



WHY SHOULD HEALTHCARE ORGANIZATIONS PRIORITIZE PATIENT ACTIVATION, SEGMENTATION AND ENGAGEMENT?

VIDEO TRANSCRIPT

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Personalized activation is really key, and in this time where we have so much personalization in our retail world, consumers are starting to expect personalized care and personalized messaging from their healthcare services. Even more so, because they're very nervous about their condition, they're nervous about the pain or discomfort that they're in, and they're nervous about potentially negative outcome.

Patient segmentation is really key to activation. No two people respond alike, and so the key value for patient segmentation is to understand the different types of customers. Having customers who are vulnerable, high volume, high value and making sure that we have key strategies and messages for managing them. Handling their costs, handling their clinical needs and making sure that we're behaving appropriately with the many types of customers we have.

If patient engagement is not a priority for a payer or a provider, there's missed opportunities. There's missed opportunities for great loyalty and more cross-sell of services. And it's much easier to get an existing patient to come back for more services than to go get a new customer. That's also an opportunity to make sure that there is a cost reduction on the health plan side by using the exact right services at the right time for the patient.