



High performance. Delivered.

Accenture  
Healthcare Disrupted

Patient Services  
Video Transcript

## Accenture Healthcare Disrupted Patient Services Video Transcript

We see the pivot to the patient as a fundamental change in the new healthcare ecosystem. It's driven by the three factors really. It's driven by socioeconomic changes – you really do have to change because we've got aging populations, we've got chronic diseases, we've got particular new disease areas that we haven't been able to deal with before. We've got new science, and with that new science you've got new technologies, new diagnostics that are much more specific to the patient. You can reach out further and deal with the individual patient and their personalized disease area. And then finally with respect to digital you've got much more ways of engaging with the patient, so we see that the patient and the services being delivered to patients are going to be a critical core part of, actually, all aspects, not just of the sales and marketing but also the supply chain and even back into R&D as we move forward.

Patient services actually become part of helping that patient do the job of managing their own disease state and self-managing that much more effectively. This could be very, very complicated, especially in specialty and rare diseases, so patient services themselves actually will become part of the new critical construct that actually makes sure that we can get to outcomes for the patient and value for the health system.