WHITEPAPER:

Bringing the Amazon
Experience to Healthcare

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Personalizing the Healthcare Experience

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Bringing the Amazon Experience to Healthcare

Introduction

Almost everyone can relate to having purchased something online. And, if you are anything like nearly 1 billion others around the globe, you have purchased something from Amazon.com. The e-commerce goliath erupted onto the scene in 1994, disrupting the brick-and-mortar shopping industry with their online offerings. Anything your heart desired was just a click away, ready to be delivered to your door when you ask.

Today we can't even picture a world without Amazon, but the online retailer would not have gotten this far without the ace in its pocket — stellar customer service. At any time, day or night, Amazon is open — no waits, no lines, no 'Black Friday'-esque craziness. Every purchase is predicated by endless reviews, so buyers know exactly what they are getting, before they even decide to get it. There are no surprises here, and because the reviews are from people just like you, you can trust their judgment and their recommendations.

But the biggest jewel in Amazon's customer-service crown? Transparency. Once that Add To Cart button is clicked, you have a to-the-minute view of where your purchase is at every minute. Need that present for your nephew's birthday by tomorrow? Overnight shipping. Want to send that new tech toy directly to your sister in California? Send as a gift. Every single facet of the buying process is monitored and tracked, which gives you as the buyer unprecedented access into the whereabouts of your purchase.

Now, flip the page to what is arguably the most important industry in a humans life — healthcare. Can a patient view countless earnest reviews before she chooses a doctor for a critical procedure? Can a physician track where a blood sample is at every step of the process? Are nurses afforded an up-to-the-minute feed of every patient's details, with critical findings and personal notations included?

This whitepaper outlines the steps necessary to bring the Amazon experience to healthcare, and highlights how one leading organization was able to bring this personalized experience to their clients and patients.

The Problem

So why is it that Amazon treats getting that teddy bear on time as a life or death situation, and yet in healthcare, where it is *literally life or death*, patients are still treated as numbers? They are just cogs in the industry wheel, being shuffled along the pathway of treatment.

Healthcare is an industry built on relationships — between patients and doctors, doctors and health systems, health systems and their various outreach programs. But along the way, these relationships become strained and forced. Patients are passed between doctors, specialists, and referrals, with little focus on their personal preferences or needs. These little things — do I prefer water or coke, what is my husbands name, do you remember what we talked about last time — can be the key driver of patient satisfaction and, ultimately, retention.

In today's changing healthcare environment, patients have more options than ever before. Hospitals and health systems must be able to provide this personalized experience to keep patients from going to a MedCheck or Minute Clinic. They must be able to provide Amazon-levels of personalization, or they will be left in the dust.

Amazon treats getting you the teddy bear on time like it's life or death.

In healthcare, where it is life or death, you are treated like a number.

The Typical Chaotic Ecosystem

In the traditional format, care delivery is tragically fragmented. The sheer number of legacy IT tools and ecosystems that exist in healthcare makes it increasingly difficult to keep data and information straight. The availability of data in healthcare is only growing, and innovative healthcare organizations will not only be able to effectively manage and view this data, but take action and enforce change based on data as well.

"Dashboards allow [a] system's providers and administrators to visualize the current status of metrics and track key performance indicators across the entire system."
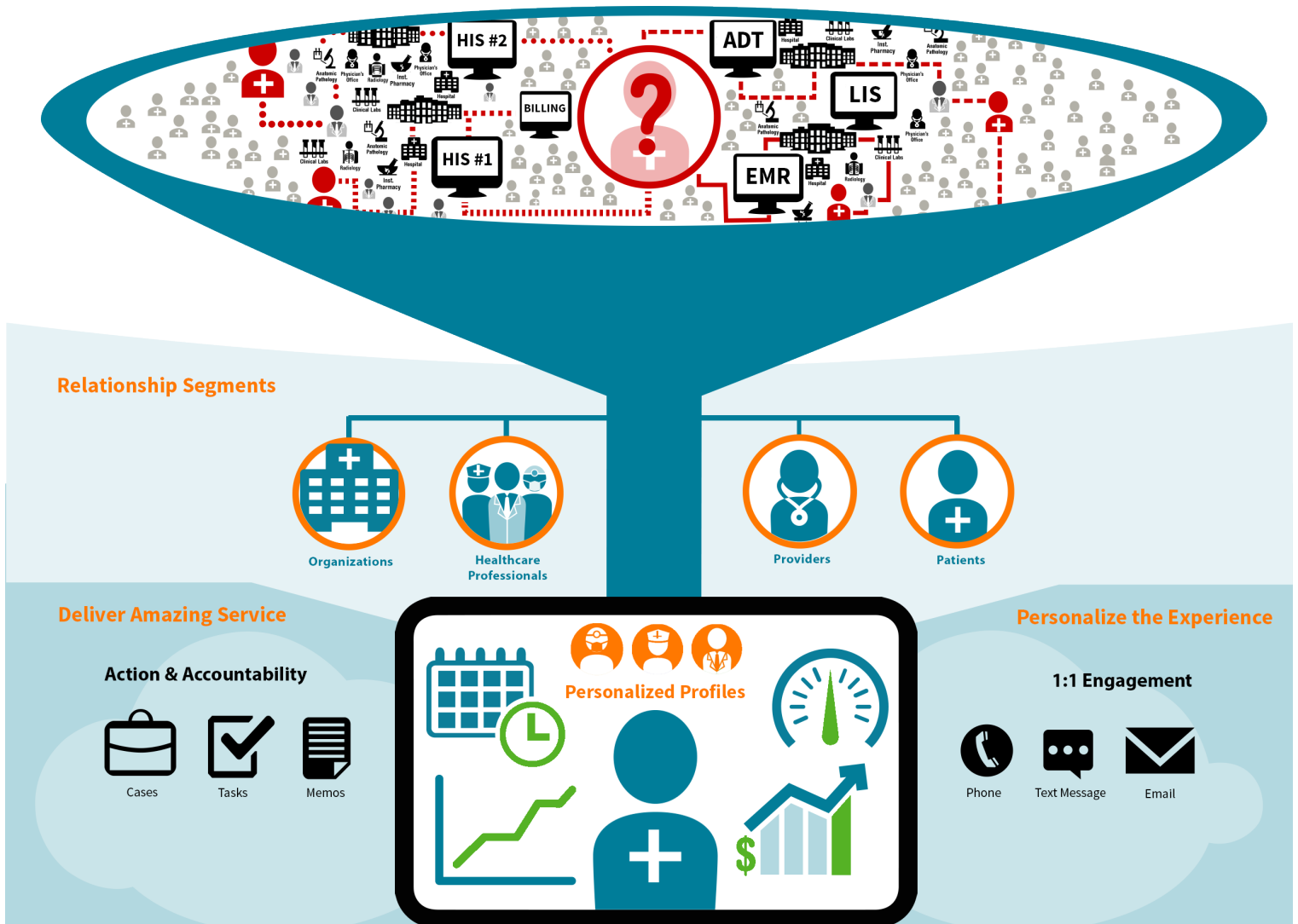**Dark Daily, March 4, 2015**
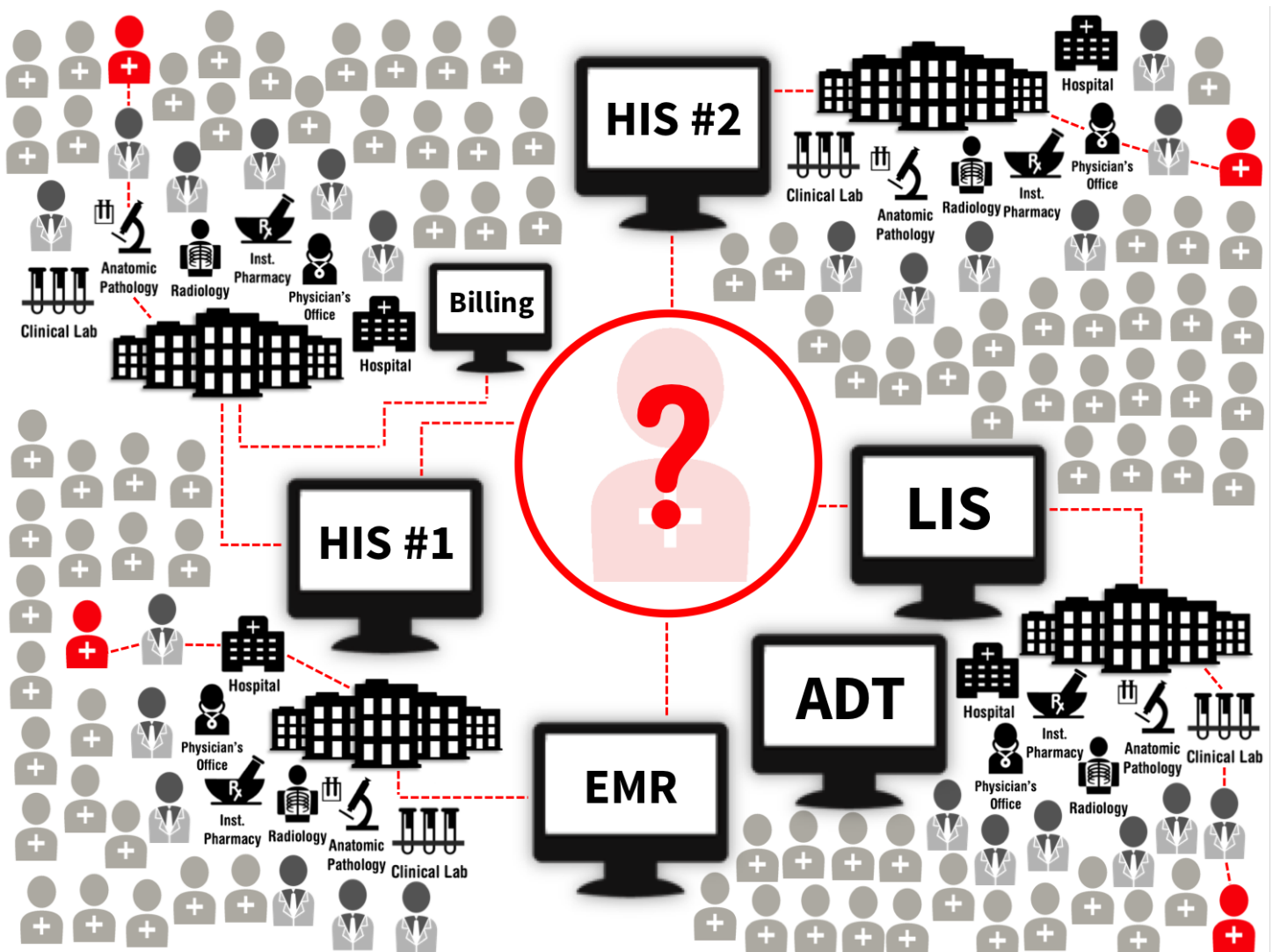
Controlling the Chaos

Taking the first step in controlling this data, however, can be a daunting task for any organization. Consolidating disparate data systems into one holistic location makes it easy to segment out roles-based profiles to gain granular insight into your patient, provider, and consumer population.
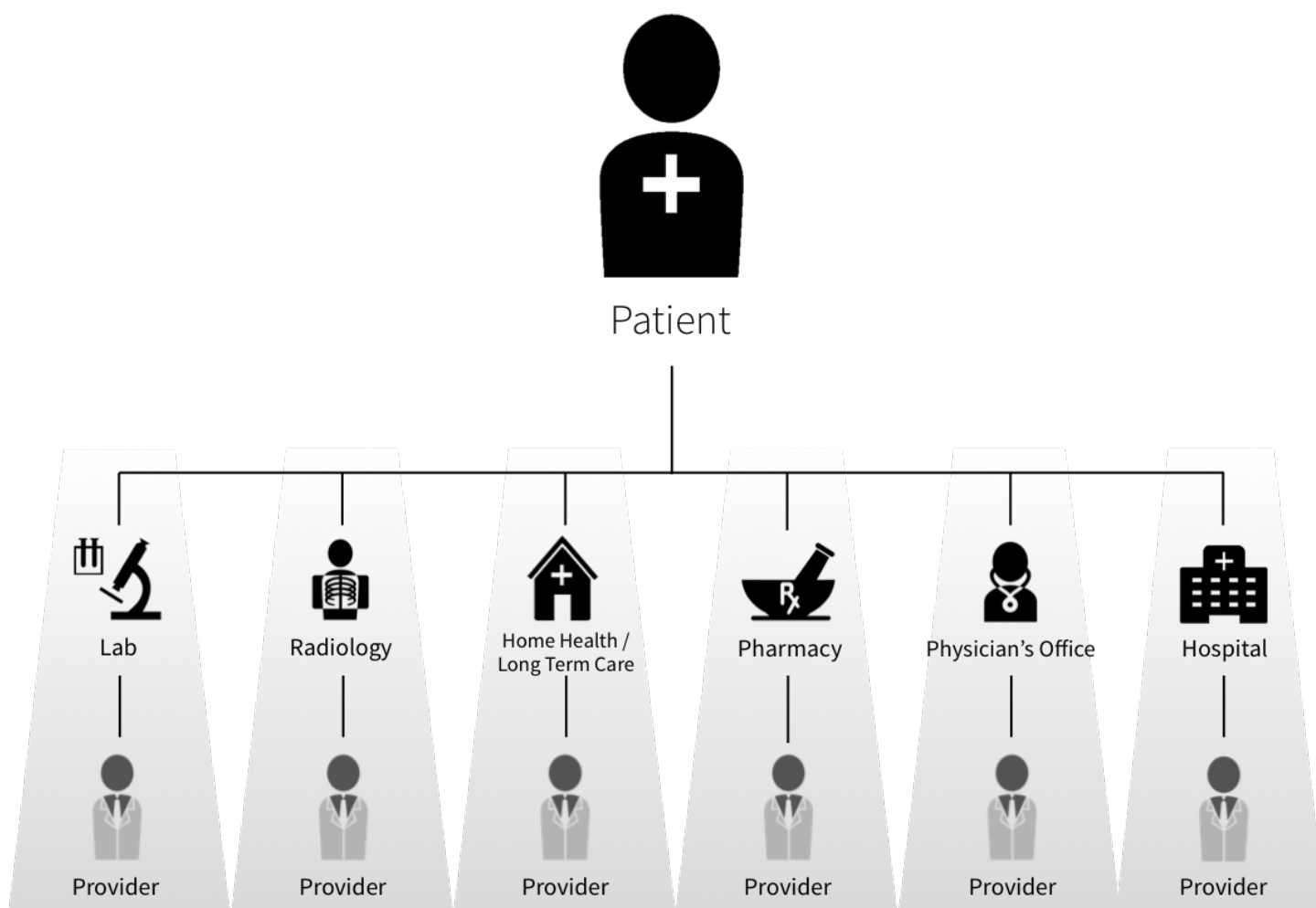
The ability to effectively engage and interact with your segmented consumer population, as well as with your internal departments and teams, is the first step towards truly personalizing the healthcare experience.

Relationship Segments

Organizations

Healthcare Professionals

Providers

Patients

Deliver Amazing Service

Action & Accountability

Cases

Tasks

Memos

Personalized Profiles

Personalize the Experience

1:1 Engagement

Phone

Text Message

Email

Shared Patient Responsibility Across Multiple Silos

More often than not it is internal communications that cause the most bottlenecks in the patient journey. Throughout their life-long participation in the healthcare system, patients interact with dozens of different specialists: nurses, doctors, pharmacists, insurance representatives, etc. And at each one of these 'pit stops' along the patient road, they are subject to the same questions about their medical history. If the end goal is patient satisfaction, shouldn't healthcare professionals strive for ease of care? Instead of making the healthcare journey long and tedious for patients, healthcare providers should instead focus on streamlined, efficient care delivery. Transparency into every step of the delivery process, reminiscent of Amazon, is only possible if there are clear lines of communication between stakeholders. This means lab technicians, home health nurses, hospital representatives, and primary care physicians are all acutely aware of where a patient lies within his or her care journey, with just a click of a button. Personalization occurs when key stakeholders are all held accountable for patient satisfaction throughout the entire care process.

Patient

Lab	Radiology	Home Health / Long Term Care	Pharmacy	Physician's Office	Hospital
Provider	Provider	Provider	Provider	Provider	Provider

# To Survive, Healthcare Entities Must Deliver Quality

Busting through silos and establishing a transparent view of the patient journey are the first two steps providing true value-based healthcare service. As the antiquated healthcare industry steps out of the shadows of a fee-for-service model towards the light of the fee-for-quality system already in place in other industries, healthcare entities are left scrambling.

Patient-centric healthcare means anticipating patient questions, concerns, and issues, and then proactively engaging with your patients to ensure they have a positive experience and will remain your customers for life.

QUICK FACT:

By 2018, **50%** of Medicare payments will be value-based, rather than fee for service. This number will increase to **75%** by 2020.

Rewards Volume

Patients

Provider

X

Lab
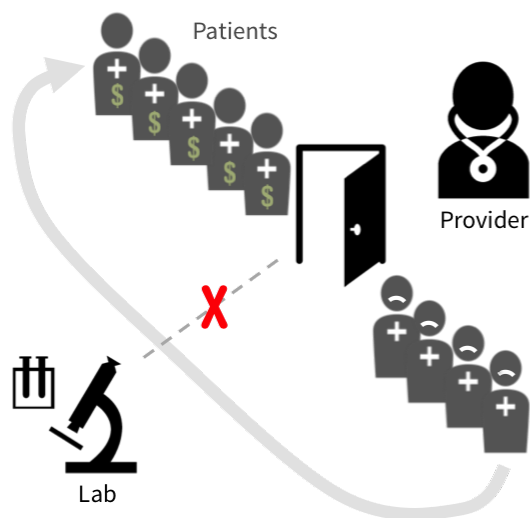
Where we've been

Rewards Value

Patients

Provider

Patient

Lab

Radiology
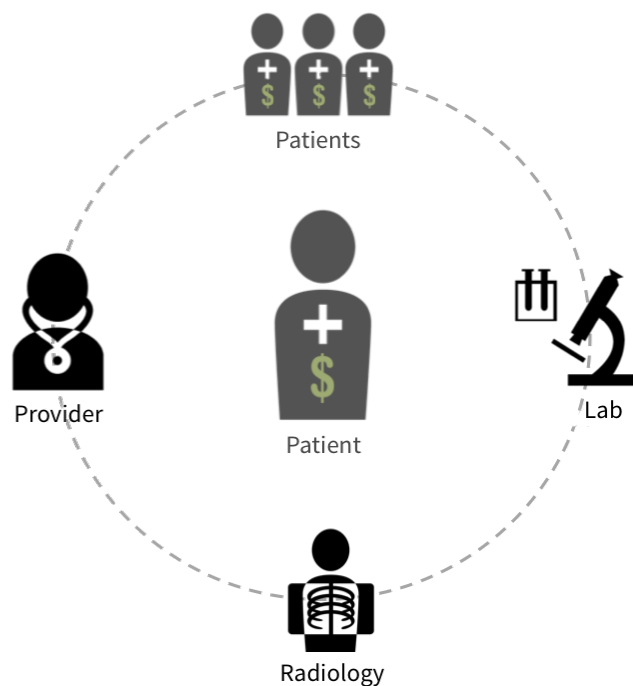
Where we're headed

The Time is Now

There is no better time to begin transforming your healthcare organization into a value-based beacon of personalized care. The cost of healthcare is only rising in the United States, and in a few years it will become too expensive for small and mid-size organizations to make the switch.

Soon, treatable and preventable diseases such as diabetes will become too widespread to control. By 2020, the amount of money spent on a *preventable* disease will total more than the amount spent building the entire U.S. interstate system — and this doesn't even include chronic illnesses.
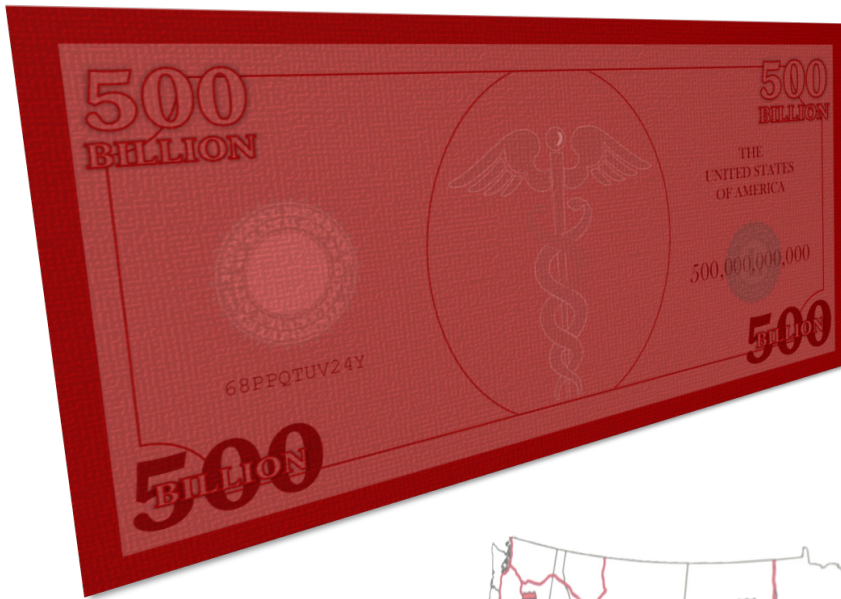
Projected annual cost of diabetes is **$500 billion** USD in 2020.

Less was spent to build the entire U.S. interstate system.

Massive Price Disparity

One of the biggest hurdles standing in the way of bringing the Amazon experience to healthcare is **unexplained clinical variation**. This occurs when two patients go in for the same visit or procedure and end up paying vastly different sums. The lack of visibility into healthcare costs is a serious roadblock to personalizing healthcare. Transparency throughout the entire care continuum dramatically influences patient satisfaction, and will be a huge factor in patient acquisition and retention in the new fee-for-value system.
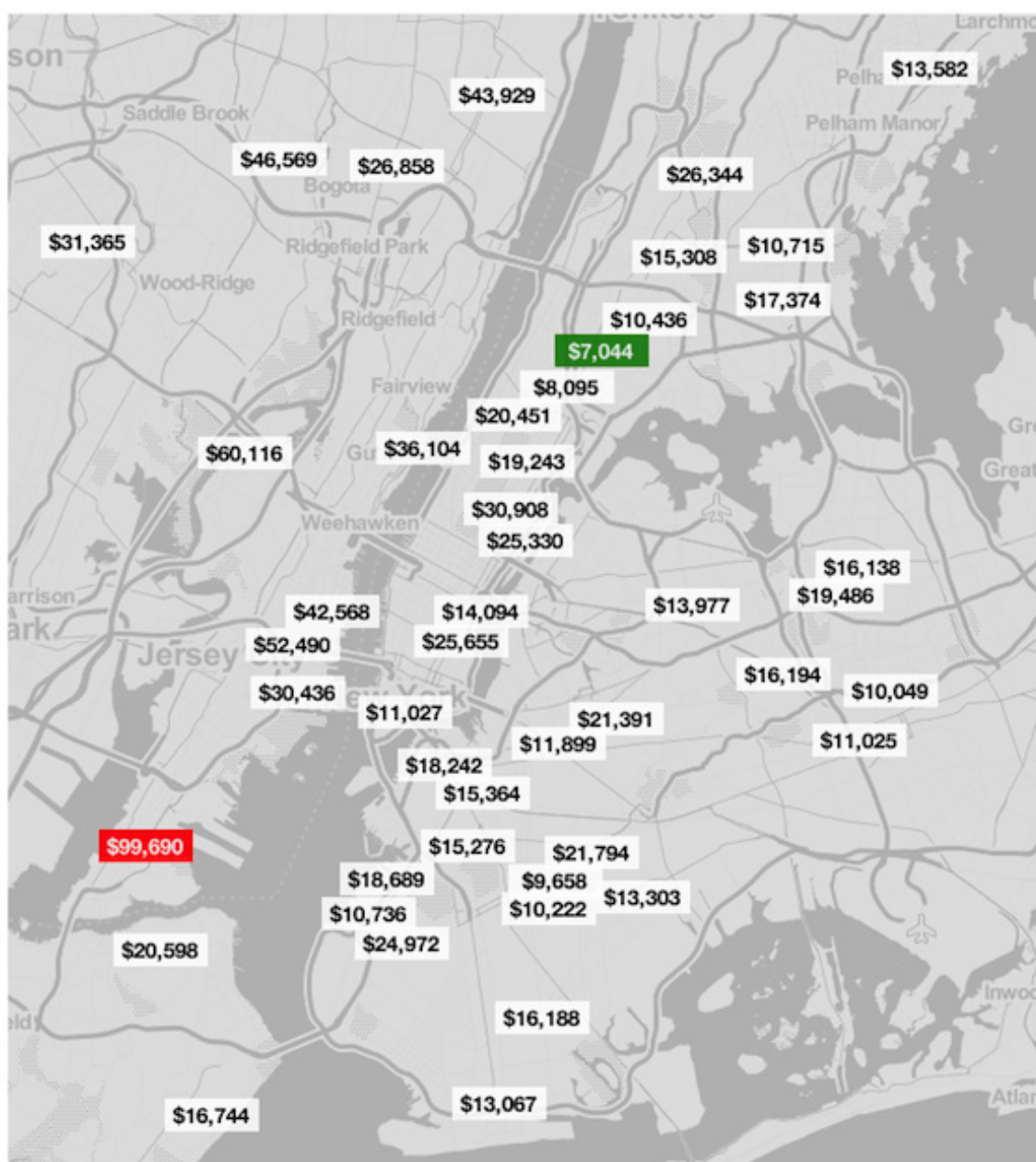
Source: Health and Human Services. Map tiles and data: Stamen Design, OpenStreetMap.   THE HUFFINGTON POST

What if We Saw the Same in Other Industries?

Imagine if the bottlenecked confusion present in healthcare was the norm in other industries. We take for granted the fact we can expect a teddy bear on our doorstep two days after we click "Buy Now" on Amazon, but when we switch out this time-frame with the typical turnaround time of critical lab results, the outcome is overwhelmingly vague.

If Amazon told you the estimated delivery time was "Between 2-31 days (or longer)" for a doll that may or may not cost 80 dollars, there is no doubt customer service would be receiving a strongly voiced call and a terrible review. For too long patients have just shrugged and accepted this as the norm in healthcare, but this is no longer true. Healthcare providers are now subject to these complaints and reviews, making the need for value-based service even more important — and time sensitive.

QUICK FACT:

Retail is a **$2.6 trillion** industry in the United States, while healthcare costs hover around **$3 trillion**, and is expected to reach **$4.8 trillion** by 2021.

1-24 of 89,524 results for **Toys & Games** : **Stuffed Animals & Plush** : **"teddy bear"**

Show results for
‹ Any Category
‹ Toys & Games
Stuffed Animals & Plush
  Teddy Bears (32,699)
  Plush Pillows (224)
+ See more

Refine by

Eligible for Free Shipping
Free Shipping by Amazon

Delivery Day
☐ Get It Today
☐ Get It by Tomorrow

Stuffed Animals & Plush Size
☐ Under 5 Inches (1,453)
☐ 5 to 6.9 Inches (11,048)
☐ 7 to 9.9 Inches (48,575)
☐ 10 to 14.9 Inches (10,569)
☐ 15 to 19.9 Inches (4,748)
☐ 20 Inches & Above (1,256)

Avg. Customer Review
★★★★☆ & Up (5,764)
★★★☆☆ & Up (6,293)
★★☆☆☆ & Up (6,444)
★☆☆☆☆ & Up (6,610)

Showing results in **Toys & Games**. Show instead results in All Departments.
Related Searches: big teddy bear, giant teddy bear, stuffed animals.

Gund Philbin Teddy Bear Stuffed Animal, 18 inches

Price: **$10.99**

Estimated Delivery:
Not sure, just call us everyday and eventually you'll get an answer

More Buying Choices:
Probably - you figure it out

Gund Slumbers Teddy Bear Stuffed Animal

Price: **$79.89**

Estimated Delivery:
Between 2 - 31 business days (or longer)

More Buying Choices:
N/A - TBD - Maybe but we're not sure

Ty Shaggy Bear

Price: **$249.99**

Estimated Delivery:
2 weeks but expect 4-6 weeks

More Buying Choices:
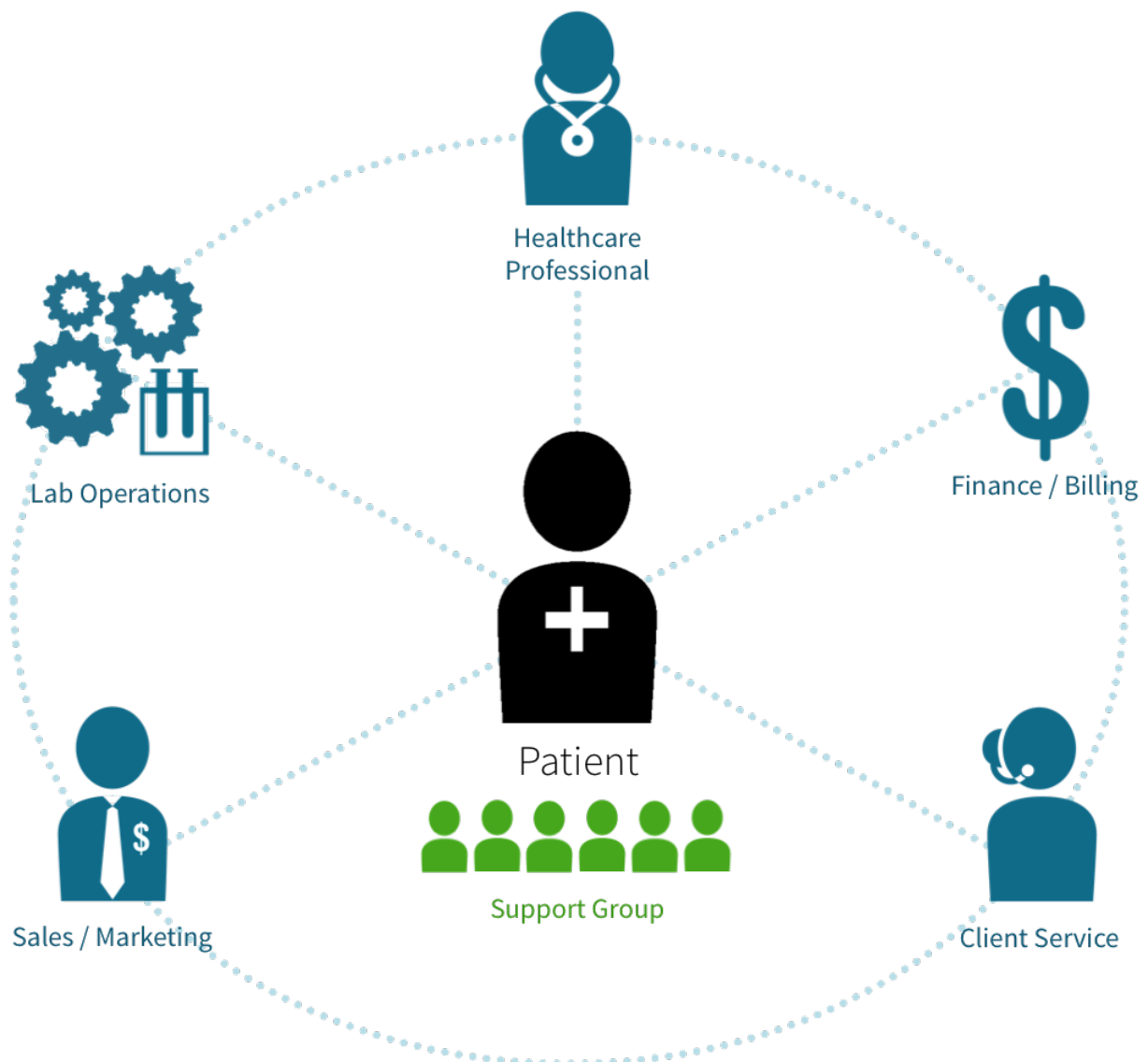**Depends on your location**

Common Challenge:
You Lack Access to Patient Profiles

QUICK FACT:

About **80%** of patient information is unstructured, which means that it is often unminable for insight.

The reason value-based care is difficult to deliver is because healthcare providers often lack access to holistic patient profiles. Physicians must now have visibility into patient relationships with billing representatives, lab professionals, and other hospital staff to fully understand their medical situation.

The ability to view all of this patient data, in one place, equips the physician with the knowledge and insight they need to provide truly personalized care.

Healthcare
Professional

Lab Operations

Finance / Billing

Patient

Support Group

Sales / Marketing

Client Service

St. Vincent Seton: Delivering the Amazon Experience

St. Vincent Seton Specialty Hospital, an acute, long-term care hospital located in Indiana, took a proactive step towards providing an Amazon experience for their patients. With patients often remaining in the hospital for greater than 30 days or potentially even longer, repeat testing is a significant factor in both patient satisfaction and hospital costs. Other challenges included:

• Utilization Trends
• Physician Education
• Accessing Holistic Patient Profiles

With their healthcare-specific CRM solution, St. Vincent can now view the hospital's overall performance, individual physician performance, and holistic patient profiles with a click of the button.

"In a matter of seconds, I can transition from a 10,000 foot view to a 100 foot view. Utilization, cost, and resource allocation dashboards make it easy to pinpoint trends and take actions accordingly. This translates into better patient care while also directly impacting our productivity, resources, and costs."

Troy Reiff, RN
Dir. of Operations
St. Vincent Seton Specialty Hospital

The Impact of Real-Time Insight

The St. Vincent Seton team was set on driving engagement and personalized service for their patients and clients, but there were numerous challenges to this undertaking, including disparate data systems and inefficient process and procedures. This is why, when searching for a CRM solution to help alleviate internal communication challenges, they looked for one that could drive true patient engagement through collaboration and actionable intelligence.

Today, Reiff and team can access previously siloed patient data to view holistic profiles, complete with drill-throughs and one-click communication that fosters transparency and accountable follow-up. When internal processes are built around providing value, the end product delivers a highly personalized patient experience.

QUICK FACT:

90% of surveyed healthcare professionals agree that successful care collaboration leads to reduced readmissions. **Nielsen Consumer Insights April 2015.**
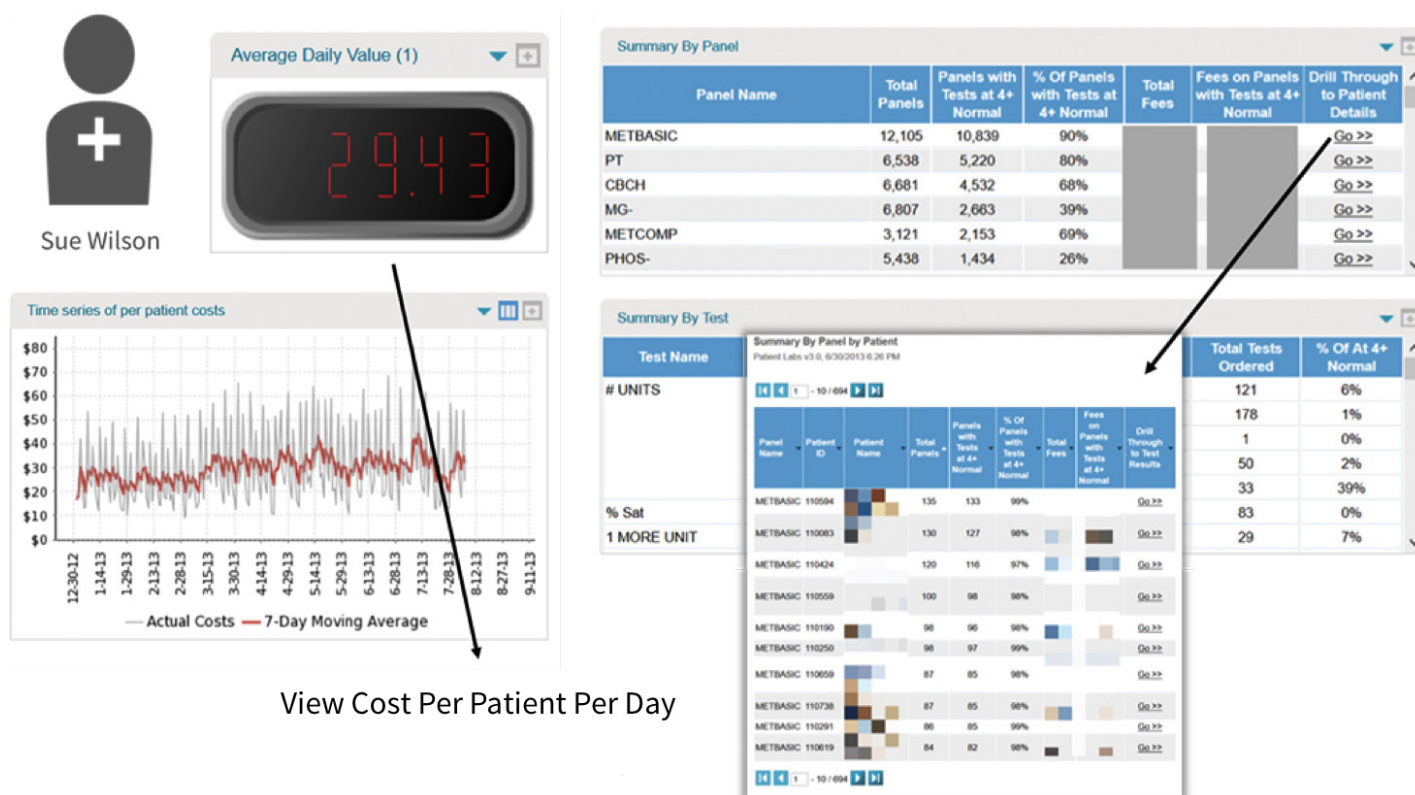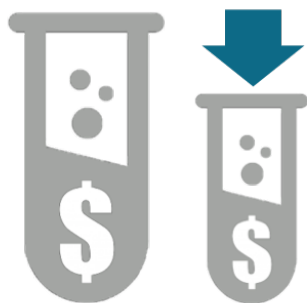

View Cost Per Patient Per Day

Tangible Results

St. Vincent Seton activated their full-service healthcare-specific CRM solution to help them deliver the Amazon experience to every patient, every day. Using clinical data that was previously buried in disparate silos, Reiff and team were able to drive improved clinical outcomes and influence a better patient experience.

Improved transparency, renewed ownership, and increased productivity are all factors that contributed to St. Vincent Seton reducing unnecessary testing by 6.5%, dramatically lowering operating costs and resulting in a seven figure annual return for the organization.

Reduced Unnecessary Testing by **6.5%**
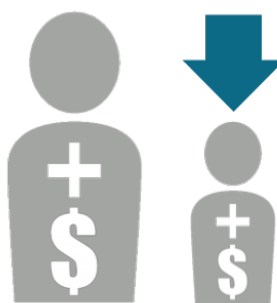
Reduced Cost Per Patient Per Day (CPPD)

Major Productivity Boost

5% Increase in Patient Acuity

= seven figure annual return **($,$$$,$$$)**

Driving the Right Person To Do the Right Thing

Bringing the Amazon experience to healthcare is possible — healthcare organizations just need to know where to start. Knowing where to focus and driving closed-loop accountability enable healthcare organizations to build amazing, lasting relationships with their providers, patients, and customers.

Abandoning manual processes in favor of real-time, actionable intelligence ensures every member of your organization is doing the right thing at the right time. Healthcare professionals can strengthen their relationships with the physicians they serve, in turn strengthening relationships between physicians and their patients.

In order to deliver Amazon-levels of personalization in healthcare, patients, providers, and other healthcare consumers must hold healthcare organizations accountable to the same pricing and delivery expectations as they do everyday retail interactions. Only with effective engagement and communication solutions in place can organizations hope to live up to these daunting expectations.

QUICK FACT:

Amazon sold an average of **18 toys per second** from mobile devices only on Cyber Monday 2014. The average pediatritian sees 34 patients a day.

Deliver Amazing Service
with Action & Accountability

Personalize the Experience
with 1:1 Engagement

Case

Task

Memo

Personalized Profiles

Phone

Text Message

Email

Summary

- Amazon treats getting you the teddy bear on time like it's life or death

- Amazing client service is the top priority

- Transparency exists throughout process

- Amazon holds its team members accountable to deliver for clients

- In healthcare, where it is life or death, you're treated like a number

- Healthcare leaders must prioritize amazing service — the Amazon experience — at the top of the list

- Providers patients, and consumers must be understood at a detailed level to achieve meaningful engagement and deliver high quality

- Insight, action, and accountability are required to deliver amazing service and achieve operational excellence

1. Spend time in the right places

2. Maximize resources - and hold everyone accountable

3. Develop strategic relationships with physicians

What are you doing to bring the Amazon experience to healthcare?