

Engaging with consumers and improving the patient experience

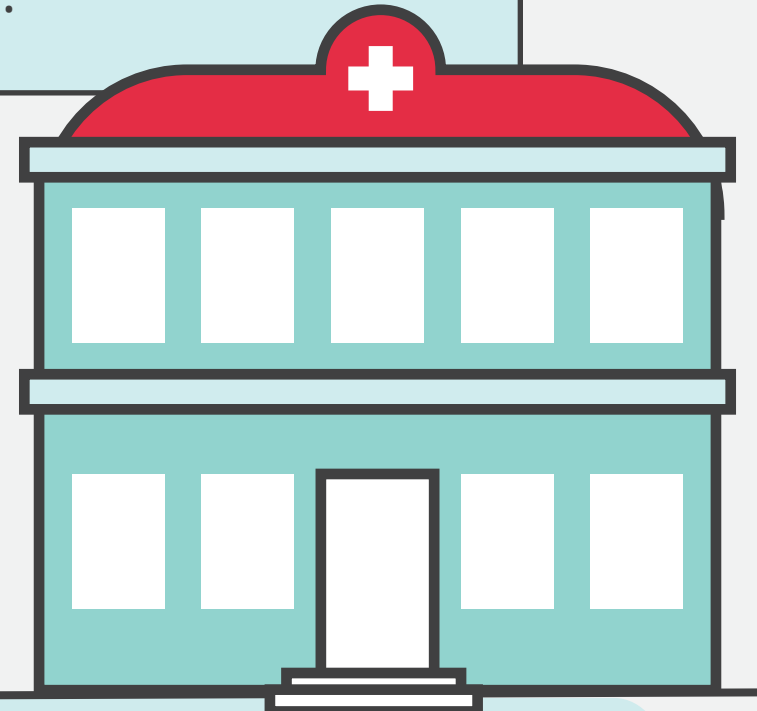
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Consumers report the biggest priority in health care is personalization of care

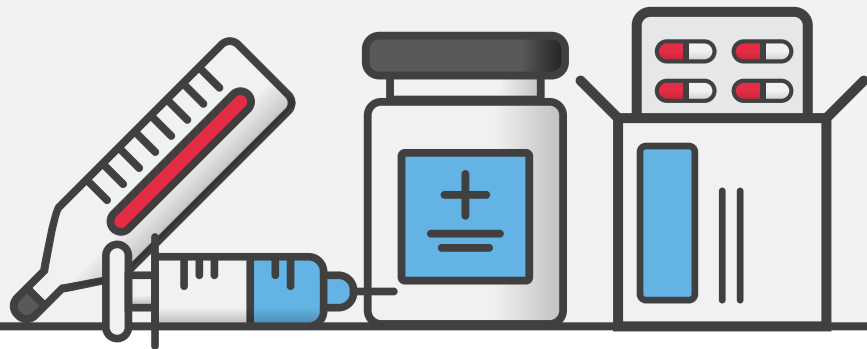
Ways to increase patient experience:

- ⊖ Leverage social media to improve the patient experience
- ⊖ Telehealth
- ⊖ Virtual reality/augmented reality

Hospitals with higher patient satisfaction scores have higher profitability.



Health care needs to **learn from other industries** on how to **personalize the health care experience** – retail, banking, consumer services. Treat more like consumers and less like patients



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