

# The Long View



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## Making a difference

Throughout the world, there is an urgent and growing need for the delivery of quality health care. There is some good news on this front, however. In North America, Europe and the Asia Pacific region, there are a number of providers that are getting health care right—and getting dramatic business results—by putting patients first.

The concept, although it sounds simple, has proven extremely difficult to implement in the past. This issue of *Outlook* features a report on providers that have achieved high performance in this particularly complex industry. In doing so, they are creating a new model of care, with patients at the core. The article, “Patient power” (it begins on page 8), is the latest in a series of research-based reports Accenture has produced as we continue to study the industry-specific drivers of high-performance business.

The challenges and limitations of health care touch our lives in different ways. We continue to pay more to provide health care for our families. We spend hours in waiting rooms and sometimes years on waiting lists for medical procedures. We get frustrated with substandard service. We get lost in the system. We see the need for more research and innovation in medicine. We see more people without access to care. In the article, the authors

describe an extended patient journey—from preventive care through medical treatment. They tell the stories of providers that have demonstrated high performance by creating patient-centered frameworks of health care connections. The authors also identify four capabilities a provider needs to ensure the patient journey is a smooth one.

As the health care market rapidly expands, Accenture is focused on meeting the growing demands of our health and life sciences clients. We are committed to helping them improve the quality, affordability and accessibility of health care. In this context, we recently acquired the North American health practice of Capgemini and welcomed 600 new Accenture professionals, who will help us bring our clients deeper capability, innovation and insight from all corners of the health care marketplace.

High performance in health care is vital. We at Accenture applaud the providers that are making a positive difference in the lives of their patients and suggesting a brighter future for the industry.

A handwritten signature in black ink, appearing to read 'W.D. Green', written in a cursive style.