

WHY EXPERIENCE, CONVENIENCE, AND SERVICE MATTER MORE THAN EVER BEFORE

Prepared by:

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- Digital Front Door
- Consumerism
- Reducing friction



Experience

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- Consumerism
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Experience

Drivers

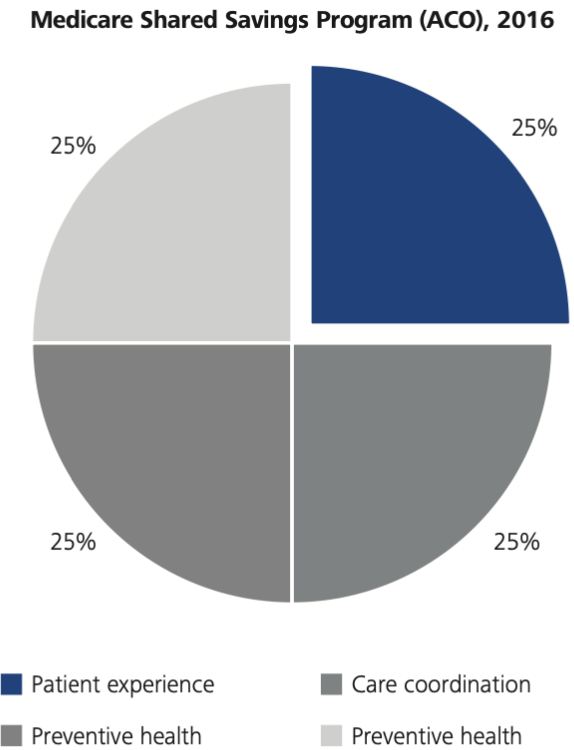
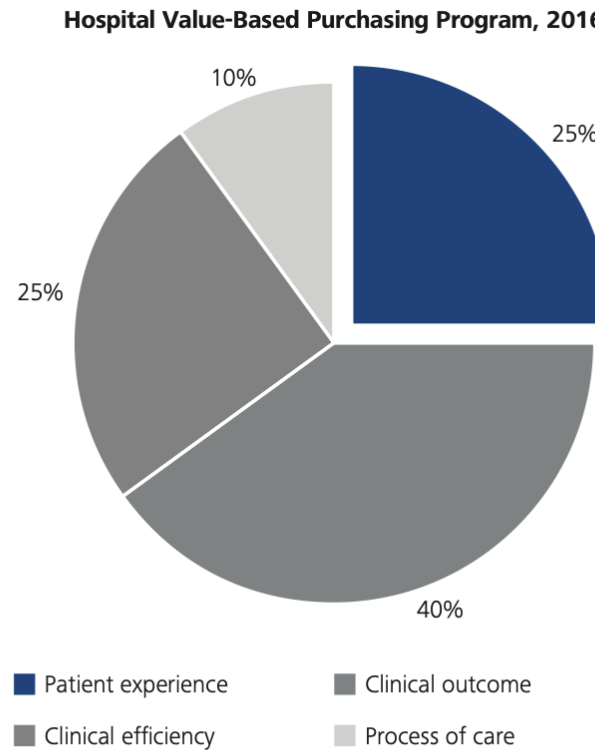
- Digital convenient services (low cost)
- Manage Health Data
- Demand for AI and Automation
- Interest in smart devices
- Disruption of high cost



DRIVE TO USE PAYMENT AS A DRIVER

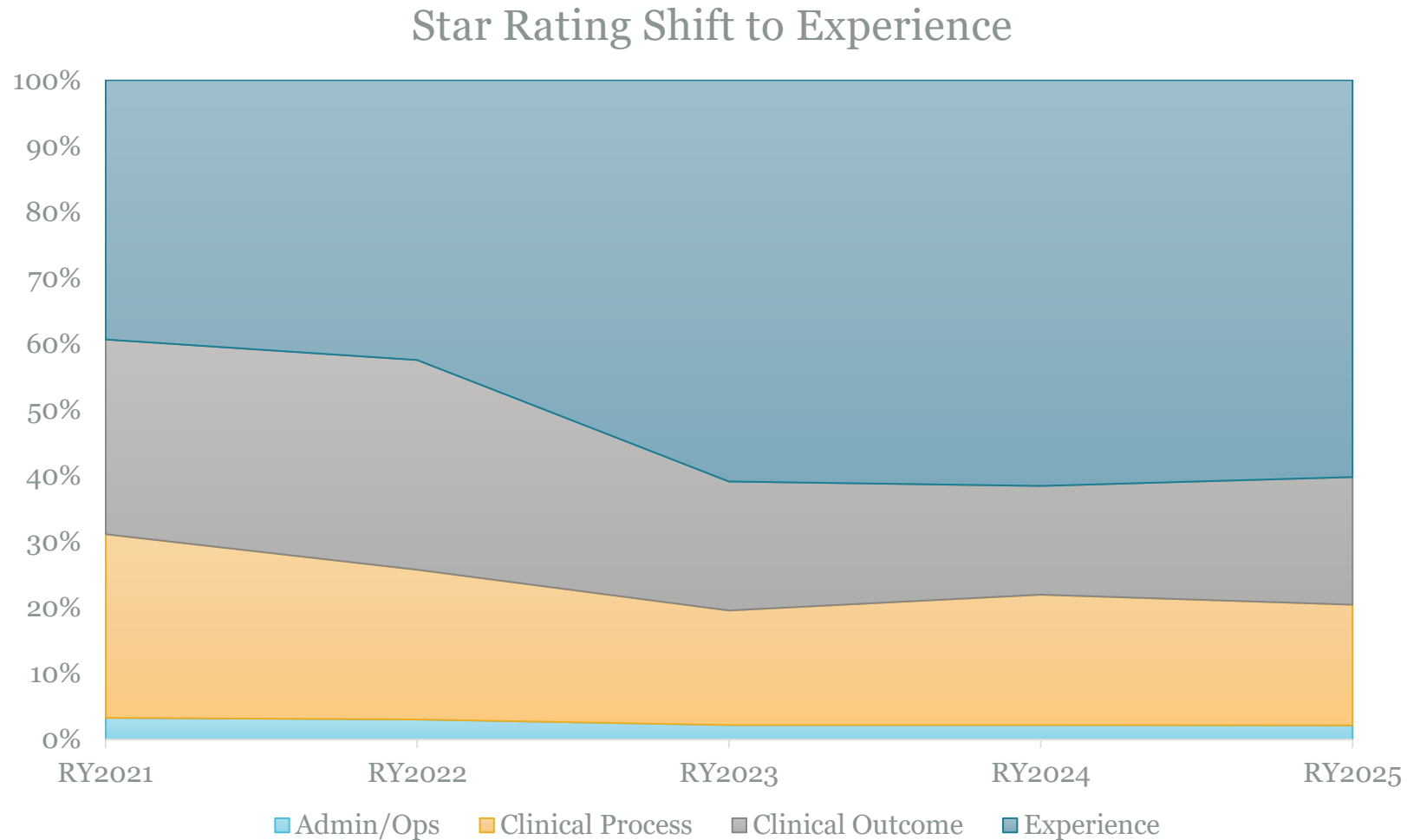
PATIENT EXPERIENCE AS A COMPONENT OF VALUE BASED PROGRAM PAYMENTS

Domain Weights



Source: Centers for Medicare and Medicaid Services

MA IS SHIFTING THE EMPHASIS TO EXPERIENCE



SO WHY ARE WE SEEING THIS?

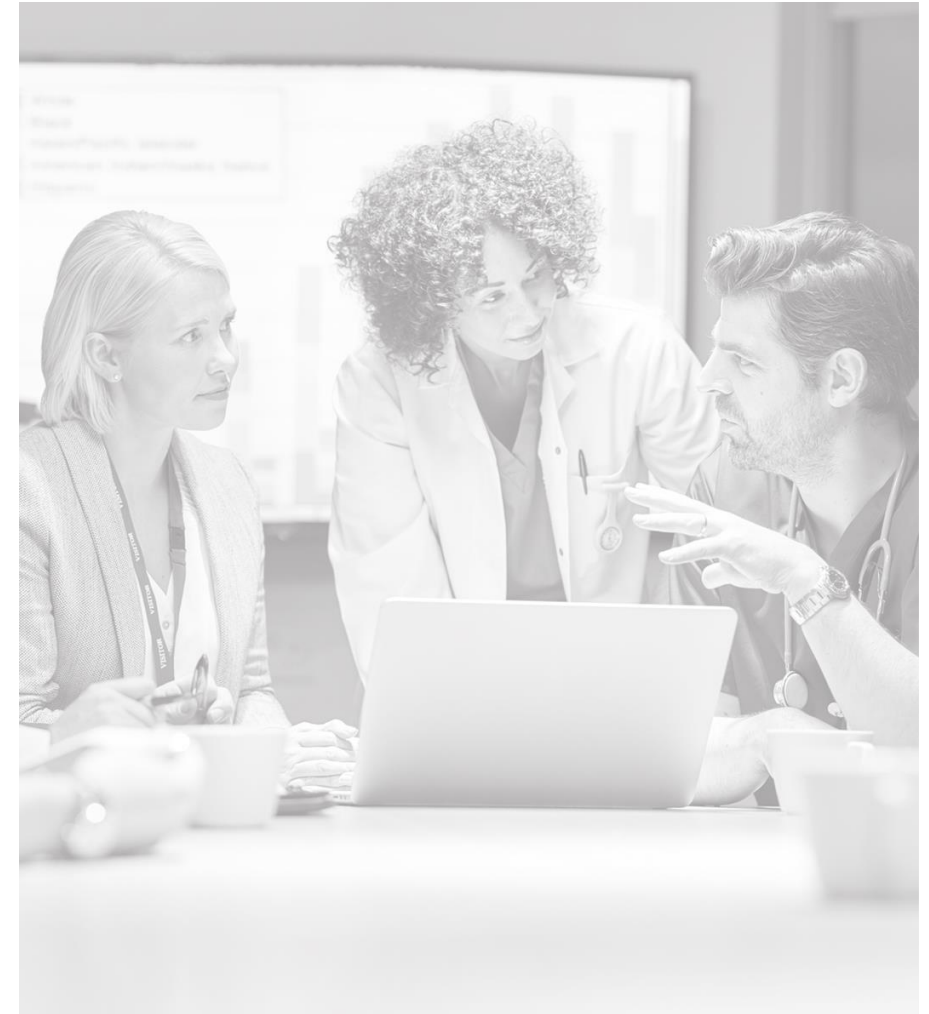
Big Tech

New Players
in general

Healthcare is
complicated and
not just one
'system'

WHAT IS NEEDED AS A FOCUS

New ways to integrate a
highly fragmented system





INFORMATION FLOW ACROSS HEALTH CARE TO CREATE A COMPETITIVE ADVANTAGE

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- Moving Data to provide benefit
 - without the expectation of something in return
- Creating transparency at all levels to create a more seamless eco system
 - Provenance & Privacy
 - Innovation at the point of delivery
- Building trust and loyalty thru data sharing
 - Benchmarks and measures
 - Real-time awareness

THANK YOU

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