Making Healthcare Work via Humanized Digital Patient Experiences

Digital Patient Experience (PX) is a Top-Level Strategic Imperative for Healthcare Globally

The Cost of Inaction on Digital PX Is Too Great to be Ignored

The future of healthcare is fast becoming that of better access, convenience, continuity, and affordability for digitally connected patients. Patients are more empowered than they ever were before through information technology. Providers must respond to the changing shifts in patient attitudes, preferences, and propensities to engage with care providers. The resulting interactions, relationships, trust, and backlash (and failure) that providers have with patients determine patient satisfaction levels, which can ultimately translate into implications on the organization.

Digital Transformation (DX) is at the Heart of Digital PX

Digital PX depends on how well healthcare organizations do DX while instilling empathy, trust, responsiveness, and satisfaction via seamless, humanized, engagement channels and touchpoints in optimized digital-first workflows “with a personal touch.”

For more information on transforming the clinician and patient experience, see IDC's in-depth analysis in the IDC Vendor Spotlight, “Transforming the Healthcare Experience Through Improved Workflows.”

Costs of inaction include:

- Long wait times
- Lack of adherence to care plans
- Referral leakage
- No-shows
- Long wait times
- Lack of adherence to care plans
- Referral leakage
- No-shows

Digital PX is the glue that binds everything together. Providers need to increase their understanding of patients to embrace their digital needs and recognize that each has a unique digital persona. This consumer-friendly service approach requires organizational responses and investments that employ an optimized mix of strategies, workflows, and technologies that leverage data in new ways.

IDC forecasts worldwide spending on DX to expand to $2.1 trillion through 2021, and the digital healthcare services account for 6% of global healthcare expenditures, demonstrating that healthcare globally seeks to realize new value creation, differentiation, and competitive advantages via DX.