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What Does Operational Transformation Mean for Payers and Providers? – Video

Video Transcript

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Operational transformation is really about changing your business in a way that makes it possible for you to meet the needs that you've created when you make your customer experience a digital one. What we recognize is that if you just change how you interact with customers, and you don't change how you run your business, it's actually going to be more difficult for your company to serve their needs.

Operation transformation for providers is making a healthcare delivery system – one that meets the patients on their own terms. It makes their experience fast. It makes their experience safe, and more importantly, it allows them to get the information they want and share the information they want with the people that they want to have it when they want to have it.

Operational transformation for payers is a recognition that their current business model doesn't work in the future. They're going to have to figure out how to do what they do for substantially less money,

because people are looking for administrative simplification. But they also have to figure out how to make what they do valuable to patients, because patients think about the doctors that they see, but they don't always think about the insurance company and the benefit that the insurance company wants. And in a market where choosing your insurance company is a retail choice, the payer has to figure out how to create a business that's actually relevant to the individual and recognize that something else other than just the doctors that they connect up with.

Operational transformation for healthcare really means recognizing that as we make healthcare more patient or citizen centric, we're actually going to have to change the way we run the healthcare system. We don't have enough doctors. We don't have enough information sharing. We don't have a system that has taken all the waste out of it. And operational transformation means making a healthcare system that's more efficient, more nimble, more flexible and more importantly, more responsive to patients and citizens.