What is Healthcare Switching Behavior?
-- Video
Jean-Pierre Stephan:

The state of consumer experience in healthcare is two-fold – one of great momentum over the past five years, and one of significant challenges. And a lot of the those challenges have been organizational challenges. And what it’s resulted in is lack of progress on experience measures, on trust measures or on brand-value measures.

So what can improve this situation is we first need to look at the patient as a consumers, because they are consumers. Our research has shown that consumers are more loyal to their retail bank and hotel than they are their own doctors. So we need to understand this switching behavior, and prevent that.

One of the primary goals that an insurance company or provider has is around retaining their members or patients. Switching behavior happens when consumers start shopping around and going to a different insurer or a different provider. And we’ve seen this happen in other industries, where companies are building capabilities to essentially prevent this switching behavior.

The drivers of switching are really opposite of what we typically think in healthcare. In healthcare, we think that the physician relationship with a member will prevent switching, when in fact, in our research we’ve seen that it’s the elements of being able to schedule an appointment quickly; it’s the ability of having great customer service; it’s the ability of having real-time payment, real-time cost information at the time of services. Those are the drivers of preventing switching.

We believe that the experiences is broken, and we believe that dramatically improvement the experience for all stakeholders – whether it’s the physician, the consumer, a patient – is going to dramatically change healthcare.