Insight Driven Health

Six practices hospitals can adopt to better engage the health consumer

PUT PATIENTS FIRST
Use what you know about the patient to create experiences people appreciate. Personalize communications, interact with patients via their preferred channels, and always relate medical information and advice to their individual situation.

CONTINUOUSLY INNOVATE
Recognize the future of health care extends beyond the four walls of a traditional care setting. Challenge yourself to find better ways to address your patients’ needs through new technologies and unprecedented collaboration that push the limits of traditional care.

MAKE IT EASY
Guide patients to the right doctors to get the care they need when and where they need it, and help them understand how much care will cost in advance. Empower patients to do these things on their own, but make yourself available as their health advocate when they need you.

BUILD TRUST AND LOYALTY
Demonstrate that your first priority is your patient’s health and wellness. Ensure personal health information is secured. Design digital interactions to build confidence and simplify messaging to create dialogue rather than diagnosis. Build relationships across the care continuum to deliver coordinated care and improved outcomes.

EMBED DIGITAL EVERYWHERE
Recognize that you must meet your patients wherever they are and wherever they go. Develop both internal and external patient-facing digital capabilities that go beyond traditional back-office systems, websites, and mobile applications.

INSPIRE YOUR PEOPLE
People do great things; processes do little things. Help everyone in the organization understand the crucial role they play in making patients healthier and happier, and align rewards and incentives to achieve common goals.

For more information:

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