience Solution..... 11
- Patient Experience**..... 12

- Key Processes for Patient Experience..... 13
- Key Technologies for Patient Experience..... 14
- Key Considerations in Building
a Patient Experience Solution 15
- Patient Engagement**..... 16
- Key Processes for Patient Engagement..... 17
- Key Technologies for Patient Engagement..... 18
- Key Considerations in Building
a Patient Engagement Solution 19
- Essential Guidance 20
- About the Analyst..... 21
- Message from the Sponsor 22

Executive Summary

The experience that consumers have in the healthcare ecosystem drives their selection of payers and providers, and frankly, their health.

In healthcare, there are nuanced differences between a consumer and a patient. In this eBook, IDC Health Insights discusses the phrase **individual health experience** to incorporate both the consumer and patient perspectives and differentiate between experience and engagement.

This IDC Health Insights eBook, sponsored by Red Hat, defines three dimensions of the individual health experience and the business and clinical value that can be achieved.



Consumer experience



Patient experience



Patient engagement

The key processes, the technologies, and capabilities required are identified.

The Individual Health Experience Defined

IDC Health Insights has defined the individual healthcare experience as having three dimensions:



Consumer experience: Shopping, selecting, and paying for care and insurance

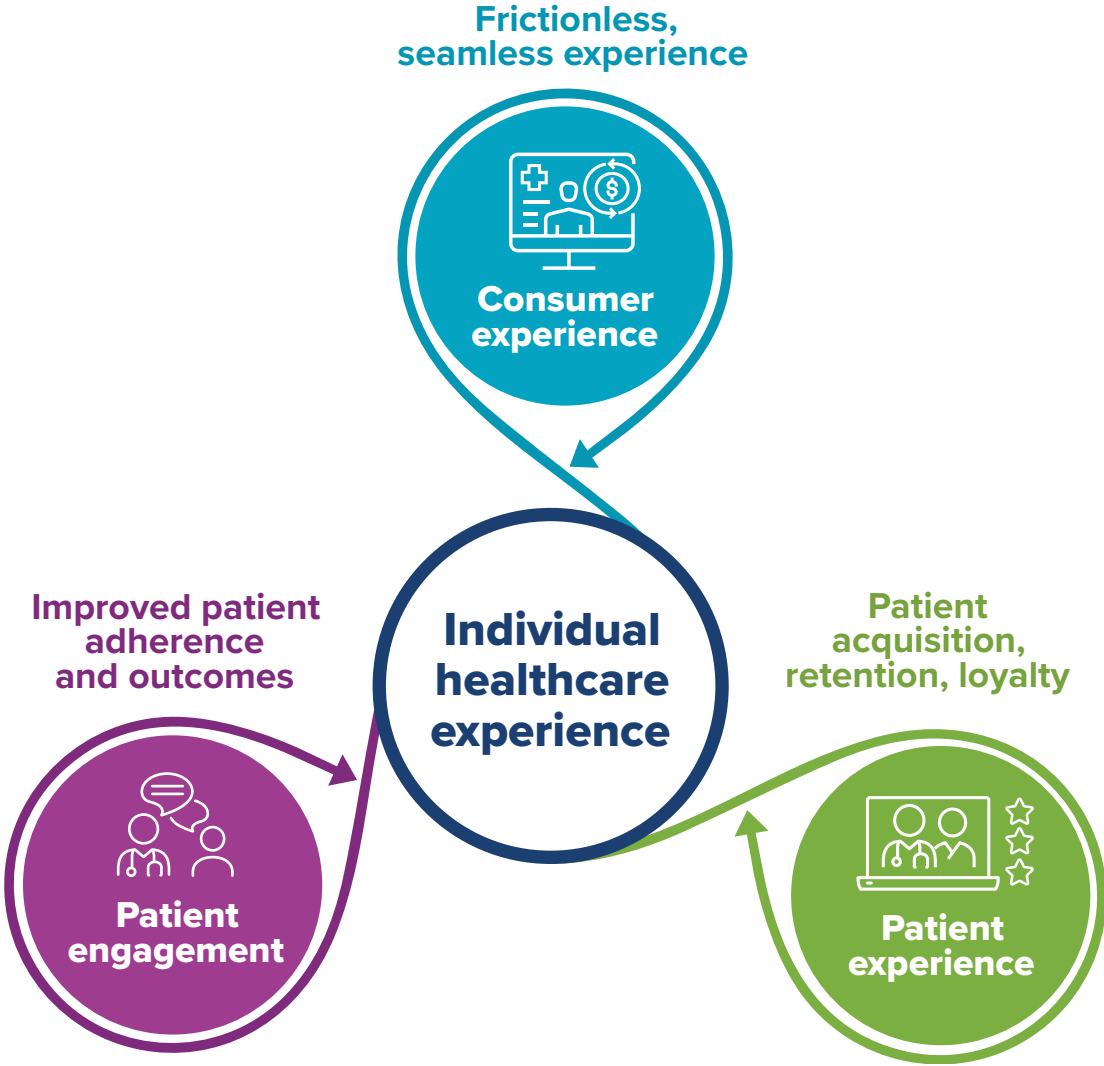


Patient experience: Arranging and receiving care



Patient engagement: Active participation of patients in their care

An individual’s health experience is not linear; the health journey flows among each dimension, as depicted by the graphic. At any given time, an individual can be active in more than one dimension. A person may also have multiple health journeys happening simultaneously. The outer ring around each dimension depicts the desired clinical and/or business outcome.



Aspects of the Individual Health Experience

Each of the three dimensions includes:



Key processes

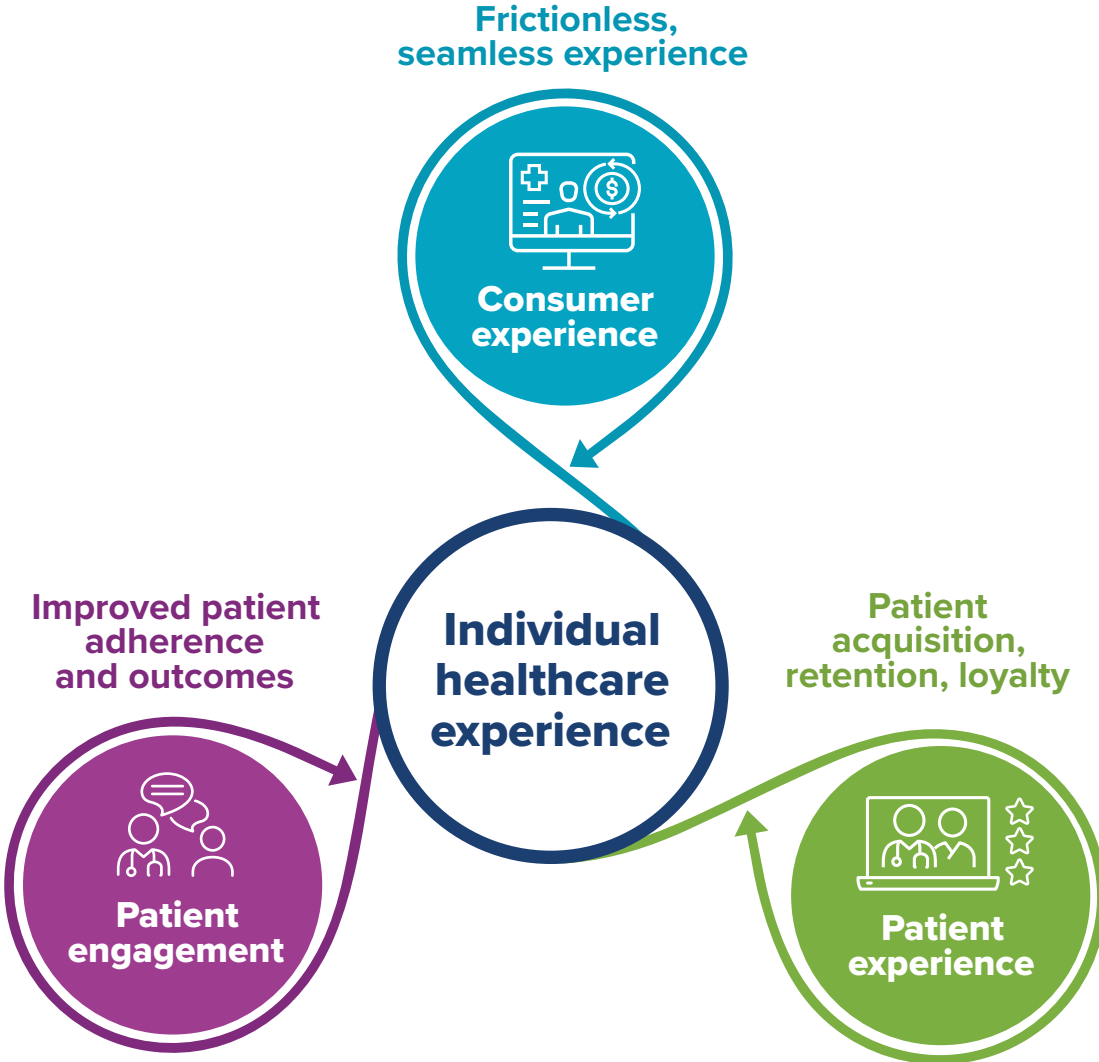


Technologies



Capabilities required to support each process

Some technologies and capabilities are necessary in all three dimensions, such as analytics and mobile devices. What may change is how the technology is applied or what capabilities it enables.




The Differences Between Consumer and Patient

The patient journey lacks many of the characteristics of a conventional consumer journey. To highlight how the two journeys diverge, IDC Health Insights developed the Individual Health Experience framework. **Perhaps the most important difference is this: Individuals lack the total freedom to consume healthcare goods and services based on their personal preferences.**

When interacting with the healthcare ecosystem, a person can take on multiple roles, often at the same time:




Consumer:
Researches options for where and what types of care to receive, or which health plan to select for insurance coverage




Patient:
Receives care in a conventional healthcare setting, virtually via an online video or telephone visit, or at home


Some other differences:




Limited choice in benefit plan based on employer and/or government offering




Limited choice of where to receive care based on benefit design



Lack of price sensitivity and transparency removes price from selection criteria for a provider



Lack of metrics to establish brand quality



Limited medical knowledge from which to determine a treatment plan and assess the clinical quality of care

To do microanalysis on the capabilities and the technology in this hybrid area, IDC determined that this deeper taxonomy was required.

The Differences Between Experience and Engagement



Experience:

Is something personally encountered that affects or provides knowledge through direct observation or participation.

Experience is measured against consumer and/or patient expectations.

Did the interaction:

- ✓ Result in the expected outcome in a timely manner?
- ✓ Occur in the preferred channel?
- ✓ Result in a recommendation?



Engagement:

Requires ongoing participation on the part of the consumer and/or patient.

Engagement in healthcare is measured by the level of patient activation and measurable outcome improvements.

Is the patient:

- ✓ Complying with assigned tasks?
- ✓ Meeting milestones?
- ✓ Demonstrating improved outcomes?



Consumer Experience

The consumer is defined as the patient him or herself, the subscriber of an insurance policy, a parent, a caregiver, or a power of attorney delegate for a patient.

Consumers might engage in:

- ✓ Shopping for care and providers
- ✓ Shopping for insurance
- ✓ Enrolling and paying for insurance
- ✓ Managing a claim
- ✓ Providing customer service (excludes care)
- ✓ Paying for services (for a patient)
- ✓ Paying for services (via an insurance company)



KEY TECHNOLOGIES:

- Portals
- Websites
- Mobile devices



BUSINESS VALUE:

- Member loyalty
- Member satisfaction
- Controlled cash flow

CONSUMER EXPERIENCE

Key Processes for Consumer Experience

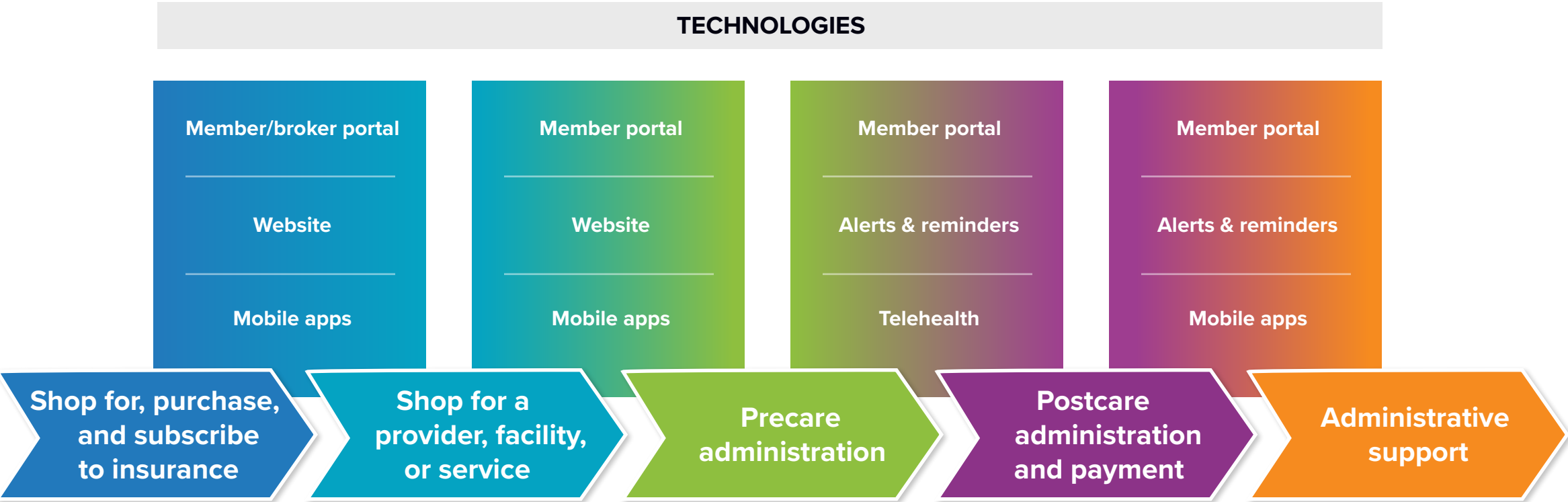


Being a consumer of healthcare insurance involves front-facing processes and workflows across all the processes above. Although these processes are presented as linear, care events are dynamic, and processes may change as the patient’s needs change. These processes will be used as consumers re-enroll or change insurance plans, need services or care, and then must pay, appeal, or follow up with subsequent administration or care.

CONSUMER EXPERIENCE

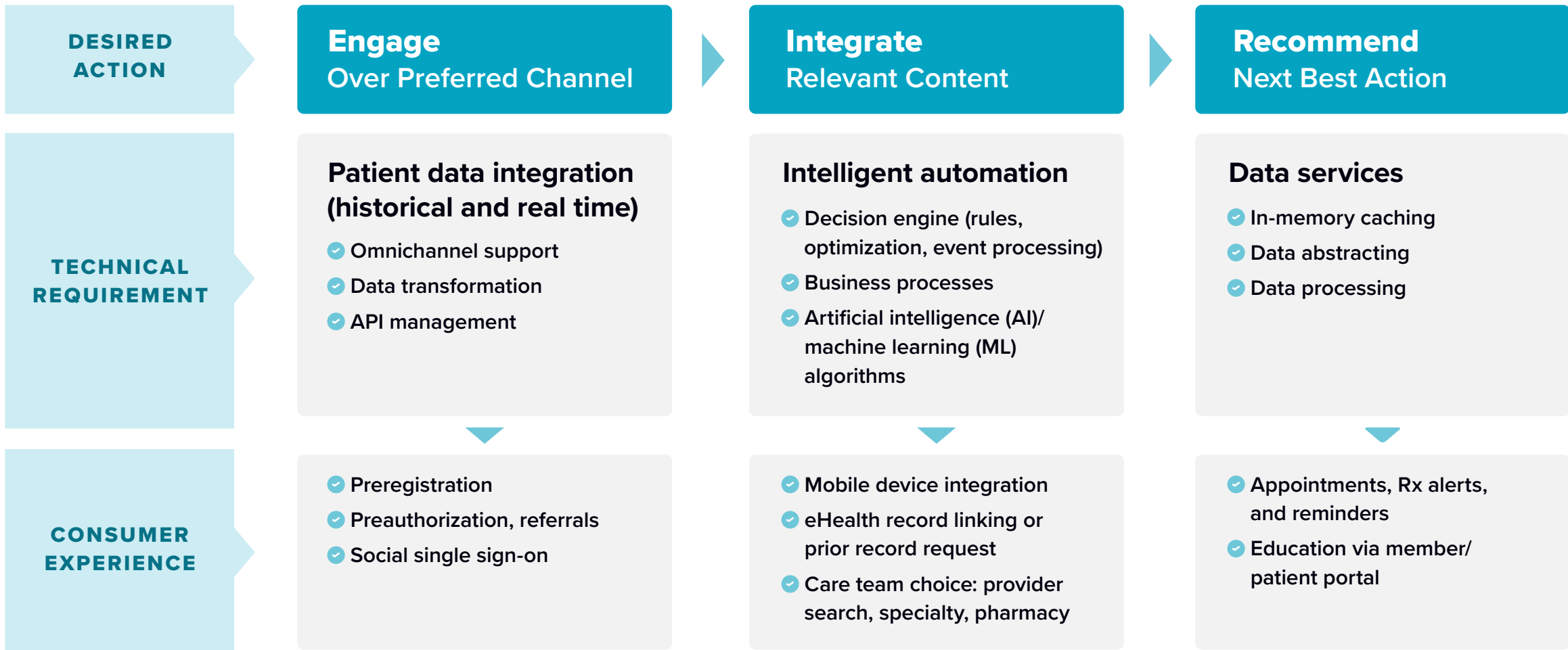
Key Technologies for Consumer Experience

Three technologies span all the processes: self-serve portals, websites, and mobile applications. These digital front doors offer the functionality to shop, set up care, receive care (telehealth), and follow up administratively. The core of any successful consumer experience is the ability to easily accomplish what the consumer sets out to do.



CONSUMER EXPERIENCE

Key Considerations in Building a Consumer Experience Solution





Patient Experience

Patient experience begins when a person realizes a need to arrange and receive care and acts on this based on preexisting knowledge, expectations, communication methods, and access to a service.

A patient arranges and receives care with set expectations and observations made from direct patient care events, encounters, interactions, processes, and outcomes.

To meet expectations, patient experience relies on providers.

Patients leverage their awareness of touchpoints or discover them to interact with the healthcare provider, with the aim of alleviating any manifested or emerging care needs.



KEY TECHNOLOGIES:

- Open access scheduling
- Customer relationship management and analytics
- Patient surveys and feedback tools



BUSINESS VALUE:

- Patient retention
- Patient acquisition
- Patient loyalty

PATIENT EXPERIENCE

Key Processes for Patient Experience



The way the patient experience materializes will be influenced by ongoing observations and perceptions of the patient’s journey across the continuum of care and beyond. The processes, while delineated, can be thought of as perpetual, in that patient experience can and will be influenced beyond follow-up and upon referral or recovery in the transition period.

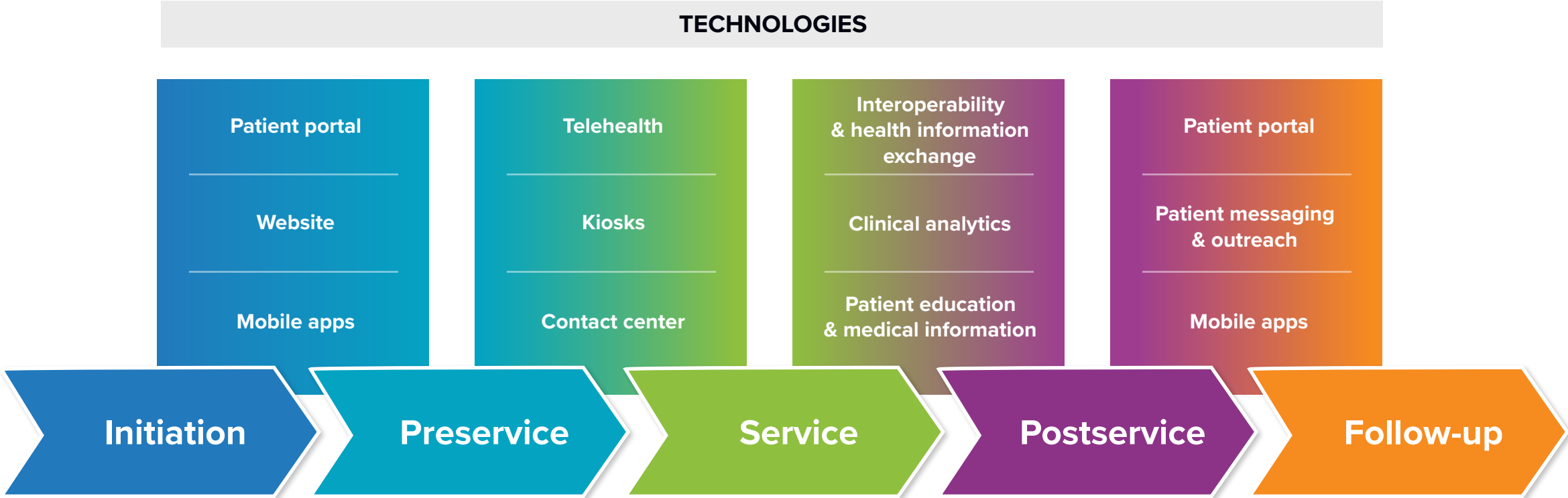
Therefore, it is vital that any technologies deployed and capabilities enabled reflect a meticulous effort to understand the patient as a person, with the aim of humanizing the experience.

Humanizing patient experiences necessitates integrated strategies with patient-centric and consumer-friendly designs which, along with an effective patient engagement strategy, elevate individuals to meet their clinical, social, economic, and behavioral health needs.

PATIENT EXPERIENCE

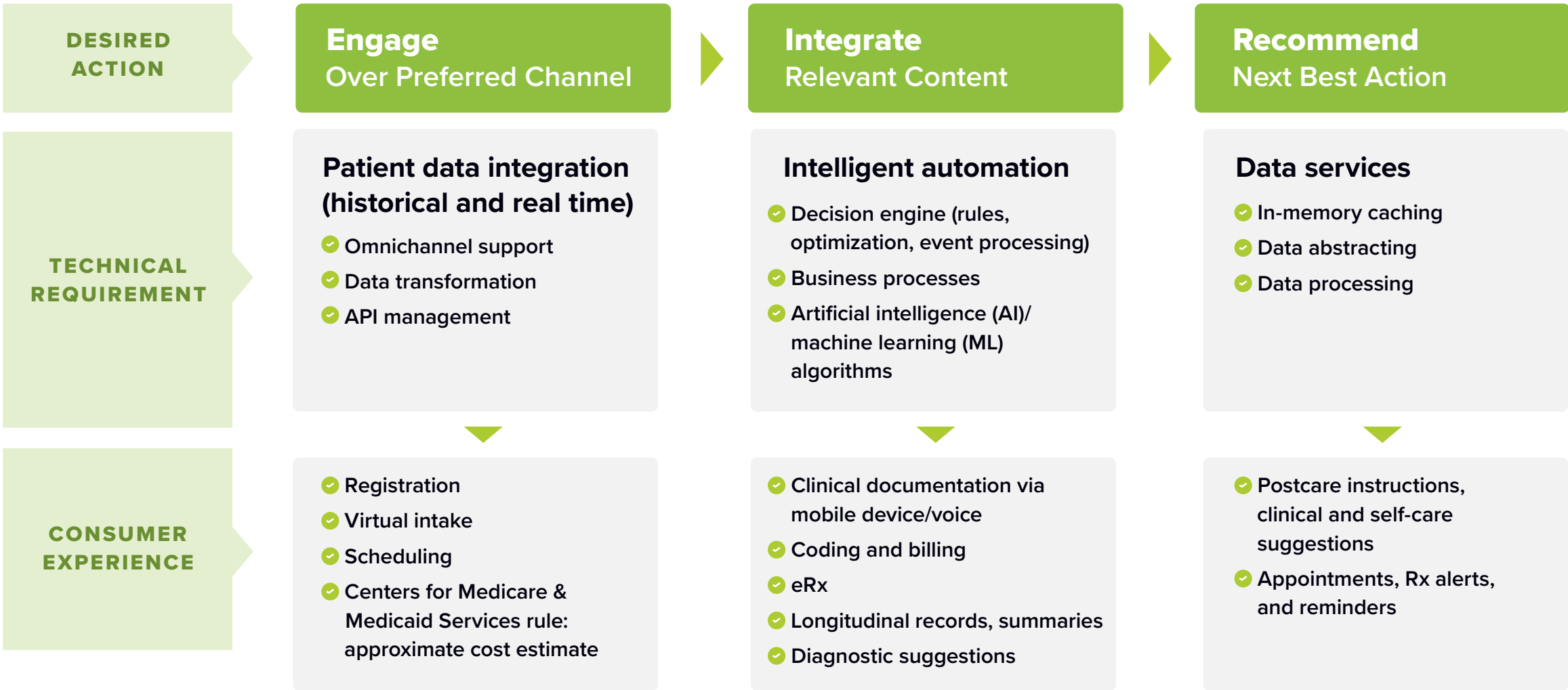
Key Technologies for Patient Experience

Effective communication, access to information, and meaningful relationships serve as the focal points for technology adoption and deployment. A successful patient experience should elevate the quality of what happens and rationalize where and how often it happens.



PATIENT EXPERIENCE

Key Considerations in Building a Patient Experience Solution





Patient Engagement

Effective patient engagement occurs by actively involving patients in their care through campaign outreach, shared goals, and personalized wellness/care plans to improve specific health conditions and monitor outcomes.

Elements include:

- ✓ Identifying patient needs
- ✓ Establishing shared/personalized health goals
- ✓ Deploying services and technology as needed
- ✓ Monitoring and dynamically adjusting plan based on changing needs
- ✓ Providing omnichannel communication
- ✓ Offering access to digital and in-person education/coaching



KEY TECHNOLOGIES:

- Analytics and AI
- Patient communications
- Workflow



BUSINESS VALUE:

- Improved patient compliance and outcomes
- Improved patient satisfaction
- Patient loyalty

PATIENT ENGAGEMENT

Key Processes for Patient Engagement



Patient engagement includes both campaign outreach for general health reminders like flu shots as well as personalized care plans that include shared goals and activities to support patient self-management.

An integrated care plan should be used for the highest risk and most vulnerable patients. The care plan should, when needed, represent a strategy to meet clinical, social, economic, and behavioral health needs.

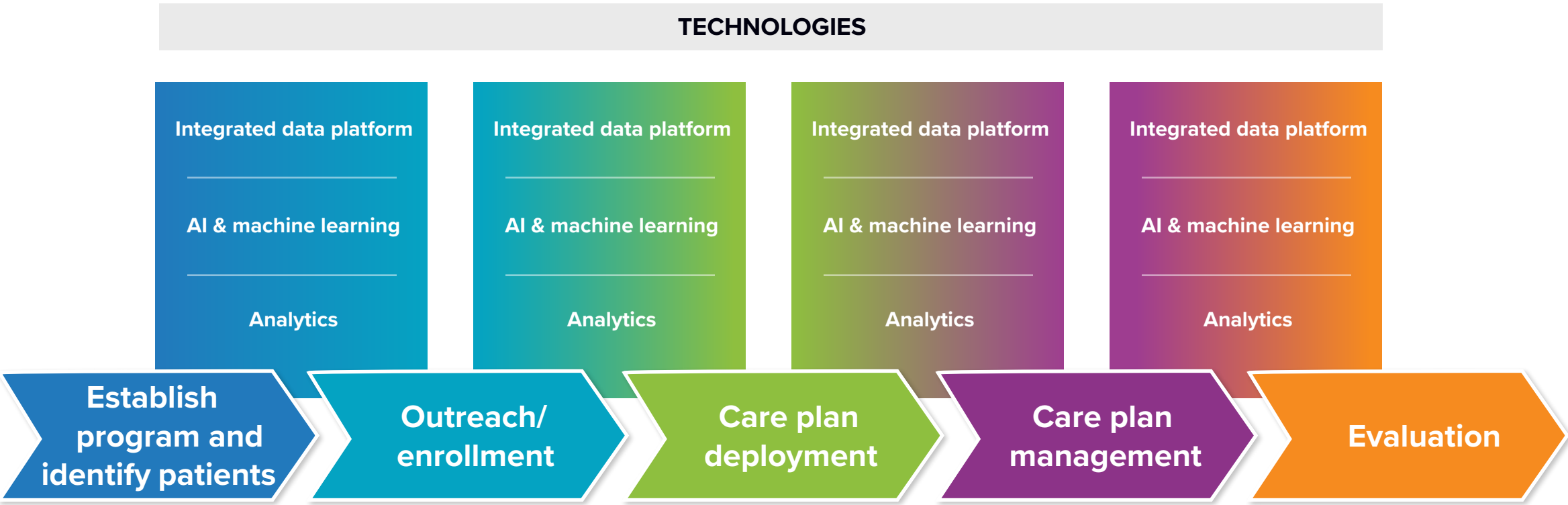
Analytic rigor is essential to evaluate program results.

PATIENT ENGAGEMENT

Key Technologies for Patient Engagement

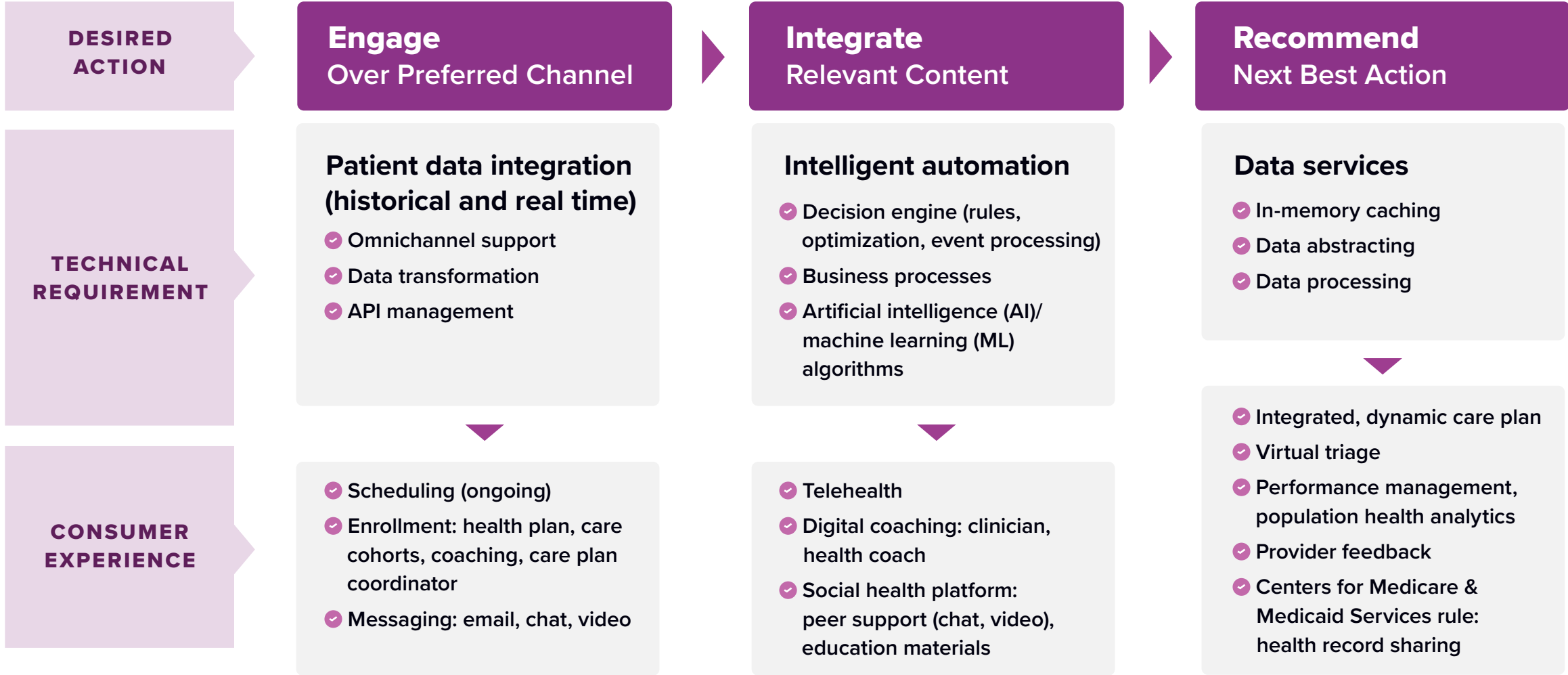
There are three key technologies that span these processes: analytics and AI, workflow, and patient communication. The core of successful patient engagement is access to comprehensive patient data and advanced analytics such as AI and machine learning.

As processes move to the right, the introduction of digital technology becomes important.



PATIENT ENGAGEMENT

Key Considerations in Building a Patient Engagement Solution



Essential Guidance



Prioritize the individual's health experience and recognize that the keys are **convenience, continuity, and personalization** across all interactions with the healthcare ecosystem.



Bear in mind that elevating the individual's healthcare experience requires a strategic mix of technologies and capabilities across the different processes that reflect a **unified, patient-centric, and consumer-driven design**. This requires the implementation of the digital front door.



Break down the silos of consumer/patient-facing technologies. Deploy **open architectures, API-enabled sharing, and interoperability** within your enterprise and extend it to others in the ecosystem as demanded.



Acknowledge that many of the required technologies, such as integrated data, AI, and outreach tools, support various capabilities across all the dimensions.



An **enterprisewide, comprehensive, 360-degree view of an individual's data is the key** to seamless interactions with consumers/patients and building sustained loyalty.



Consider how, when, and where a **feedback loop** fits within your overall strategy and ensure that the technology partner can operationalize it.

About the Analyst



Jeff Rivkin

Research Director,
Payer IT Strategies, IDC

Jeff Rivkin is Research Director of Payer IT Strategies for IDC Health Insights. In this role, Jeff is responsible for research coverage on payer business and technology priorities, constituent and consumer engagement strategies, technology and business implications for consumer engagement, front, middle and back office functions, value-based reimbursement, risk, and quality-based payment and incentive programs, among other trends and technologies important to the payer community.

[More about Jeff Rivkin](#)

Message from the Sponsor

Red Hat's open source innovation is helping healthcare organizations deliver an individual healthcare experience that is:

- **Customizable:** To meet the demands of new or evolving internal initiatives; and/or react to real-time events with relevant information at the point of care or need.
- **Scalable:** for a consistent and contextual experience with rapid innovation leveraging hybrid cloud deployment
- **Flexible:** to make changes quickly, such as facilitating and operationalizing a feedback loop

Red Hat leverages a repeatable framework that is based on proven Red Hat customer best practices. It can be easily integrated with multivendor AI with decisioning logic for greater personalization, stakeholder control, and transparency. This prescriptive approach delivers a faster time to value.

[Discover Red Hat's Flexible and Open Approach](#)

IDC Custom Solutions

This publication was produced by IDC Custom Solutions. As a premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets, IDC's Custom Solutions group helps clients plan, market, sell and succeed in the global marketplace. We create actionable market intelligence and influential content marketing programs that yield measurable results.



IDC Research, Inc.
140 Kendrick Street
Building B
Needham, MA 02494, USA
T +1 508 872 8200

© 2021 IDC Research, Inc. IDC materials are licensed [for external use](#), and in no way does the use or publication of IDC research indicate IDC's endorsement of the sponsor's or licensee's products or strategies.

[Privacy Policy](#) | [CCPA](#)