Increasing Patient Engagement Through Effective UX
Speaker

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Engage! Transforming Healthcare through Digital Patient Engagement
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What is “Patient Engagement”?

Center for Advancing Health definition:

"Actions individuals must take to obtain the greatest benefit from the health care services available to them. This definition focuses on behaviors of individuals relative to their health care that are critical and proximal to health outcomes, rather than the actions of professionals or policies of institutions.

Engagement is not synonymous with compliance. Compliance means an individual obeys a directive from a health care provider. Health Engagement signifies that a person is involved in a process through which he or she harmonizes robust information and professional advice with his or her own needs, preferences and abilities in order to live healthily, prevent, manage, and cure disease.”
What is “User experience (UX)”?

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

• Meet the needs of the customer
• Design products that work as promised—perhaps better than promised by anticipating customer needs
• Create a seamless experience across channels and across experiences from marketing to service delivery
• User experience is not synonymous with user interface (UI) and usability, but include them

Credits to The Definition of User Experience by Jakob Nielsen and Don Norman
<table>
<thead>
<tr>
<th>Customer Service</th>
<th>vs</th>
<th>Customer Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extracting value</td>
<td>➤</td>
<td>Creating value</td>
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<tr>
<td>Transactional</td>
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<td>Emotional</td>
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<td>Action</td>
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<td>Memory</td>
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<tr>
<td>One-dimension</td>
<td>➤</td>
<td>Holistic</td>
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<tr>
<td>“Company” focused</td>
<td>➤</td>
<td>“Me” focused</td>
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</tbody>
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Engagement results from experiences that are personal, trusted, empowering, respectful, and about me
What Experiences Are You Creating?

- Poor
- Average
- Excellent

-[ ] Excellent
-[ ] Very Good
-[ ] Satisfactory
-[ ] Marginal

AWESOME!

HIMSS
transforming health through IT
Why Does It Matter?

Numbers for Stage 2 coming in low

Who Really Owns the Patient Experience?

Patient Engagement is the Blockbuster Drug of the Century
Patient Engagement Impacts All Dimensions of the Triple Aim

- Impacts the health of populations:
  - Up-to-date on prevention
  - Contagious behaviors
- Impacts the cost of care:
  - Choose lower cost alternatives
  - Manage chronic illness better
  - Fewer readmissions
- Impacts the experience of care:
  - More satisfied with care
  - Less likely to sue
What Does it Look Like When You Get it Right?

• Dr David Feinberg, CEO of UCLA Medical System, “While we can’t please all of the people all of the time, any goal short of 100% is unacceptable.”

• Transformational outcomes: Patients at the Ronald Reagan UCLA Medical Center said they were willing to recommend the hospital to others, lifting scores from the 57th percentile in July 2006 to the 95th Percentile in March of 2010
What Does it Look Like When You Get it Right?

• "In fact, the focus on the customer/patient should be the most important thing in healthcare--and it can be a real differentiator for hospitals. But for many hospitals, patient experience is about making and keeping patients happy, which misses the point completely because patient experience is also about a hospital's philosophy about the delivery of care.“ Dr. James Merlino, Cleveland Clinic’s Chief Experience Officer

• In the last five years, Cleveland Clinic has jumped from the 55th percentile to the 92nd percentile in overall patient satisfaction among roughly 4,600 hospitals The Gallup Blog

• Cleveland Clinic Empathy video: http://www.youtube.com/watch?v=cDDWvj_q-o8
What Does it Look Like When You Get it Right?

• Design thinking is a perfect fit with Mayo's values — a human-centered focus (our patient), curiosity (our research enterprise is one of the largest in medicine), and a culture of teamwork.

• “Our approach is to transform the way people experience healthcare.” Douglas L. Wood, M.D., Director of the Center of Innovation at Mayo Clinic
What Does it Look Like When You Get it Right?

• More than 4.4 million Kaiser Permanente members are registered for My Health Manger on kp.org. In 2013 alone, members:
  – Sent 14.8 million emails to physicians and other care providers
  – Viewed 34.5 million test results online
  – Refilled 14.8 million prescriptions online
  – Scheduled 3.7 million appointments online
• More than 25% of Kaiser Permanente members how access their data using mobile tools
How Do You Do it?
Make Sure You Know What Success Looks Like

- Establish clear goals
- Design metrics for success
- Bring stakeholders into the process
- Establish business case
- Best designed technology fades into the background
There’s No Such Thing as Buy-in

Get Engagement Early... Not Buy-in Later

- Analyze Data
- Write Report
- Executive Approval
- Execute
Understand Your Customer’s Experience

• Review customer satisfaction surveys
• Conduct user interviews and focus groups
• Consider in-situ ethnographic research
• Map customer journey’s and hassles
• Incorporate customers into the process
Engineer For Success

• Make it convenient, personal
• Make it seamless across channels
• Test in-process designs with consumers—and redesign until you get it right
• Rethink policies
• Redesign workflows and roles to support new design
Implement, Monitor, and Revamp

- Train the staff and ensure they know their scripts
- Measure engagement and customer satisfaction
- Check in with users periodically
- Relentlessly review and continuously improve the experience
- Build processes to hear the voice of the customer routinely
Closing Thoughts

• Your customer experience strategy is a critical component of long term sustainability

• Your customer’s engagement is critical to your success

• A focus on user experience and patient engagement requires culture change and top down/bottom up focus
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