



**TREND #4:**  
**Design for Humans—**  
**video**

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We talk about designing for humans across all technologies and all industries, but in healthcare it's particularly profound because ultimately people's expectations are that their healthcare experience is on their own terms. When you're sick, that is a very personal experience and you want the interactions to really reflect that level of concern for me as a person, not a group, not anyone else – not others in general like me, but me. And what you're beginning to see now are healthcare organizations – both payers and providers – recognize that if they use technology to make the experience more personalized, more on your own terms.

So if you're buying insurance or if you have a claim experience, you get it really organized around your questions on your terms. Or if you are a patient and the doctor's office, the patient can work with you when and where they want to. It makes them more loyal to you, and it makes them much more likely to stay with you and recommend you to others because they recognize that the experience they have with you is the kind of experience they're used to having with other organizations that are working for them on their own terms.

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