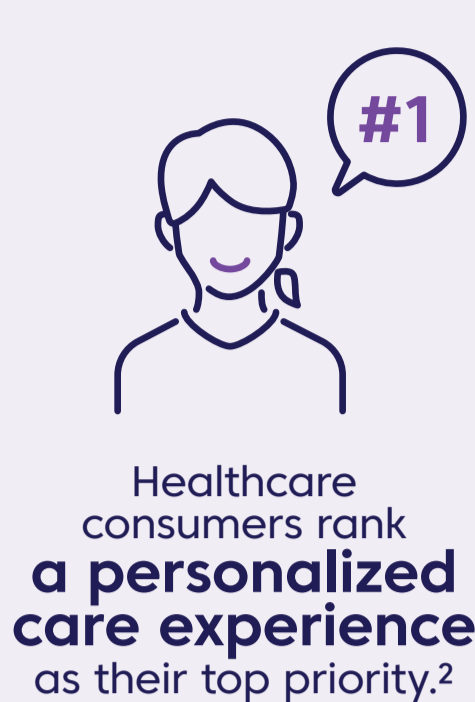


Closing the Access Gap for Healthcare Consumers

How Personalizing the Consumer Experience Can Help Your Business Attract New Patients

By 2020, the healthcare consumer experience will become the industry's key differentiator — more important than either the price or type of care offered. To gain market share, providers will need to distinguish their brand from the competition.

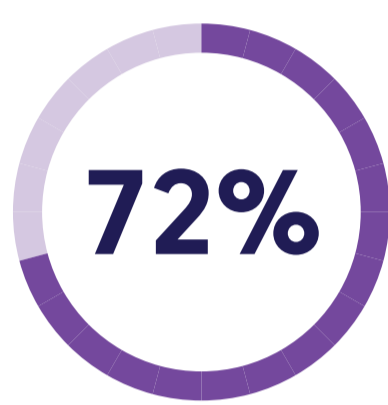
Across the nation, healthcare consumers are consistent about two things:



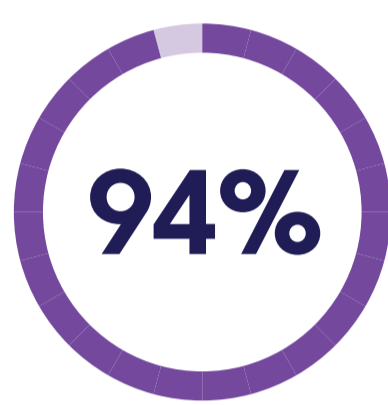
Patients want time to interact with their doctors, without rushing. When patients feel like just another number, they will take their business elsewhere. They are also likely to share their experiences online.

Q: Before choosing a new care provider, who do healthcare consumers consult?

A: Other consumers.



evaluate potential new providers via sites such as Google Reviews and HealthGrade³



read or post online reviews/comments about providers³

High rates of consumer dissatisfaction—coupled with a clear preference for a personalized care experience—equals a tremendous opportunity for healthcare providers



The market is becoming far more competitive for hospitals, specialists, and primary care physicians—and provider loyalty is low.



90%
of metropolitan areas have highly concentrated markets⁴



80%
of patients would consider switching providers for convenience alone⁵



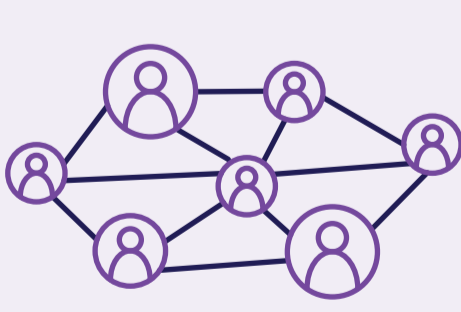
\$1,813
average annual out-of-pocket spend for individual consumer⁶

Attracting new patients can mean significant ROI. But how can your organization stand out from competitors?

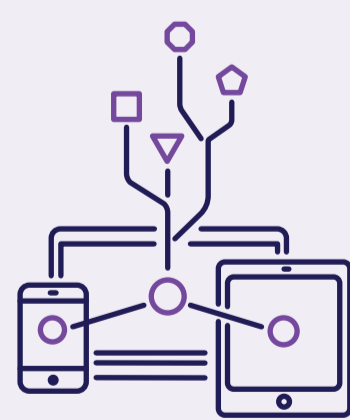
Change Healthcare conducted a three-year research study on the healthcare consumer experience, examining the pain points that occur from the moment a patient first needs care. Our results show that closing the access gap means delivering:



Individualized Consumer/Physician Matches



A Connected Care Community



Convenient, Integrated Digital Solutions

Your business can attract new consumers when you prioritize compassionate care, consumer convenience, and service transparency. To learn more, read our white paper, **The Journey of Finding Care**.

¹ Prophet and GE Healthcare Camden Group, "The Current State of the Healthcare Experience." <https://www.prophet.com/patientexperience/the-current-state-of-the-healthcare-experience.html>

² Deloitte, "What Matters Most to the Healthcare Consumer." www.deloitte.com/content/dam/Deloitte/us/Documents/life-sciences-health-care/us-lshc-deloitte-2016-consumer-priorities-in-health-care-survey.pdf

³ Lisa Hedges, "How Patients Use Online Reviews." <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>

⁴ The Commonwealth Fund, "Health Care Market Concentration Trends in the United States: Evidence and Policy Responses." September 6, 2017. <https://www.commonwealthfund.org/publications/journal-article/2017/sep/health-care-market-concentration-trends-united-states>

⁵ Becker's Hospital Review, "What do you really know about patient loyalty?" <https://www.beckershospitalreview.com/patient-flow/what-do-you-really-know-about-patient-loyalty.html>

⁶ TransUnion Healthcare, "Patient Payment Responsibility Increases 11% in 2017." March 5, 2018. <https://newsroom.transunion.com/patient-payment-responsibility-increases-11-in-2017>