How Can Healthcare Organizations Use Virtual Health to Reimagine Healthcare?: 2017 Accenture Consumer Survey on Virtual Health—video
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The Accenture 2017 Consumer Survey on consumer virtual health really is a way to hear the voices of U.S. health consumers about how they’re engaging with their healthcare. What motivates them to be engaged with their health care, how they want to interact with the healthcare system at large and what they think about virtual. The findings really speak to healthcare broadly. And by that, I mean it’s time to actually reinvent how we do this. And that means action on the part of the different dimensions of healthcare.

Providers can re-imagine how health and care services are delivered. Payers need to re-imagine what does payment look like and what are the economic bases for payment policies. And most especially, we need policy makers to really step in and remove some of the existing regulatory and legislative boundaries that are holding back virtual health adoption. And as new technologies emerge, we need regulators to keep up with the pace of change so that healthcare can move as quickly as consumers want.

Twenty-first century health means re-imagining healthcare. And it’s life care, my health and wellness to my healthcare – illness, injury and sickness. And it’s all going to be available when the consumer wants it, how the consumer wants it in partnership – all those people that help them stay healthy and well – through a huge range of technologies. Mobile, digital, social, video, artificial intelligence, analytics – we will completely re-imagine health care.