

# PRACTICAL APPLICATION OF PERSONALIZATION TO BENEFIT MEMBERS AND PATIENTS

HCEG WEBINAR SERIES

Presented by HCEG In Partnership with Change Healthcare

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# Introductions



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# Practical Application of Personalization to Benefit Members and Patients

Member  
Experience Maps

Foundational  
Empathy

Humanizing  
Loyalty

Brand-Employee  
Relationships

Touchpoints

Behavioral  
Segmentation

Journey  
Mapping

Drivers of  
Emotional  
Loyalty

Consumer  
Analytics

Intentional UX  
Design

Zero-Party  
Data

Design  
Thinking

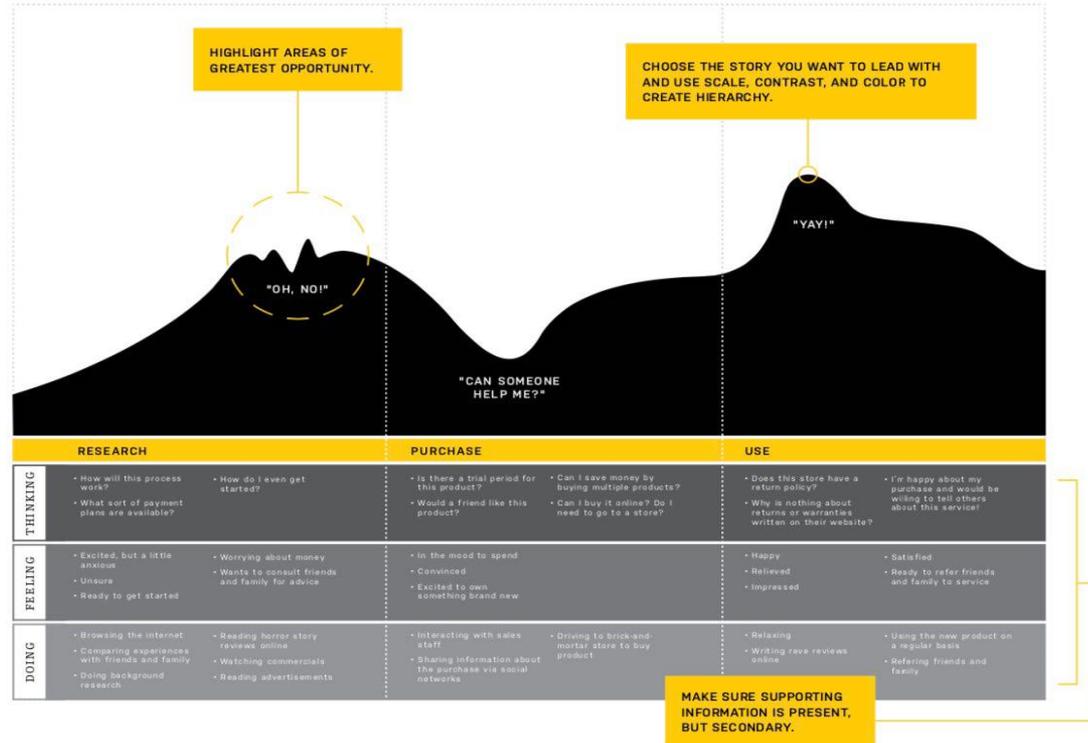
# Journeys Drive Satisfaction More Than Touchpoints



Source: McKinsey

# Experience Maps

How they can help



Source: Adaptive Path

# Moving from Insight to Impact

BUILD THE MAP

1



## QUALITATIVE ANALYSIS

"When the ID card comes in the mail, there's a sense of relief and security knowing you're covered"

"Knowing that I have health insurance allows me to get up in the morning and go to work, not having to worry about how to pay for a \$25,000 surgery."

2

## QUANTITATIVE VALIDATION



92% of respondents (n=500) said that "Receiving confirmation that I am covered after I enroll or have a life event" was "Important" or "Very Important"

3

## KEY MOMENT ON THE MAP



4

## SPRINT QUESTION

"How might we earn the trust and confidence of our members through our digital on-boarding experience?"

5

## BUILD AND TEST PROTOTYPE



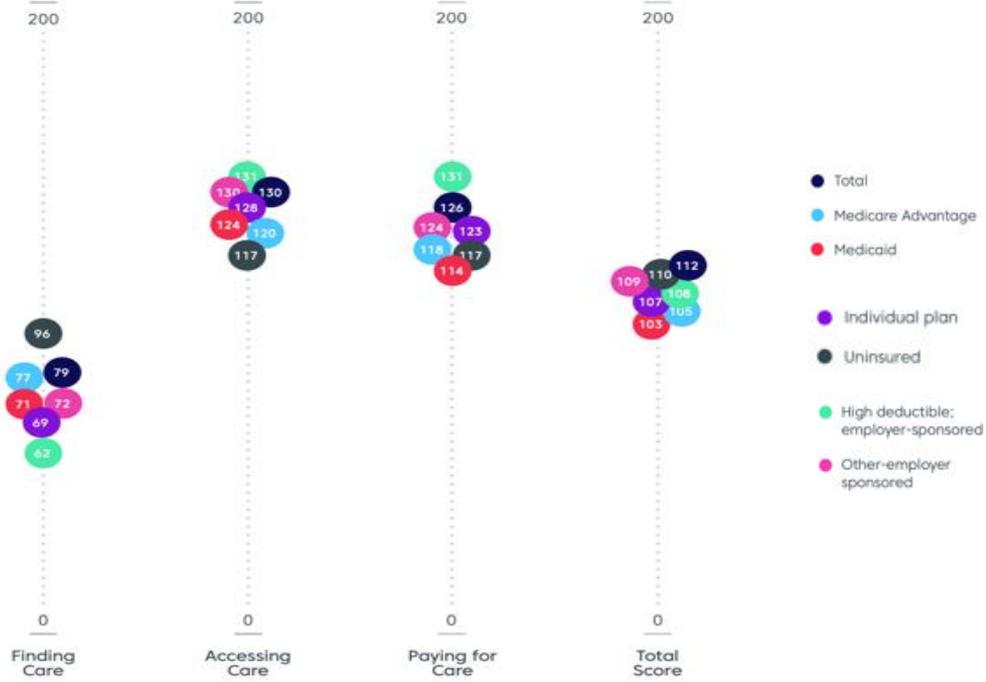
6

## KEY TAKEAWAYS

1. Members seemed comfortable with a digital ID card
2. Members seemed comfortable with a shortened HRA
3. Members didn't mind being recommended a PCP (but not all of them selected one)

USE THE MAP

# 2022 Healthcare Consumer Experience Index



Source: The Harris Poll Commissioned by Change Healthcare

# Six Drivers of Emotional Loyalty



## Trust

Be Honest. Be Transparent. Be Genuine.

Trust is paramount to a long-term relationship with me. If we can't trust or be honest with each other, nothing else matters.



## Reliability

Be Consistent. Be Dependable. Be Proactive.

I expect you to put in the effort. When you do, I know you are committed to this relationship and I can count on you.



## Appreciation

Be Sincere. Be Thoughtful. Be Grateful.

I need to feel that you value me, my time and my choice to do business with you.



## Investment

Be Dedicated. Be Valuable. Be Attainable.

This is a long-term investment. The sooner we realize we both need each other, the stronger our relationship will be.



## Empathy

Be Kind. Be Understanding. Be Supportive.

Do you take the time to really know me and what I want or need, or am I just another number to you?



## Shared Values

Be Meaningful. Be Charitable. Be Ethical.

It's important I feel a connection to the brands I choose to do business with, as they are a reflection of who I am.

# Four Key Themes in Consumer Health

- Experience design with patients at the core
- Critical importance of mental health in a whole health solution
- Leveraging data and technology to improve access and experience
- Understanding and optimizing the health connection across industries

# Four Strategies for Connecting with Your Customers through Zero-party Data

- Make it quick and easy
- Give an instant benefit
- Keep it relevant and fun
- Consider the occasion

# Questions?

See [bit.ly/hcpersonalization](https://bit.ly/hcpersonalization) for additional information and resources



# APPENDIX

# Additional Resources On Personalization

- [Become a Consumer-Centric Healthcare Organization](#)
- [A Guide to Patient Satisfaction in the Age of Consumerism](#)
- [Increasing Patient Engagement Along the Care Journey](#)
- [Four Key Themes in Consumer Health](#)
- [The new experience continuum: UX, CX, and EX come together for the ultimate experience](#)
- [Experts Predict Top Marketing Trends 2023](#)
- [Inspiring participation with intentional UX design](#)
- [Customer Experience Transformation: A member-first mindset to unlock lifetime value](#)
- [To achieve emotional loyalty, keep people at the core](#)
- [4 strategies for connecting with your consumers through zero-party data](#)
- [Using Predictive Modeling to Deliver Personalized Marketing](#)

[bit.ly/hcpersonalization](https://bit.ly/hcpersonalization)

# For More on Personalization of Healthcare Relationships

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- Adjust for shift in operational and strategic priorities
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