

5 Key Takeaways from our webinar

Top Trends in Reimagining the Healthcare Digital Experience

[View webinar recording](#)

Creating a digital experience strategy isn't one-size-fits-all for healthcare organizations. That's why we want to provide you with insights and trends we're seeing guide different healthcare organizations' digital front door initiatives. We hope they help as you create your digital experience strategy.

1

Shifts in consumer behavior are changing expectations.

Consumers continue to rely on digital for online shopping, contactless pickup, home delivery, and doing virtual workouts to stay healthy. The leaders in these areas? Entertainment. Grocery. Travel. Banking. While healthcare isn't at the bottom, other industries raise our bar. What if we had the digital adoption of Netflix? Or the user trust of banking?

2

Loyalty crisis due to increased choice, transactional healthcare & landscape changes.

A recent survey said more than 82% of consumers are willing to switch providers. Are we on the brink of a [healthcare loyalty crisis](#)? The risk of not meeting consumer expectations can result in them leaving your health system. Consumers are drawn out of your continuum of care services by convenient access and potential cost savings elsewhere, like retail pharmacies and concierge medical practices. That means if consumers have an option for a more convenient visit or the ability to be seen elsewhere today, they will choose a place from the ever-increasing list of options.

3

COVID-19 both accelerated and illustrated gaps

Personalization. Online chat. Appointment scheduling for new patients. These are all high on our importance list but have significant gaps when it comes to our capability to deliver. The pandemic has shown that healthcare is willing and able to adapt. Before the pandemic, our [2021 Healthcare Digital Marketing Trends Survey](#) showed that almost 59% of organizations had little or no virtual care capabilities. During the pandemic, 96% of organizations have expanded their virtual care program. Many organizations are now going back and evaluating how they can improve those capabilities and better integrate them with other systems.

4

What we can learn from other brands' digital consumer experiences.

Today's leaders in digital consumer experiences provide instant access to solutions, make complex offline operations invisible, and tend to get better the more we use them. As a result, they create a long-term brand relationship. For example, Starbucks' App lets us quickly find and order our favorite menu items so that they can have them ready for you at the location down the block. This process offers complex offline operations to account for the location nearest you and their inventory. You receive rewards to redeem after you place an order, creating a long-term relationship. How are our digital experiences becoming more like Starbucks? Are your backend operations invisible to the user? How are you rewarding patients and creating long-term relationships?

5

Get started

As a healthcare industry, we need to understand how consumers access care to a depth we haven't looked at in the past. The best way to understand and connect with your consumers is through:

- **Establishing clear ownership for consumer-facing digital experiences** by having internal conversations.
- **Performing a [UX assessment](#)** around your current digital experience to find gaps in the user journey. What does it look like, how does it feel to your consumers?
- **Using a navigator tool** to serve as a decision tree that helps connect healthcare consumers to appropriate care options for their situation.
- **Creating personas** to use as a shared understanding of who your audience is.
- **Outlining patient journey maps** to look for ongoing engagement opportunities and ways to build value.



“Continued acceleration of digital transformation has created a crisis in the healthcare consumer experience. That’s why we see healthcare organizations continue to push forward in three key areas: access and convenience, ongoing patient experience, and data-driven continuous improvement.”

David Sturtz
Vice President,
Experience Strategy

If you haven’t already, be sure to download our [Reimagining the Healthcare Digital Experience eBook](#) for insightful guidance as you reshape your digital experience.



Ben Dillon
Chief Strategy Officer

Ben strategically watches how digital marketing and healthcare industry trends evolve and how they intersect. Ben’s an influential voice in healthcare marketing, helping organizations across the country embrace online strategies to engage health consumers. Combine his industry savvy with his background in software development, and you can see why he’s also an essential member of Geonetric’s software team, ensuring our content management system stays a step ahead of market needs. Ben holds a master’s degree in eBusiness and strategic management from the University of Iowa and a bachelor’s degree in computer engineering from the University of Michigan.



David Sturtz
Vice President, Experience Strategy

David focuses on tackling challenges in digital strategy, experience and innovation for the biggest names in healthcare. He uses his deep understanding of UX strategy and digital experience technology to find solutions that help healthcare leaders drive change and enhance the consumer experience. As Geonetric’s Vice President, Experience Strategy, he brings creativity and a strategic mindset to connect dots and get complex digital initiatives from stuck to delivering real business value. He holds a master’s degree in library and information science from Drexel University and a bachelor’s degree in design from the University of Northern Iowa.



Want help creating your roadmap or reassessing your digital experience strategy? [Contact us](#) online or give us a call at 1.800.589.1171