Patients OR Consumers? Yes.

Build Loyalty by Winning Over Both Sides

The word “consumer” hasn’t been in the health care lexicon for long. Yet it’s undeniable that today’s patients have more places than ever to shop around for health care. Getting patients in the door—and keeping them coming back—means providing both a 21st century consumer experience and a top-notch patient experience. To build loyalty, you need to understand a person’s needs on both sides of the coin. The good news? Patients and consumers are more alike than they are different. Focus on three key values to win them over.

On One Side: Patients

CONVENIENCE
Patients’ expectations of timely, convenient service and easy access to care are quickly increasing to match their consumer expectations outside the hospital. Even small conveniences in the hospital can make a big difference.
- Provide easy access to discharge instructions
- Offer flexible meal times

OUTCOMES
Asking patients about their experience during a hospital stay drives higher levels of patient satisfaction. However, identifying patient issues and failing to resolve those issues makes patients more dissatisfied than they were before being asked.
- Focus on a good recovery after service failures to turn angry and frustrated customers into loyal customers

PERSONAL ATTENTION
Providers can use a number of methods (e.g., focus groups, simulations, surveys) to determine how patients define their care experience and what matters to them. But research shows that personalized attention matters most.
- Enable providers to discuss service issues in the moment with individual patients and their families
- Use daily rounding for comprehensive, actionable feedback and to improve the patient experience overall

How We Can Help
Creating a positive patient experience builds loyalty—and loyalty adds nearly $3 million of revenue potential for a typical hospital. Our technology helps you improve the patient experience by gathering satisfaction data in real time while automatically disseminating service recovery requests and providing intelligent dashboards.
Visit advisory.com/iround

On the Other Side: Consumers

CONVENIENCE
Today’s consumers can deposit checks with their smartphone and order pizza on Twitter. And the advent of retail health clinics means hospitals no longer get a free pass to skimp on consumer demands for bells and whistles.
- Offer instant online (including mobile) appointment scheduling on your own website and via widgets on popular consumer health sites
- Make it easy for prospective patients to instantly find in-network physicians fitting their criteria (subspecialty, insurance, gender, language, location, etc.)

OUTCOMES
Surprisingly, the outcomes health care consumers focus on aren’t all about clinical quality. Younger consumers (18-49) tend to value lower prices above other metrics, while older consumers (50+) focus more on conveniences like walk-in availability and short wait times.
- Focus on a good recovery after service failures to turn angry and frustrated customers into loyal customers

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How We Can Help
We can help you reach today’s health care consumers where they are, with messages that will resonate—and then give them easy, instant access to your providers and services.
Visit advisory.com/healthpost

Learn more about how to amplify your consumer engagement
advisory.com/crimson/patientsasconsumers
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