



Consumer Experience (CX) Is Key Factor in Delivering Patient-Centric Care

Patients are the Ultimate Consumers of Healthcare

As healthcare providers and payers aspire to deliver patient-centric care in traditional and value-based arrangements, they must consider the full spectrum of desires and preferences patients have come to expect. Today, this includes a variety of factors, including communication pathways, that enhance a patient's Consumer Experience (CX).

Patients are first and foremost persons. They have a life outside of their healthcare journey. Increasingly, these healthcare consumers prefer providers who can adapt in even subtle ways to the needs of their patients.

Human interaction holds the key: Care Guidance that is structured and delivered by a person – not simply technology – identifies and resolves non-clinical obstacles that impact the care journey. Treating the whole person improves the patient experience, improves health outcomes, reduce hospital admissions and ER visits, and improves financial performance for providers by reducing penalties and unreimbursed care associated with unnecessary utilization.

Validating the Human Touch in Digital Healthcare

A 2021 [Accenture](#) study, which surveyed 1,800 people throughout the U.S, reinforces the importance of keeping the human touch in digital healthcare, especially given changing attitudes and utilization rates stemming from the COVID-19 pandemic. Despite the use of technology and new ways of engaging with patients, patients are still having negative CX impressions with healthcare providers.

The study documents that the human element of healthcare provision is more important than ever. Virtual consultations - the use of data, digital therapeutics and remote monitoring - have all increased from 7% in 2020 to 32% in 2021. Survey respondents were also asked what would make them more likely to use digital technology to manage their health -- and the answers reflect that patients want personalized care from healthcare providers.

Going Beyond Remote Patient Monitoring with Human-Connected Patient Monitoring

When it comes to the debate between tech-only and human interactions, [Execs In The Know](#) issued an insightful *CX Leaders* report published in March 2022. It vividly highlights the disconnect between consumers and CX officers, and a huge preference among patients for human interaction.

According to this report, while 45% of corporate respondents thought consumers would prefer to use self-help to resolve their customer care issues, a self-help preference was indicated by only 15% of consumers. At the same time, only 8% of CX leaders thought "Preference for Speaking to Someone" was a factor in determining contact preferences, although this factor was selected by 47% of consumers.

It's not hard to interpret this data, because it fits our own human experience. When we are frustrated with something that is important to us (like our health or the health of a loved one), virtually no one wants to get 'canned' answers that are not personalized to them, and which are not tailored and nuanced to their specific need or question in that moment.

Human Interaction is Key CX Factor in Delivering Patient-Centric Care

Guideway Care supports human patient monitoring, including RPM and chronic care management, by combining cutting edge technology with the human touch. Using standardized clinical symptom assessments helps to steer care guidance conversations and results in better care guidance that follows established protocols for interaction.

'True North' Care Guidance Success Metrics Include:

- The right mix of people and technology working together to address the needs and preferences of all patients.
- A patient activation solution that complements the role of technology and data analytics and supports personalized, real and meaningful peer-to-patient relationships.
- An extension of a clinical team that proactively uncovers patient practical SDoH issues, resolves non-clinical barriers and facilitates workflows that are needed when addressing health equity.
- Support for healthcare providers to obtain and measure quality measurements with a focus on new [HEDIS® Metrics 2023](#) for SDoH as articulated and distributed by the National Committee for Quality Assurance (NCQA) for Social Need Screening and Intervention (SNS-E).
- Makes health equity actionable for payers and health systems, introducing opportunities for not only identifying the identification of individuals who have food, housing and transportation insecurities, but also documenting interventions for screening.
- Improved financial measurement for both providers and payers, with tracking of core costs and ability to lower admissions/readmissions, emergency room visits and high-cost interventions.

Learn more about Guideway Care's unique approach to enhancing patient experience and solving for health equity challenges by visiting www.guidewaycare.com and contacting sales@guidewaycare.com