How to Move Towards a New Type of Patient Engagement -- video
Matthew Collier:

So one of the interesting aspects of this pivot to consumerism and loyalty is that because your consumer has changed, the objectives that you should have in engaging with them in an interaction are quite different – the communication is different. It used to be that they were a vessel in the system. They were shuttled from one doctor or one hospital to another with no real active consumerist choice in that along the way. And therefore, you communicated to them. This is what you need to do. This is the pill you need to take. This is the procedure you need to have. There was very little listening in the equation. There was very little collaboration between customer and provider.

And where we're moving in a world today where these consumers are getting very used to engaging in the world in a way that makes their voice heard. Yelp where they can rate doctors, they can rate hospitals and they can observe and test and assess others at the same time. It is a much more collaborative engagement model now where the information and the communication they share is two way. And each helps inform the other as to how to engage in a new way.