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How Can Providers Step up
Their Mobile Game? --
video

Brian Kalis:

People's expectations for mobile experiences are crossing industry boundaries. No longer is a hospital mobile app competing with other direct hospital competitors, but it's also competing with experiential and perceptual competitors from outside industry that bring those experiences in. Hospitals are struggling to engage patients through mobile apps due to a poor user experience and a lack of functionality that helps them with their healthcare jobs to be done. There's an increasing movement towards using approaches like design thinking to understand what features and functions they would want, and incorporate those into future mobile apps.

Adapting to the pace of emerging technologies and the Internet of Things is a challenge across all industries, which had led to adoption rates. This is a unique challenge in the healthcare industry for a couple of reasons. One is the digitization of the health information is fairly new. Two is the regulatory and compliance environment, which also puts some restrictions on what providers can do. Third is culture. There's a focus of putting people first versus looking at the clinician or others in the system, which is a new capability.