

TREND 5:

MYMARKETS

Meet consumers' needs at the speed of now

Healthcare is more connected than ever in the post-digital age.

Digital expectations have now evolved and a new opportunity to deliver better experiences is on the table: capturing moments. Technology has created a world of intensely customized and on-demand experiences, so healthcare organizations must reinvent themselves to find and capture those opportunities as they come.

Powerful analytics capabilities allow payers and providers to understand their current and potential markets and identify moments that matter. Sophisticated backend technology can reorient the business quickly and help it pull together the right capabilities and services at the right time to deliver a remarkable experience at a specific point in time. Miss the moment, miss the chance.

Many are investing in the tools it will take, such as AI to predict trends and preferences, and forecasting to identify and act on future opportunities in the moment. Is your business equipped to unlock these momentary markets?

FINDING MOMENTS

Healthcare enterprises must balance the need to look holistically at healthcare services with the need to begin to look at discrete consumer experiences within these services more granularly, right down to a specific moment. Moments offer unique opportunities to better personalize the experience for individuals. Non-traditional players have begun to adopt this mindset and they are seizing opportunities for differentiation.

For instance, [Bind on-demand health insurance](#) is not pre-packaged for large employee groups. Instead, individuals select the type of coverage they need—at the moment they need it. For instance, a consumer would be able to get maternity coverage they need mid-year because perhaps they weren't planning to have a child. Individuals can have “core coverage” but use a simple app to purchase “add-ons” as needed.



Heidelberg University Hospital in Germany is working with **Siemens** to introduce digital twins to patient care. In one instance, **a cardiologist used a digital model of a patient's heart to test the efficacy of different placements of a pacemaker's electrodes.**¹ This is just the beginning of “in-the-moment” personalization in healthcare, where experts hope to use technology to create whole “living” models of individual patients. These digital twins could help medical personnel evaluate the potential outcomes of different treatments for individual patients.

There are limitless opportunities to meet individual consumer needs in the moment, but healthcare organizations must first know that the opportunity exists. In the era of momentary markets, forecasts and predictive models won't be limited to long-range planning or major trends; they will be used for everything to anticipate key opportunities. The other piece of the puzzle is being able to act on those moments when they arise.

SEIZING MOMENTS

Identifying moments takes creative energy but acting on them requires sound execution. **Digital is the invisible enabler** behind the scenes.² Healthcare organizations can put systems in place to take action. Just as an airline app acts on moments throughout a traveler's journey—from online check-in, to meal selection, to advice on things to do after landing—a health app could do the same.

Fjord, part of Accenture Interactive, is working with **Henry Ford Health System** to develop a Care Experience Platform that utilizes connected devices and an emphasis on “whole person” patient data to elevate the care experience. The platform will help patients better navigate their care while streamlining their visits to healthcare facilities and creating more personalized interactions with providers, nurses and hospital staff.

Imagine a patient awaiting physical therapy. A healthcare app could notify him or her of the expected wait time for treatment. If the wait is long, the app could push an offer for discounted coffee at the onsite cafe. During therapy, the app could push notifications to designated family members so they are aware of timing. These small actions during small moments can alleviate the pain of waiting, answer questions before they are asked and enhance customer satisfaction for the patient and his or her family.

For instance, machine learning company **macro-eyes** increases access to care and enhances customer satisfaction through intelligent patient scheduling. Its AI-powered product Sibyl cuts the financial and operational impact of patient no-shows by learning from patient behavior.

Sibyl suggests appointment times based on data, increasing the likelihood that the patient will show and maximizing utilization across the entire schedule. [Arkansas Heart Hospital](#), based in Little Rock, is deploying Sibyl to increase utilization, cut patient no-shows and drive a reduction in empty slots by a targeted 50%. Streamlined clinic utilization increases patient and provider experience and decreases the overall cost of care. [The California Primary Care Association](#) is partnering with macro-eyes to bring Sibyl to its more than 1,300 not-for-profit community health centers across California. The goal is to increase access to care and transform scheduling into an efficiency engine for the safety net institutions that care for California's most vulnerable populations.

In-the-moment experiences can also benefit clinicians. Imagine on-demand production of critical medical supplies for a procedure. Rather than placing an order and waiting for staff to locate and deliver supplies, [they could be automatically 3-D printed](#).³ Clinicians will then spend less time managing their medical supplies and more time on patient care. IoT is also enabling these new momentary markets. Each IoT device is a new channel, a new source of data, and a new way to identify and reach customers. IoT potential will explode in the 5G network. [The Rush System for Health](#) in Chicago is [leading the way](#). The faster and more-responsive

5G mobile network, which encompasses a multitude of communications technologies including cellular, Wi-Fi and intelligent edge services, will be essential to helping this large clinically integrated health system of hospitals and other care providers move at speed.⁴

There are additional opportunities to act on moments beyond the normal boundaries of a healthcare interaction. For instance, when a patient is walking into a restaurant, real-time data pushed to their phone could nudge them in a certain direction, such as making a healthier selection on the menu. Acting in the moment influences behavior, which could ultimately lead to better outcomes and overall health for the individual.

With every healthcare enterprise embracing the importance of digital transformation, organizations need to look toward their next opportunity for differentiation—momentary markets. Internally, this means preparing the organization to be a truly agile company with the capabilities to identify opportunities and deliver exactly what consumers need and want. But as healthcare organizations move in this direction, they must also work to understand where they fit in people's lives. It is all about designing the right services while also choosing the right moments. How will your organization choose them?

87%

of healthcare executives agree that the integration of customization and real-time delivery is the next big wave of competitive advantage.

82%

of healthcare executives agree 5G will revolutionize their industry by offering new ways to provide products and services (e.g., drone delivery, driverless vehicles, faster video transmission).

MEETING PERSONAL GOALS THROUGH INDIVIDUALIZED FITNESS TRAINING

[Lifebeam's Vi](#), described as the first “*personal personal trainer*,” delivers customized coaching in real-time. Based on an athlete’s individual goals and their in-the-moment metrics, such as heart rate and cadence, Vi will play music at a beat that matches the cadence a runner should try to hit, or advise him or her to take shorter steps to reduce knee strain. Vi connects to other wearables so it can understand a person’s patterns, habits and abilities to tailor workouts.

Related

[Today's Consumers Reveal the Future of Healthcare](#)

[Orchestrating Healthcare IT Progress; Meet UChicago Medicine's Amanda DeMano](#)

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Sources

²⁷“Medtech Firms Get Personal with Digital Twins;” Reuters, August 31, 2018; <https://www.businessinsider.com/r-medtech-firms-gets-personal-with-digital-twins-2018-8>

²⁸“Physical Fights Back;” 2018 Trends, Fjord; <https://trends18.fjordnet.com/physical-fights-back/>

²⁹“3D-printed Models Assist Complex Brain Surgery for Encephalocele;” Boston Children’s, June 30, 2016; <https://vector.childrenshospital.org/2016/06/3d-printed-models-aid-encephalocele-surgery/>

³⁰“Rush to Become First 5G Hospital System in U.S.,” Healthcare IT News, January 8, 2019; <https://www.healthcareitnews.com/news/rush-become-first-5g-hospital-system-us>

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Accenture conducted a global survey of thousands of business and IT executives to understand their perspectives on the impact of technology on their organizations, and to identify their priority technology investments over the next few years. More than 6,600 executives from 27 countries responded to the survey, including 221 US and Canadian healthcare executives. The survey was fielded from October 2018 through December 2018.

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