



# HUMANIZING HEALTHCARE AND THE CUSTOMER EXPERIENCE

## VIDEO TRANSCRIPT

### **Kaveh Safavi:**

Part of the idea of humanizing healthcare is recognizing that those that we care for are really people. They're not just patients, they're not just consumers, they're not just members of the community. They're all of those. People want care on their own terms, where and when they want it. And the truth is that no matter how well-meaning a healthcare system is, you're never going to be able to meet people on their own terms, just through the things we can do physically and in person. And what we've recognized is that if you can combine technology, the promise of technology and human ingenuity, it actually allows us to meet people on their own terms. In fact, it allows us to truly personalize their healthcare experience.

### **Kristin Ficery:**

For us at Accenture, we're trying to really ground everything we do, whether that's creating a customer-centric operating model or looking at ERP solutions. How do we think about the human aspects of what we're trying

to do and the importance of humans, the realities of what they're experiencing as they go through the healthcare system, and are we reflective of that aspiration of better access, experience and outcomes? Are we using analytics and digital capabilities to do what we're calling precision targeting? Are we identifying people and communities that might have needs in terms of accessing health care—things that are gaps such as lack of transportation? How do we make this a better experience and build the trust, which is so fundamental to humanizing healthcare, that is required so that those who might not have equitable access to healthcare feel that they do have that access and feel comfortable utilizing that renewed access?