Today’s consumers want to be informed, engaged and involved. And the best way to do that is to extend the patient experience so that it is a more holistic experience. Healthcare consumerism is the way that we stitch together all of the information and all of the experience touch points to make the consumer the center of the care delivery experience.

The changes in healthcare reform has really highlighted the consumer at the very focal point of the care delivery system. The onset of so many players in the consumer engagement category between food, drugstores and all these other experiences, means that there is a race for the consumer attention. Providers are in the catbird seat to make sure that they’re looking at how consumers make decisions and how each category of consumer makes decisions. Because even though the satisfaction may be high, the passion for the physician is high, the physician is confident in their panel of patients, the consumers may be deciding to make other decisions because their best friend made a recommendation or because they actually wanted a more personalized experience from another provider. There’s competition available in pockets that providers may not anticipate, and that becomes a trap.