AHA TRANSFORMATION TALKS

STRATEGIES FOR REIMAGINING HEALTH CARE

Improving Health Care through a Hyperpersonalized Consumer Experience

The days of data silos are over. Health care providers can now bring together and analyze consumer experience data from internal and external sources to understand and improve the health care experience.

This is important because research has shown that consumers want more personalized care and physicians often struggle to spend sufficient time with patients. An Abbott study released last August showed that:

72% of patients want more personalized care that is tailored to their unique disease status.

55% of physicians say the shortage of time they have to treat patients is the biggest challenge to improving the patient experience and delivering better outcomes.

42% of physicians said they have little insight into after care or patient adherence to medical care plans, which can lead to gaps in outcomes.

Capturing, processing and strategically deploying consumer or patient information in a highly personalized way can help hospitals and health systems better orchestrate care that is differentiated and not easily replicated. These efforts can help organizations:

- Improve experience, forge stronger consumer bonds and inspire greater loyalty.

- Give providers a more complete picture of each person's needs, context and health aspirations to enhance the likelihood that patients will be able to engage with their care more effectively and achieve better outcomes.

- Deliver greater value, reduce costs and improve the provider experience, while unlocking capacity.

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As providers drive toward an N-of-1 health care experience, they need to better understand each patient's motivations, decision-making behavior and how each consumes information inside and outside of health care. This information then can be woven together to enhance every patient connection, whether the consumer is scheduling an appointment, coming in for an exam or test, paying a bill, etc. All interactions are tailored to match and dynamically respond to each consumer's needs, preferences, health goals, demographics and interests. It also extends deeply into clinical care and how technology and patient data are used to drive precision medicine.

Hyperpersonalized care is based on three simple consumer expectations:

- Know me.
- Connect with me.
- Orchestrate my care.

The road ahead

Once internal and external data are collected and integrated, they can be synthesized to glean insights and to help drive decision-making. This also will give providers a more complete picture of what drives patient preferences, sentiments and behaviors, whether it's how they shop online, consume information or respond to specific keywords.

As more providers bring together disparate data sources in a meaningful way, they face new operational challenges. Often working with other stakeholders in the field and leveraging digital technologies, these providers are committed to orienting care around each patient in a less paternalistic way — in which the provider largely drives the process — to a more personalized approach that empowers patients to engage in their care in a way that aligns with their needs.

> To learn more about driving toward hyperpersonalized care, visit the AHA Transformation Talks **resources page** and **AVIA's discussion on The 4 Big Moves**.

Discussion Questions:

1. **What does success look like at a provider that delivers hyperpersonalized care? Where are we as a field in our journey toward hyperpersonalized care?**

2. **Given that hyperpersonalized care involves all parts of a provider's organization, which teams are better suited to lead the initiative? What is leadership's role in enabling this shift in care?**

3. **With what internal and external data sources do we start?**

4. **How can providers work with other stakeholders in the field and leverage technology to accelerate their evolution of hyperpersonalized care?**

5. **How should resource-constrained organizations begin?**