



BLUEBIRD
Leaders

Mind the Gap

Exploring Total Experience in Healthcare

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Barbie



A Healthcare Utopia





Today's Discussion

- Defining the healthcare consumer and their needs
- Navigating experience gaps with a Total Experience approach
- Using human-centered design with cross-functional teams

The Magical World of the Consumer



- Quality Care
- Access to Care
- Affordability
- Empathy & Communication
- Convenience
- Preventive Care
- Transparency
- Timely Information
- Respect & Dignity
- Continuity of Care
- Mental Health Support & Holistic Care
- Health Education



Outside of the Dreamhouse

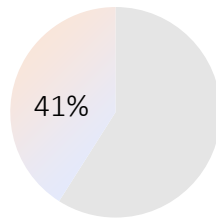


Consumers express increasing needs and preferences to manage their health and care that is digitally-enabled.

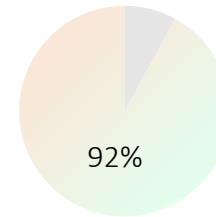


Consumer / Patient

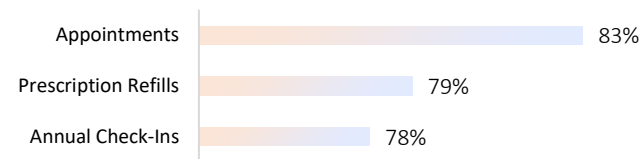
Patients who value the ability to do check-in via phone or online¹



Patients who say “convenience trumps all” when it comes to telehealth and virtual care options²



Consumers agree and report they want providers to remind them about²



Outside of the Dreamhouse

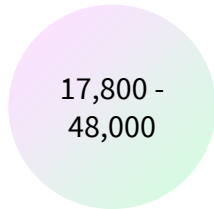


Clinicians and care team members express desires to spend more time with patients – while being faced with administrative burdens and burnout.

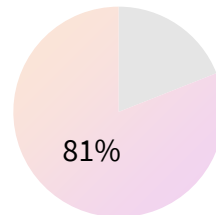


Clinician / Care Team

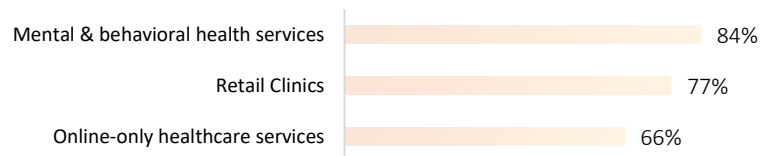
Forecasted shortage of primary care physicians expected in the U.S. by 2034³



Percentage of providers say they "wish they had more time to spend with and care for patients with complex conditions"²



Non-traditional care sites are likely to enhance care personalization in the next 5 years as identified by payers⁴



Challenges remain when it comes to digital transformation:

- Slow or limited ROI
- Disruption to existing workflows and processes
- Unrealistic or poorly defined goals
- Lack of buy-in
- Communication barriers
- Costs
- And Others...

Mind the Gaps

Despite best effort, gaps persist between expectation & reality-
for patients and providers, alike.



- Usability
- Interoperability
- Data Security
- Access
- Training & Education
- Content
- Communication
- Patient Engagement
- Customer Support
- Mobile Optimization
- Cost
- Regulatory & Compliance



Beware the Digital Hero



- One Size Fits All
- Digital and Non-Digital Needs
- Competition
- Technology democratization
- Financial headwinds





Understanding Total Experience



Drive greater customer and employee confidence, satisfaction, loyalty and advocacy

Linking Experience Components



Customer Experience

Understand several dimensions of members', patients', providers' wants, needs, **expectations, beliefs, feelings,** and past experiences



Employee & Provider Experience

Increase employee satisfaction – particularly clinician – retention, skill level, and productivity

Multiexperience

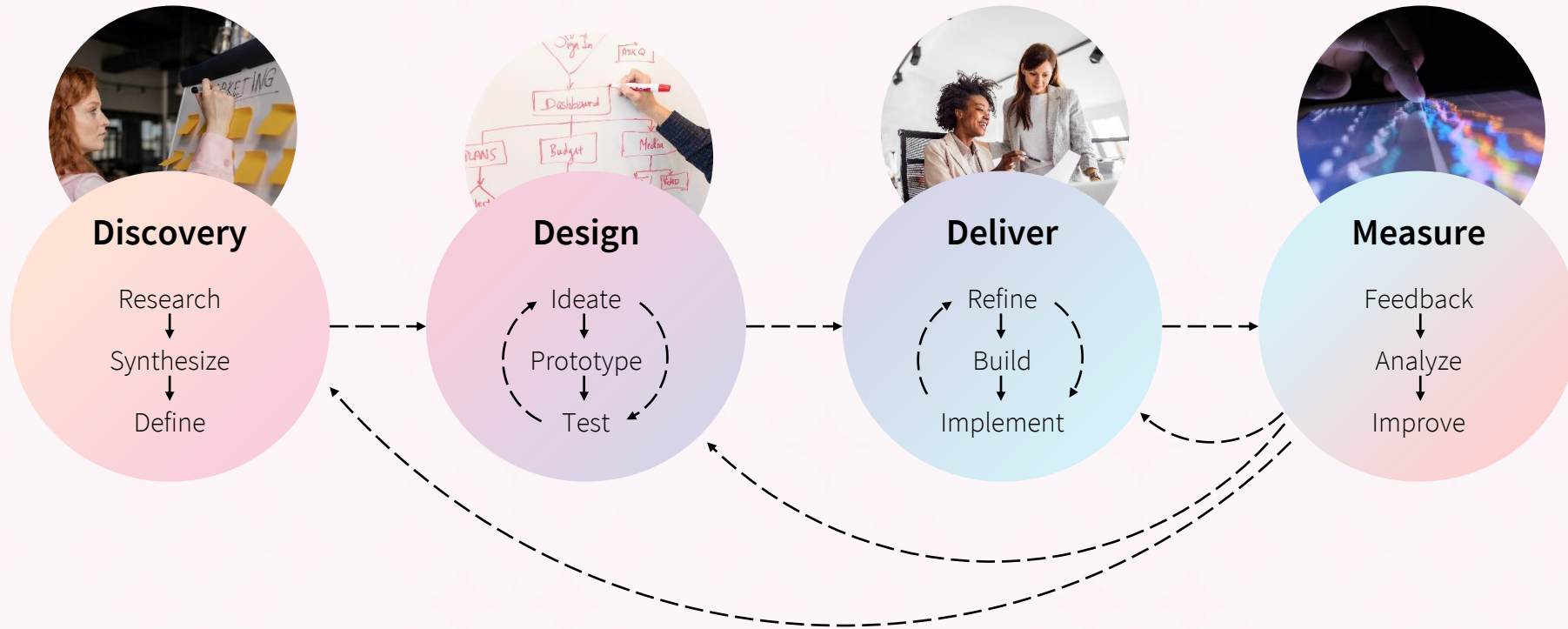
Interact across multiple touchpoints: mobile apps, SMS, wearables with a combination of approaches: voice, touch, vision, etc.



User Experience

Combine business objectives, user needs, and design best practices to optimize digital products

Putting Total Experience in Action



Navigating the Journey



- Research – focus groups, interviews, surveying
- Persona creation
- Journey mapping
- Service blueprinting
- Digital design
- Operational design
- UX/UI
- Usability tests
- CX capability building



**“Yeah, because
actually my job,
it’s just .”**

KEN



A Call to Action



*Think beyond
role & team*



*Design for
Total Experience*



*Iterate to
Dreamland*





Questions



Contact Info



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Thanks



End Notes

- ¹ Cherrington, A., & Czech, D. (2022, May 26). Patient Perspectives on Patient Engagement Technology 2022: Identifying Opportunities to Align Patient, Organization, and Vendor Priorities. KLAS Research. <https://klasresearch.com/report/patient-perspectives-on-patient-engagement-technology-2022-identifying-opportunities-to-align-patient-organization-and-vendor-priorities/1829>
- ² 2022 Health Care Insights Study. (n.d.). CVS Health. <https://www.cvshealth.com/sites/default/files/cvs-health-careinsights-study-2022-report-executive-summary.pdf>
- ³ The Complexities of Physician Supply and Demand: Projections From 2019 to 2034. (2021, June). AAMC. <https://www.aamc.org/media/54681/download?attachment>
- ⁴ 2022 Future of Healthcare Report. (n.d.). HIMSS. <https://pages.himss.org/rs/420-YNA-292/images/PDF-FOH%20Report2022-08.pdf>