MediRevv

HEALTHCARE CONSUMERISM TODAY:

Disconnect between knowing what needs to happen and strategy in place to get there

“We are assuming we know what they want, but I am not sure we do.”

-Healthcare Executive respondent.

AREA OF CONSUMERISM

Access

Enhancing access to care and clinicians through various means, such as retail clinics, virtual visits, online scheduling, extended hours, and patient-provider messaging

KEY FINDINGS

Innovative approaches to access are not common:

27%
Only 27 % of respondents reported retail clinics as widely available

14%
Only 14 % reported video visits as widely available

17%
Only 17 % reported e-visits were widely available

4%
Only 4 % said concierge primary care was widely available

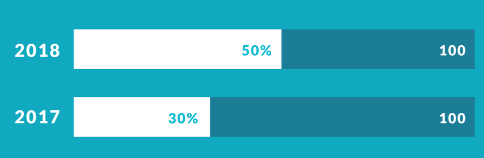
AREA OF CONSUMERISM

Consumer Experience

Addressing common problems such as long wait times, confusing billing communications, staff behavior, website problems, and poor wayfinding

KEY FINDINGS

90% of respondents recognized customer experience as a high priority



Over 50% report that they have “well-developed” capabilities in consumerism— compared to 30% in 2017

Areas in which hospitals and health systems could be seen as **far behind** their non-healthcare counterparts:

Offering easy-to-find phone numbers:
64% fully implemented, 18% piloted

Improving facility wayfinding support:
37% fully implemented, 30 % piloted

Providing customer service training for staff:
50% fully implemented, 31% piloted

Reducing office wait times:
Just 17 % of organizations reported having fully implemented initiatives, although 44% are piloting such initiatives

Providing customer-friendly billing statements:
Less than 50% of survey respondents have implemented or are piloting related initiatives

AREA OF CONSUMERISM

Pricing

Determining prices with tools such as benchmarking and analysis of service-level pricing risk, demand-elasticity, and price-volume trade off; and making meaningful price information available to consumers

KEY FINDINGS

62%
62% of respondents set pricing based on benchmarking of negotiated rates to the market. (A traditional approach that does not take into account consumer price sensitivities.)

50%
Only 50% use financial analysis to determine price/volume trade-off impacts on revenue and margin, and fewer still analyze cost to serve, price risk by service, or demand elasticity related to price

Nearly 25% are not pursuing organizational efforts to provide more price transparency for patients and families

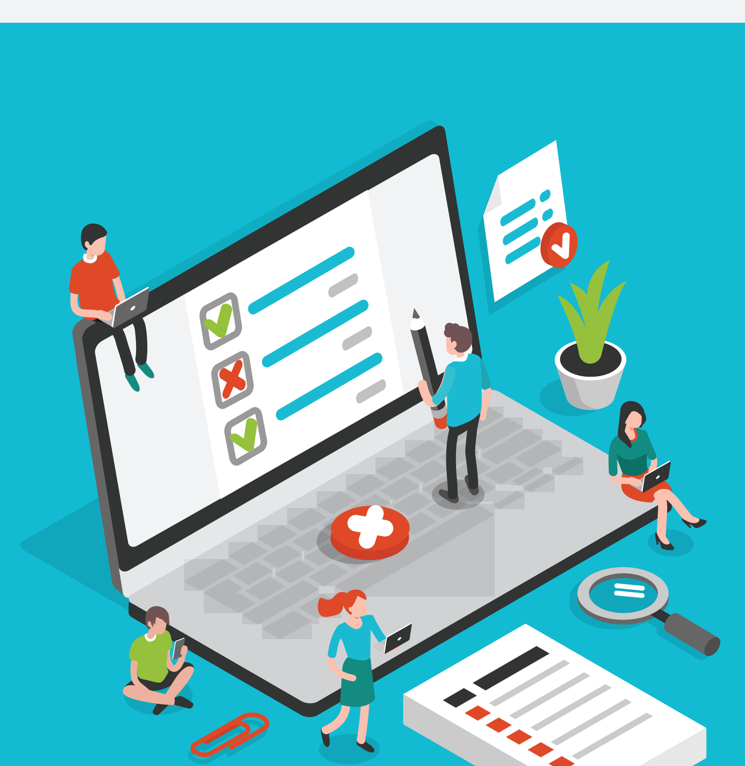
Only 10% or respondents list their prices online.

Less than 50% respond to consumers’ requests for price quotes within a defined time period

Although many respondents acknowledged that healthcare pricing and lack of transparency were common points of frustration for consumers, others did not see it as a high priority.

AREA OF CONSUMERISM

The Foundation



Developing consumer insights from multiple methods such as surveys, qualitative and quantitative research; developing analytical resources to track metrics and apply consumer insights

KEY FINDINGS

70%
70% of organizations have either not begun or are in the very early stages of consumerism.

15%
Just 15% have personnel trained and experienced in consumer research

Only 25%
of organizations said they have a fully operational data and analytics team that performs statistical modeling, or a consumer-oriented performance scorecard

27% of respondents
said they have fully implemented tracking of brand equity or Net Promoter Score, while 45% have implemented these practices on a limited basis or have them in development.

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All statistics are sourced from KaufmanHall’s State of Consumerism 2018 report read the full report to learn more about the 2018 healthcare environment for consumerism.