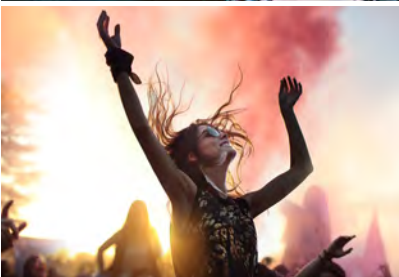
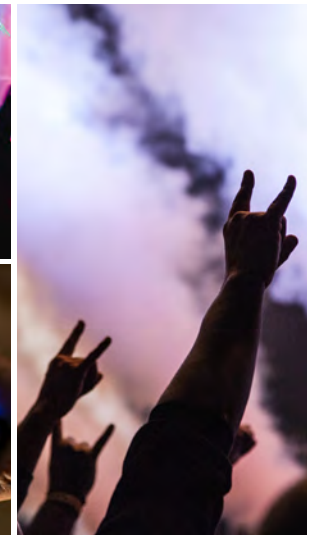




# 7 FORCES IMPACTING The 2020 Health Engagement Experience



Finding the Right Rhythm to Shift  
Health Engagement into **Health Action**



Connect with us for a Health Action Platform Demo!  
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# INTRODUCTION:

To achieve positive, meaningful, and measurable change in health outcomes, we need to move beyond the simple tune of health engagement (“I’ve been reminded to get my flu shot”) to rocking health action (“I’m going to get my flu shot”). **We need a track people can dance to.**

Because when you think about it, creating successful health action strategies to reach today’s healthcare consumers can be compared to a songwriter’s process of choosing the most meaningful lyrics and just the right beat. A hit song requires a message and tempo that will resonate with the preferences of each musician’s core audience member. Too slow, and they may not pay attention. Too fast, and the song might turn into an annoying ear worm.



To achieve health action that keeps people healthier, plans, payers, and providers need to hit just the right notes and the right cadence. As healthcare organizations focus on the goals of the Triple Aim – **lowered costs, stronger population health, and higher quality care** – the unique, individual needs of each healthcare consumer must be considered to effectively engage and move them to positive action.

At Revel, we believe by the year 2020 the healthcare consumer experience will be massively personalized, just as music experiences are today. Successful healthcare organizations will be setting the tone of their own outreach in an increasingly unique fashion – **playing to an audience of one.**

Based on millions of touchpoints and years of experience reaching, engaging, and motivating healthcare consumers to act, the health action experts at Revel have identified **7 key forces that will shape successful health action by 2020.**

We believe these trends must form the foundation for successful health action strategies as our industry continues its dramatic transformation. From building a new type of relationship with members and patients to incorporating the concepts of behavioral science, here are **7 healthcare forces you must consider by 2020.**





# #1—Dancing to the Beat of a New Healthcare Experience

Rising costs and greater choice are driving healthcare consumerism. That means healthcare organizations must create consumer experiences that meet expectations driven by people's experiences with other industries such as retail and finance.



According to [2018 Consumer Spending reports](#), healthcare costs are now second only to housing costs for most American families.

This makes healthcare one of the most important financial decisions we make every year. Expanding options for healthcare, including new concepts such as Oscar Health Insurance and the Amazon-Berkshire Hathaway-JP Morgan health initiative, are expanding options for consumers and disrupting traditional health plan relationships.

Technology is also changing the healthcare experience. A study conducted by [NTT Data Services in the spring of 2018](#) state that more than **75% of tech-savvy consumers reported that healthcare digital experiences must improve.**

Shockingly, more than half of the consumers in the study also said they would leave a plan or provider for a better digital experience elsewhere. Just as experience reigns in the retail world, it is fast becoming the deciding factor for healthcare consumers who will now exit a formerly loyal relationship with a plan or provider – for a better healthcare experience.



*Per capita expenses for healthcare are expected to grow nearly 5% per year from now until 2026.*

SOURCE: [Peterson-Kaiser](#)





## #2—Making the Right Moves with Data

Services like Spotify and Pandora excel at using data to develop unique playlists based on each listener's history and preferences. Using complex algorithms, data patterns also help lead the user to new music they might like. In much the same way, healthcare organizations will need to set outreach strategies that map to an “audience of one”.

Healthcare consumers are already “tuning out” strategies earmarked for groups of people, like the proliferation of gift card offers as incentives for health actions such as colon and breast cancer screenings.

Instead, healthcare plans in particular will need to use sophisticated data management techniques to understand each healthcare consumers' unique preferences. The end goal in data driven health action is not to accumulate data. It's to create highly humanized health experiences.

Every person has their own unique healthcare story. Data has lead us to that story, and gives us the opportunity to create experiences that address each individual's own challenges, interests, and values.



*“Although data is important, healthcare organizations that continue to treat people like “numbers” will fall far behind as others pursue health action strategies based on personalization. The data helps create relationships that are human, and that drives action.”*

*– Peter Eliason, Director of Analytics and Data Science, Revel*





# #3—Personalizing the Healthcare Journey to Hit the Right Notes

Once we understand individual preferences, organizations will need to become adept at using expert personalization tactics to map the healthcare consumer journey to those preferences.

Just as a song with the wrong beat can become an earworm, irrelevant touchpoints create member abrasion, fast becoming annoying rather than effective. We need to find a way to reach members and patients in the way they want to be reached, from the message, to the method, to the frequency of delivery.

Personalization means adopting the healthcare consumer's desired cadence, derived from sophisticated data management practices as well as empirical observation. Based on their experiences in the retail world, individuals desire highly personalized messages that are relevant to them.

That means not merely sending a Visa gift card worth \$30. It means a gift card to their favorite restaurant or even a donation to their favorite charity. Technology gives us the ability to derive these individual preferences and deliver outreach based on them. We just need to use all the information available to us when crafting health engagement tactics.



*“While behavior rewards may prove to have some benefits for short-term behaviors, a longer-term investment in improving Medicaid beneficiaries’ access to timely and appropriate care is likely to provide greater returns.”*

*– [Center on Budget and Policy Priorities](#)*



# #4—Behavioral Science Will Rock You

No one chooses music based on data about the artist. We like our particular brand of music because of the way it makes us feel. Similarly, behavioral science is becoming an increasingly powerful component of strong health engagement strategies as we learn more about what actually drives health actions.

One of the best examples of how behavioral science is impacting health action is the flu shot. Each year, providers, plans, and government organizations try to combat prevailing flu shot myths. Yet despite heavy dissemination of information, people still refuse to get the shot.



**In fact, research shows that the most effective interventions driving positive health action focus not on changing people's minds, but by influencing their behavior and the way they feel about things.**

Revel's own flu shot programs have resulted in significant improvements by focusing on changing health action. In fact, a [2018 report](#) from researchers showed that while most people have good intentions regarding vaccinations for things like the flu, they don't follow through.

Revel found that addressing each person's intuitive beliefs while using behavioral tactics combined to create a far stronger impact than merely providing more information.



**Researchers find that the most effective vaccination interventions building on these favorable intentions, employing behavioral strategies to:**

- **Facilitate action** by providing patients with reminders and prompts
  - **Reduce barriers** by setting default orders and appointments
  - **Shape behavior** by developing incentives, sanctions, and requirements
- *Psychological Science in the Public Interest, a journal of the Association for Psychological Science*





# #5—Test and Learn: Turning Up the Volume

We live in a world where consumer preferences continue to change as technology evolves and new disruptors emerge. Historical data is important, but it's also crucial that we incorporate the idea of A/B testing into every health action program.

A Revel health action program experimented with using text messaging to motivate recent emergency room patients to visit a primary care provider. **The goal: reduce return ER visits.**



Although most program strategies would not recommend the use of texts as a channel to reach baby boomers, the Revel team decided to test that strategy. **Surprisingly, more than 70% of this “older generation” responded to text messages.** The Revel experts’ “test and learn” approach drove a test that ultimately paid off.

Successful musicians are constantly trying out new songs with their fans, seeing what works and what doesn’t, and incorporating knowledge into their next big hit. Justin Timberlake has continued to grow his fan base by experimenting with different musical genres, from country to retro. As health action experts, we need to expand our own collection of methods by testing new messages, new delivery channels, and new technology.



## Mobile vs. Landline Testing

A recent Revel program found that people were twice as likely to schedule a follow up appointment with their primary care physician if they were called on their mobile phone and 9x as likely to schedule if the outreach included a text message.





# #6—Pursue AI and Machine Learning: Your New Drum Machine

Personalization, behavioral science tactics, and test mentalities take more time than traditional outreach. This is where artificial intelligence (AI) and machine learning in particular can help accelerate the process by automating lower value tasks and learning experiences.



**85% of US health executives believe AI will have a central role in healthcare within the next three years.**

And that's not just in the world of robotic surgery and other exciting provider applications.



*"AI can also build different types of predictive models that will give a lift to engagement rates and move more people to action. At the end of the day, that's what we're after – more positive action, better outcomes, and healthier humans."*

*– Matt Swanson, Product Experience Design, Revel*

AI can be used to create dramatically more personalized healthcare experiences by automatically capturing variables like channel preferences, values, and behavior. As data is gathered and incorporated into the system, it helps create "smart" health engagement by driving increasingly personalized communications that result in positive health action.

In return, machine learning helps test and measure responses to outreach, increasing the use of tactics that drive desired health action and removing those that fail. And it does so faster than has ever been possible.



# #7—Choose the Right Health Action Platform: Your Dance Partner

Blending these trends into your own health action strategies cannot be successful without the right team and technology to support them. To drive compelling healthcare consumer experiences, a [strong health action platform must include these primary elements.](#)

First and foremost, it must be able to deconstruct information silos and integrate data from various sources, creating a central repository of actionable information. It must also include strong content management and personalization capabilities, to deliver only relevant information that is uniquely suited to each individual's preferences.



**A strong health action platform will also be a highly agile partner with an architecture that not only demonstrates interoperability, but is malleable enough to adapt to the changing needs of health action programs without causing costly upgrades or time-consuming system overhauls.**

Lastly, the platform must be configurable so that it can be tailored beyond core requirements to meet the unique needs of health plans and providers.



*"We're not driving toward the right goals and that's why healthcare communications are broken. We've got to focus on getting people to take positive health actions. That's the end game if we're going to reduce costs, provide better care, and increase population health."*

*– Jeff Fritz, CEO, Revel*



It's clear to the Revel team that by the year 2020, we'll be singing a much different tune when it comes to health engagement – one that drives action and healthier people. And we believe that's a good thing.

As we learn more about the new desired healthcare consumer experience and become smarter at motivating people to health action, we can all achieve ever stronger results. **Let's dance.**



RadioRev is a podcast for change makers looking to do more than just health engagement.

Listen at [revel-health.com/radiorev](https://revel-health.com/radiorev)





## About Revel:

With over 100 million member and patient connections, Revel is a next gen healthcare technology company that uses data to move people to take action for better health.

Our mission is to make the world a healthier place using innovative technology, fanatical teamwork, and brilliant creativity.

Learn how the right health action technology can improve health outcomes.

We can help. Connect with us to find out how Revel can boost your health action programs.

Contact us for a free demo today!



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