WHAT CAN HEALTHCARE ORGANIZATIONS LEARN FROM ACCENTURE'S PATIENT ACTIVATION PLAYBOOK?

VIDEO TRANSCRIPT
The Patient Activation Playbook is the strategy and the plays to make using a customer-centric database that will help improve bottom line, lower cost and then help personalize healthcare delivery. Providers and payers can actually learn from a Patient Activation Playbook. And what they can learn is how to handle the customers or the patients that are actually having the most challenging time in using healthcare services with the right quality at the least amount of cost. Or at the most amount of revenue, or in the right time in terms of their care episode.

There are three core questions that have to be answered in patient activation. First is who. Who needs the prompts? So who are the most expensive, who are having the most trouble complying, who are the ones that are using the resources that are not necessary but for which there are other solutions. The second one is what. What would we wish them to do? What options can we offer them? So we really need to understand either the construct of our network, or we need to understand what other services or self-care steps can be taken.

Finally is the how. So in considering how, it’s how do we want to message them? So consumers are all different, and the take messages differently. It could be a text for some. It could be an outreach digital message, and every customer has a profile by which they appreciate two or three touch points. So the opportunity in patient activation is to have friendly reminders, engagement and offer options that actually help stimulate a behavior that will lead to better outcomes for the patient.