

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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# What Do Payers and Providers Need to Know About Digital Patients?-video

## Video Transcript

### Dr. Kaveh Safavi:

Digital technologies make things possible that weren't possible before, and most importantly, they give us the ability to personalize the healthcare experience. Digital patients are patients like you and me who want to engage with the healthcare system using digital technologies just like we do outside of healthcare. It represents a small but growing percentage of the population. Up to half of the population is experimenting with it, and most and most people's

expectation is that it's going to be the majority of the population we service that expect at least some of what they do is digital in the future.

What payers and providers are learning is that a meaningful percentage of their population expects to be able to interact with them, on their own terms, when they want which means digital channels. It doesn't mean they're moving from a physical to a digital. It means they have to learn to offer both simultaneously because even digital patients want to have traditional mechanisms to interact with their

healthcare system, depending on the circumstances that they're in.

No question that digital consumers are really going to drive change, because they're going to bring their expectations to the healthcare system. They're going to expect that doctors and hospitals and health insurance companies and governments meet them on their own terms. And they're going to exert their influence through their choices. Either their decision to go somewhere or their decision to vote someone into office, or their general sentiment about whether they're

getting their money's worth from the money they pay either directly or indirectly. Ultimately, consumer will prevail.