

productive/edge

EBOOK

**Personalizing Patient
Engagement Through Data
Driven Omnichannel
Experiences**

Today's consumers expect personalized, convenient experiences. Several industries have adopted technologies to provide a seamless experience for their customers across multiple platforms.

By utilizing data to provide transparency, enable self service options, deliver consistent customer communications, and personalized experiences, organizations across the financial services industry have proven a model to reduce overhead costs while reducing customer friction.

At this point, the healthcare industry as a whole has a significant opportunity to learn from and adopt similar experiences.

In this eBook, we will explore:

- What omnichannel engagement is and how it applies to healthcare
- How healthcare organizations can embrace digital patient engagement through the use of data, insights, and omnichannel engagement
- Types of consumer data and its role in delivering 1:1 patient engagement
- The meaning of activation and its role
- How mapping patient journeys will lead to clarity around priorities and roadmap to help you define personalized patient engagement for your organization



Healthcare In The Future Will Offer Experiences Like Today's Banking Does

Convenience
Through
Self-Service

Mobility

Innovative
Digital
Products

Price
Transparency

Anywhere /
Anytime
Access

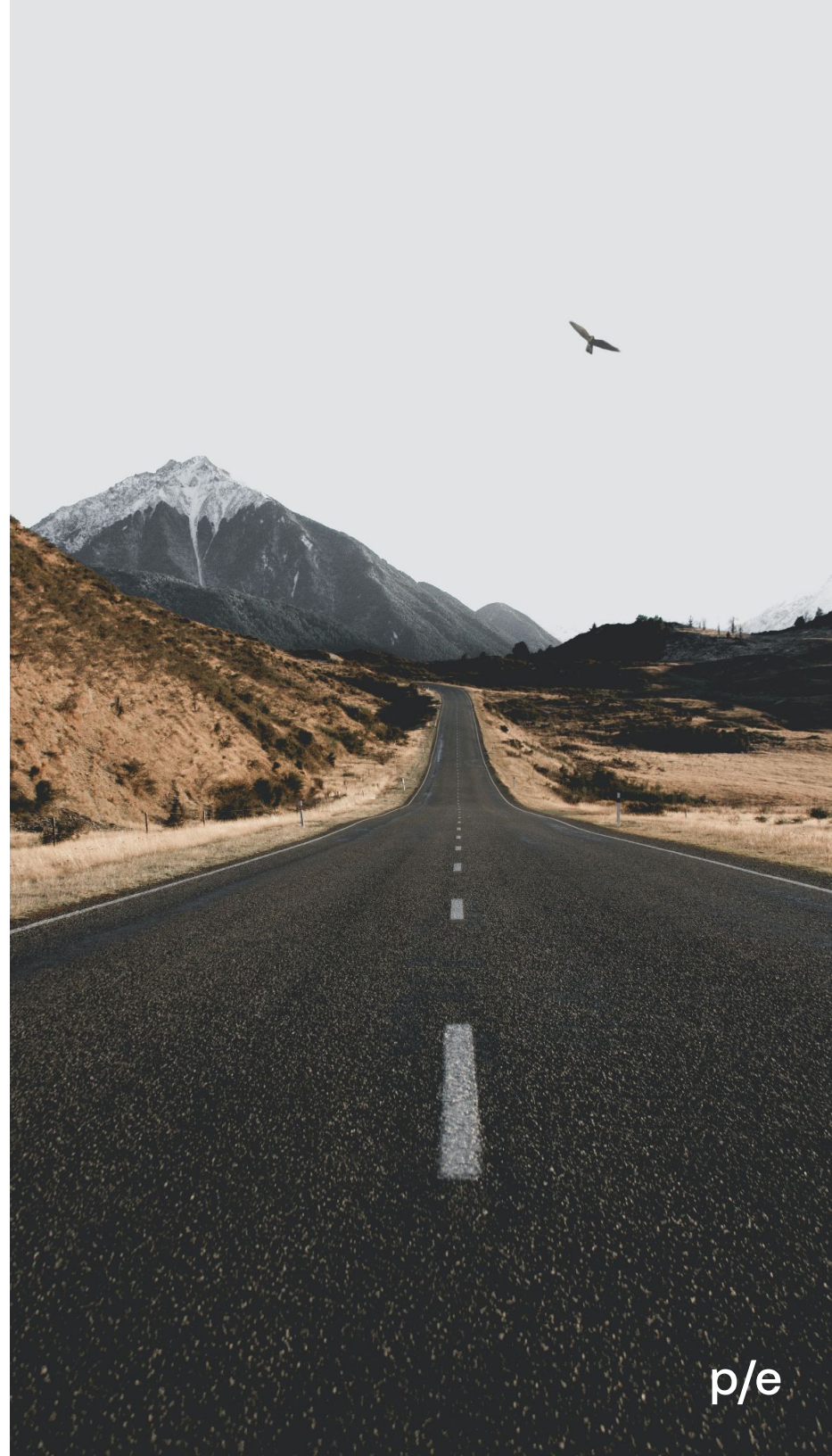
Security &
Privacy

Enable Omnichannel Engagement

The omnichannel healthcare consumer engagement model proactively engages consumers with consistent access to healthcare information, communications, and recommendations anytime, anywhere in person or digitally, person-to-person, or through self-service experiences - all revolving around consumers' preferences and needs at a particular episodic moment in time or long term longitudinal engagement.

An Omnichannel strategy should:

Deliver consistent information, actionable insights, recommendations, and communication across all relevant channels to all relevant parties



Example

Katie tore her Achilles tendon and her doctor determined surgery was needed to repair it. The surgery went well with no complications.

Classic Healthcare Follow Up

Upon Discharge

- Katie is given detailed at home instructions and reminder cards for her scheduled follow up appointment
- Katie is given a physical therapy prescription

Days Following Surgery

Katie is responsible for her post-surgical care and remembering her upcoming appointments

Omnichannel Health Center Follow Up

Upon Discharge

Katie previously updated her contact preferences in her provider's mobile app. Following surgery, she is sent home without any extra paperwork or reminders

The Day After Surgery

- Katie receives daily emails for 2 weeks with a personalized post-care checklist and the option for text reminders
- A nurse calls Katie to assess her condition, answers any questions, and ensures proper follow up care
- Katie gets a text reminder for her upcoming appointment
- Katie receives an automated voicemail saying her prescriptions are ready

2 Days After Surgery

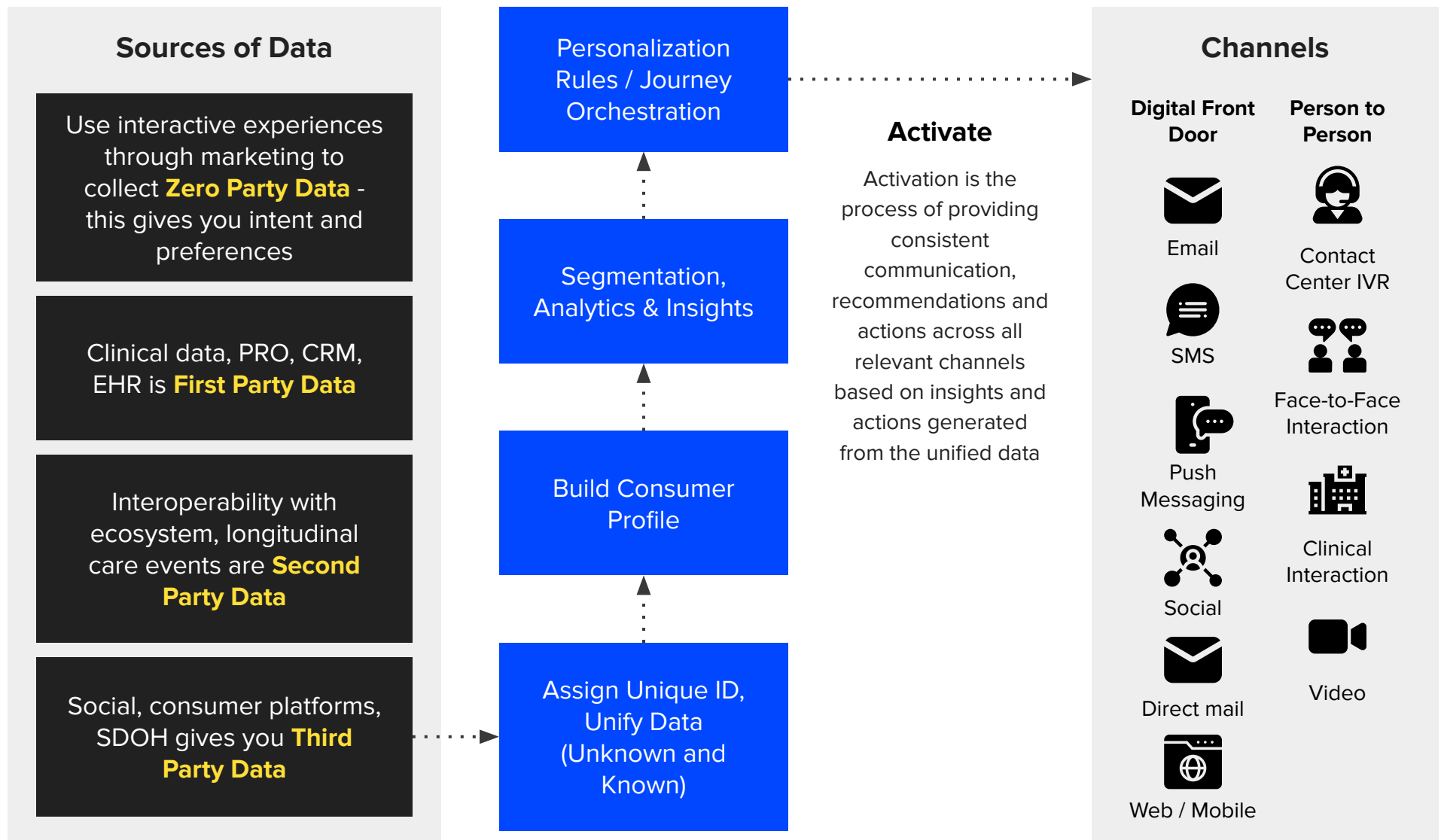
Katie didn't pick up her prescriptions, so another voicemail message is sent

3 Days After Surgery

Katie still didn't pick up her prescriptions, so a nurse calls to check in and explains the importance of the medication

How Does Omnichannel Engagement Work?

Starts with designing patient journeys supported by a healthcare consumer 360 database, ability to generate insights and activating those insights in the form of communications, recommendations and information across omnichannel experiences tied to specific moments in the patient journey



Can 1:1 Engagement & Privacy Co-Exist?



Healthcare organizations have to plan for:

- Privacy legislations
- Stale and useless 3rd party data
- Future cookieless world
- Consumer demands, increased privacy, tightened data controls, and the right to be forgotten

Consumer expectations for tailor-made content, bespoke product recommendations, and uber-personalization.

An isometric illustration of data collection infrastructure. It features four server racks: two are tall and narrow, while two are shorter and wider. Each rack is topped with a square panel containing a network of glowing blue nodes and connecting lines, representing data flow or network connectivity. The entire scene is rendered in shades of blue against a dark blue background.

Data Collection

Collecting zero party data

Zero party data is data that is shared directly & proactively by consumers about their preferences, interests, and/or intent.

Organizations must think outside the box when it comes to collecting this form of data. Outlined below are a few best practices for collecting this data.



**Feedback
Surveys**



**Social Media
Polls**



**Digital
Quizzes**



**Preference
Centers**

Zero party data is an area of missed opportunity for many insurance companies as it offers unique benefits

Highly reliable - Explicit interest communicated by consumers is more reliable than interest implied from purchase history, web activity, or other data points

Efficient - Zero party data means marketers can simply ask for this data, which is a quicker and more economical way to generate insights

Low cost - Can be free or low-cost (if a company knows how to collect it)

Privacy friendly - Giving consumers control of their data by asking them to share their opinions and preferences directly can build trust and credibility

First party data

First party data is data that is collected directly by an organization about its audience and clients.

This data is characterized by the fact that an organization collects and owns this data.



**Form
Submissions**



Transactions



**Marketing
Campaign
& Digital
Property
Activity**



Clinical Data

Second party data

Second party data is data that is owned and managed by a partner company, and shared through a partnership agreement.

Second party data is reliable as it comes from a trusted source and enables scaling of data-related efforts as an add-on to first party data.



**Data acquired
through Google
or Bing**



**Co-registration
experiences (e.g.
contests)**



**Co-op data
pools created by a
partnership between
a group of companies**

Third party data

Third party data is data that is collected by external, third party data providers that aggregate data and provide to the market.

Third party data enables organizations to get a better understanding of their audiences by giving more breadth and depth to their existing data. Outlined below are some of the typical data types that can be found in third party data.

Third Party Data Provider

Media
Affinity

Household
Income

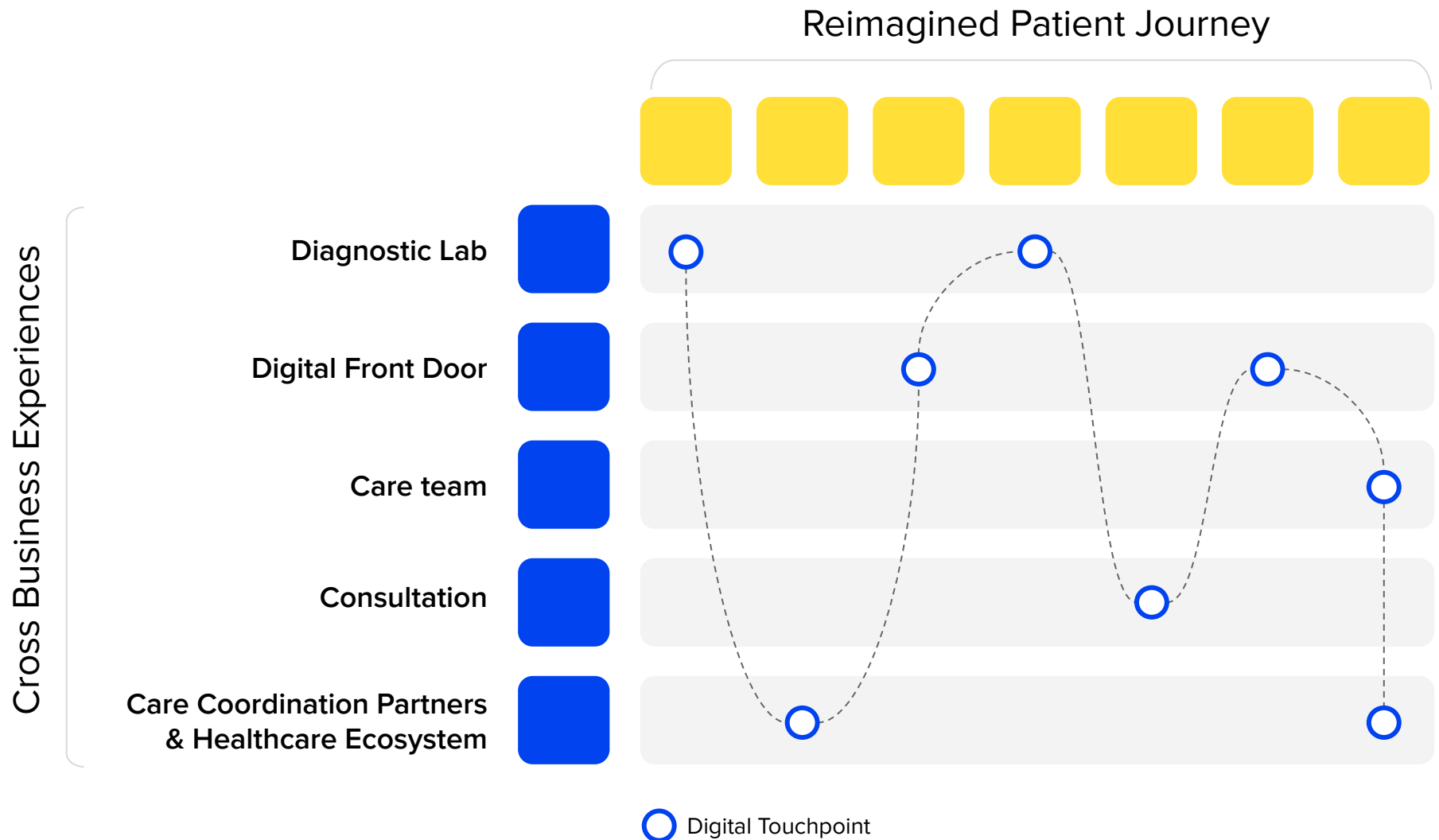
Leisure
Affinities

Life Events

Social
Determinants

Patient Journeys PinPoint Opportunities and Help Shape Priorities

Understanding every step of the patient journey enables the players in a patient's health to visualize their role and influence, articulate priorities for improvement and align on goals, and provides points of deeper exploration for needs of the patient and the system surrounding them.



Utilizing Patient Journeys in the Healthcare System

A journey map is a tool that **visualizes an experience** a person has over time, capturing the details needed to understand not only what is happening, but also why.

Desired Outcomes From Patient Journey Mapping

Prioritized use cases for self service digital enablement through digital front door

Opportunities to digitally enhance person to person interaction for each stakeholder

Automation use cases that reduce friction and augment human tasks

Associated data, insights and omnichannel activation rules tied to each prioritized use case

So How Do You Get Started?

We have created a framework for executing on personalizing patient engagement:

1

Reimagine consumer & patient journey for improvement. Prioritize journey touchpoints into use cases

2

Identify omnichannel engagement opportunities tied to each use case

3

Identify data and insights needed to drive omnichannel communication, information, and recommendations for each use case

Let's Connect

At Productive Edge, we are passionate about solving healthcare challenges through the application of technology. We understand that every organization has an urgency at which it needs to execute its digital journey. We have successfully led many healthcare organizations through their digital maze.

Connect with us - we would love to hear your thoughts or answer any questions you may have.