ICMI

MARKETPULSE:

Heal Service Phobia:

How to Drive Patient Engagement in the Healthcare Industry

Presented by salesforce

ABOUT

ICMI MarketPulse Presented by Salesforce

ICMI and Salesforce joined forces to help you connect to the trends and best practices that are shaping the healthcare industry and their impact on the customer engagement landscape.

This MarketPulse will help healthcare sales, service, and contact center leaders gain direct insight into:

How customer expectations have evolved as a result of increased usage of connected technologies and its direct impact on their healthcare needs and expectations of service.

The role of the sales process in identifying the customer's need and aligning those needs and expectations of the end user with healthcare, devices, and therapies that empowers them with real-time information and guidance.

The impact of the customer/patient service experience on long-term engagement and the enablers and detractors of a positive service experience.

Why patient engagement matters and how to effectively empower the contact center and support teams with the tools, resources, and insights necessary to drive increased levels of engagement.

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INTRODUCTION

A transformation to the patient experience is changing the face of healthcare as we know it.

A rise in patient self-awareness and a mounting desire for access to real-time information is forcing organizations to focus on and better understand the importance of patient engagement.

Those selling, supporting, and serving patients have a direct impact on engagement and satisfaction.

THE EVOLUTION OF NEEDS

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The patient of today wants to monitor and modify their own personal health behaviors.

From managing chronic conditions to gaining a better grasp on physical health – they want the tools, resources, and insights to do it all from the comfort of their own home.
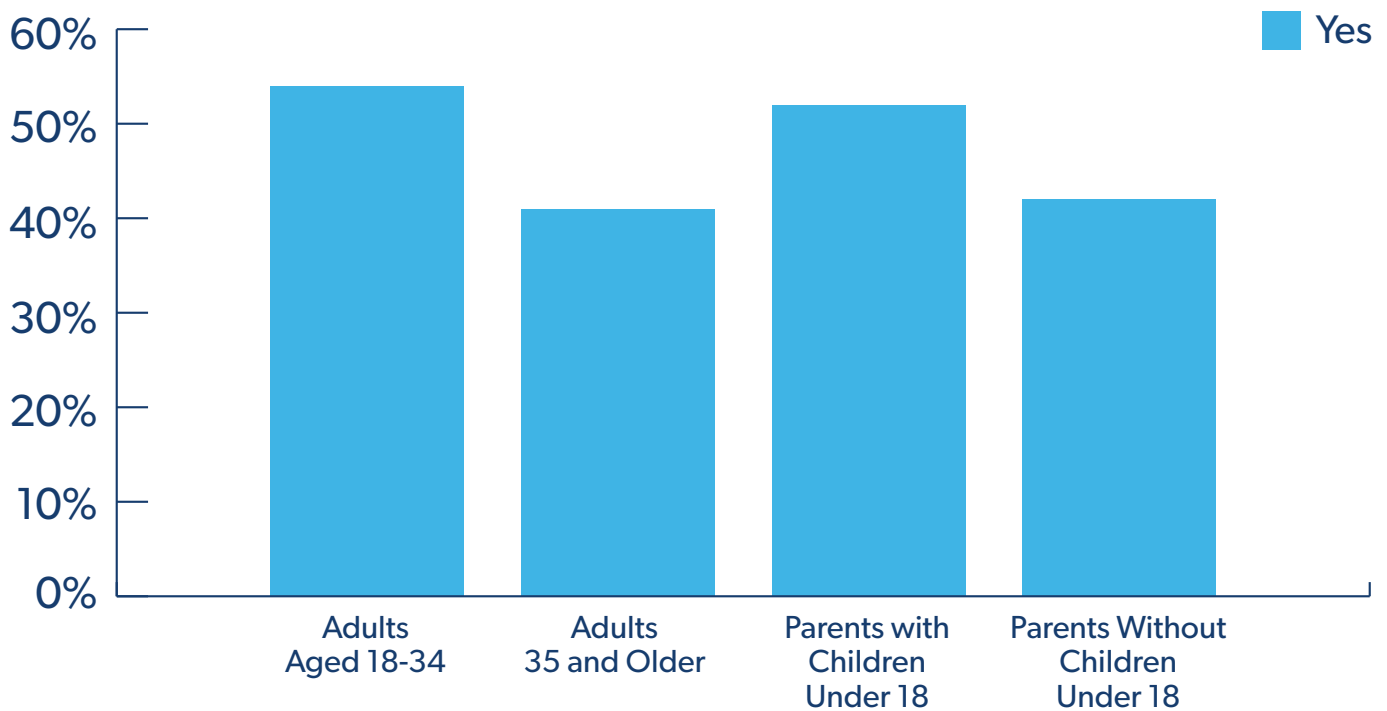
In case you missed it:

They REALLY care about the cost of healthcare & this is a big driver of their behaviors.

75%+

U.S. adults would purchase medical products for home use

"Would you purchase these products to save money (e.g. fewer doctor visits)?"

Legend: Yes

Bar chart (y-axis 0%–60%):
- Adults Aged 18-34: ~54%
- Adults 35 and Older: ~41%
- Parents with Children Under 18: ~52%
- Parents Without Children Under 18: ~42%

The global market for consumer medical devices will exceed:

$10 billion by 2017

(Source: 2015 Harris Interactive Poll)

A successful future in healthcare will require a deep understanding of the end-to-end patient experience.

Overall, patients want an experience that provides deeper insights at lowered costs.

Are you willing to deliver on these expectations of the patient experience?

Whether your role is in the sale, service, or ongoing support of healthcare, devices, and therapies or any other healthcare related contacts – you play a critical role in the patient experience.

But, you can't provide an exceptional experience without access to comprehensive patient data and point of care insights…

This is a challenge for many of you – but also a great opportunity for improvement!
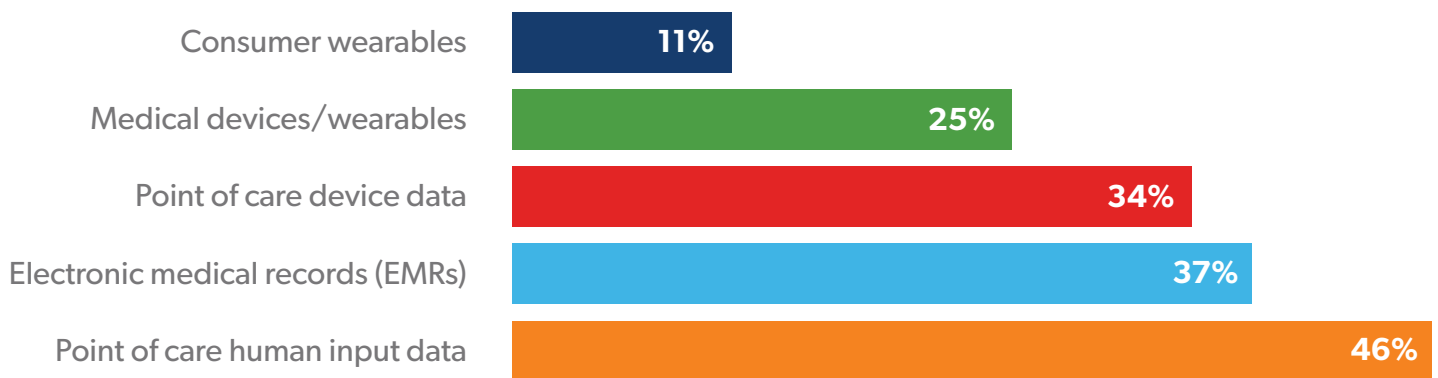
1 out of 4

Healthcare contact center leaders say that their customers would describe their most recent interaction as slow and complicated.

How is that even acceptable?

(Source: 2015 ICMI Research)

Which of the following data sources are currently used by your organization?

Consumer wearables	11%
Medical devices/wearables	25%
Point of care device data	34%
Electronic medical records (EMRs)	37%
Point of care human input data	46%

Healthcare organizations should use this data to improve the patient's experience at every touchpoint…

But they're challenged at using it quickly and flexibly.

(By the way…)

Point of Care Human Input Data is commonly prone to error and discrepancy; this makes it much less reliable than other available data sources.

(Maybe we should use those other data sources more often?)

What's the top data challenge facing today's Healthcare Contact Center?

Too much data collected from too many disparate sources and no good way to consolidate it.

(Source: 2015 ICMI Research)

Successful patient engagement occurs when patients are empowered with the knowledge that they need to make informed decisions about their healthcare.

To ensure that this happens, the sales, service, and support professionals in your organization also need real-time information and guidance to ensure that they're providing and enabling the devices, tools, and resources that truly benefit the patient.

This is the foundation of patient engagement management.

USING DATA FOR PATIENT ENGAGEMENT

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"Every consumer-facing industry is looking at the array of activities known collectively as "customer experience management," and healthcare is no exception. One-fifth call it their most exciting opportunity.

Patient (customer) experience is a strategy with two goals in mind:

Margins today and retention tomorrow.

Happy customers are more willing to pay a premium for service and to entertain purchasing additional services. They are also more likely to stay.

In healthcare, where retention can be a function of a plan or placement, it's important to note that happy patients also give good reviews on 3rd party sites and are more forgiving of small failures."

(Source: 2015 Econsultancy Healthcare Study)

From the perspective of sales, **your customers are relying on you to be the product expert** with access to the latest clinical information.

Ideally, you should be leveraging a platform that delivers relevant insights on each customer in a format that surfaces the most meaningful customer information – all without revealing sensitive or confidential data.

Imagine the impact you could have on your customers by leveraging rich layers of data that were presented to you intuitively…

Salesforce Customer Spotlight:

For Zimmer, the leading supplier of orthopedic devices with 100,000+ products, the key to success in this new era is increased engagement with physicians, leveraging Salesforce.

Zimmer consolidated customer information from multiple systems into Sales Cloud, for

Greater visibility into lead generation and pipeline, and the ability to monitor compliance with strict legal and regulatory guidelines.

Now, with the Salesforce1 Platform and Salesforce1 Mobile App, reps can access customer information from the road, and use their mobile devices to show surgeons and hospital personnel how medical devices function.

(Source: The Rx for Next-Gen Life Sciences by Salesforce)

Great customer service today is proactive and empowers everyone in the patient journey **– from the patient themselves to their physician, a device manufacturer, or a hospital's medical equipment sales representative –** to find the answers that they need.

24 hours a day, seven days a week.

This mandates more effective self-service options and enables faster responses from service centers.

2015 research from ICMI uncovered that Healthcare professionals consider Online and App-Based Self-Service to be the

EASIEST

method for customers to get their needs met.

Salesforce Customer Spotlight:

CNS Response is an innovative neuroscience company that maintains a database that lets physicians exchange data on individual patient medication response and outcomes.

With CNS's online registry, doctors can crowdsource recommendations for psychiatric treatments and medications based on what's been effective for other patients with similar brain patterns.

CNS's database has grown to contain 37,000 outcomes and has helped more than 9,800 patients.

All of that information is contained in Salesforce and can be easily viewed and updated by medical staff members.

(Source: The Rx for Next-Gen Life Sciences by Salesforce)

USING DATA FOR PATIENT ENGAGEMENT

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Patients and healthcare professionals alike want quick and easy access to data.

Whether it's in the form of a wearable that proactively updates a physician, a customer management platform that easily provides access to customer information or a combination of technologies –

The future of positive health experiences will be known for improved access to information.

Many patients – but millennials in particular – have an increased interest in using technology to improve their health experience.

These preferences are a sign of the future of healthcare and indicate the importance of using data in better and more meaningful ways.

How interested are American millennials in using technology in their health experience?

73% of millennials are interested in their doctors using mobile devices during appointments to share information.

71% of millennials would be interested in a doctor giving them a mobile app to actively manage their well-being for preventative care, review health records, schedule appointments.

63% of millennials would be interested in proactively providing their health data from Wifi/wearable devices to their doctor/provider so they can monitor their well-being.

(Source: 2015 Salesforce State of the Connected Patient)

Salesforce Customer Spotlight:

By automating returns processing,
AmerisourceBergen has

Reduced turnaround times from 70 days to just three.

Customers are happy because they can manage their inventories more effectively, and AmerisourceBergen can quickly return saleable products back to the marketplace.

The company makes it easy for physicians, patients, and payers (like Blue Cross or Blue Shield) to quickly access confidential information, manage claims and reimbursements, and more.

Paperwork has been reduced by 95 percent, and adjustments that used to take three months to process are now completed in just days!

(Source: The Rx for Next-Gen Life Sciences by Salesforce)

IMPACT LIVES FOR THE LONG-TERM

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Healthcare is an industry that's built on changing lives.

You contribute to an amazing cause that can transform feelings of fear, uncertainty, anxiety, or reluctant anticipation into stories of joy, relief, satisfaction, or hope.

The individuals that you ultimately serve need your help, and they deserve exceptional customer service every step of the way.

Don't make the critical mistake of labeling patient-centric care as an obligation rather than a necessity.

CONCLUSION

The Healthcare industry is racing to create the same kind of connected, me-first experiences consumers have come to expect from other industries—all while delivering better health outcomes (and devices) for less money.

To make matters worse, this tug-of war is playing out on a field strewn with regulatory requirements and complex, siloed IT Infrastructure.

Address these challenges head-on and create engaging physician and patient experiences that are connected to your core business data.

Easily automate processes for your employees at lightning speed. Unlock back-office data with collaborative, mobile-first applications that break down silos and put the information your team needs to succeed all in one place.

Finally get out front, and focus on the kind of innovation that adds up to a fundamental transformation of how you do business.

ABOUT ICMI & SALESFORCE

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About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals -- from frontline agents to executives -- who wish to improve customer experiences and increase efficiencies at every level of the contact center. Since 1985, ICMI has helped more than 50,000 organizations in 167 countries through training, events, consulting, and informational resources. ICMI's experienced and dedicated team of industry insiders, trainers, and consultants are committed to helping you raise the strategic value of your contact center, optimize your operations and improve your customer service. ICMI is a part of UBM plc (www.ubm.com), a global events-led marketing services and communications company.

About Salesforce

Salesforce, the Customer Success Platform and world's #1 CRM, empowers companies to connect with their customers in a whole new way. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.