

The Health Care Experience Transformation

Creating an exceptional health care journey is more difficult today than ever before. There is a health care transformation going on, and we are all right in the middle of it.



Consider this:

49%

of health care providers are in the process of transforming their practice model over the next 12 months - the highest percentage of any industry!

16%

of health care providers have already begun the process of transformation within the past two years⁽¹⁾

Why the drive for change?

Providers who are already transforming to better serve their patients have done the research... so what's driving them and how are they doing it?

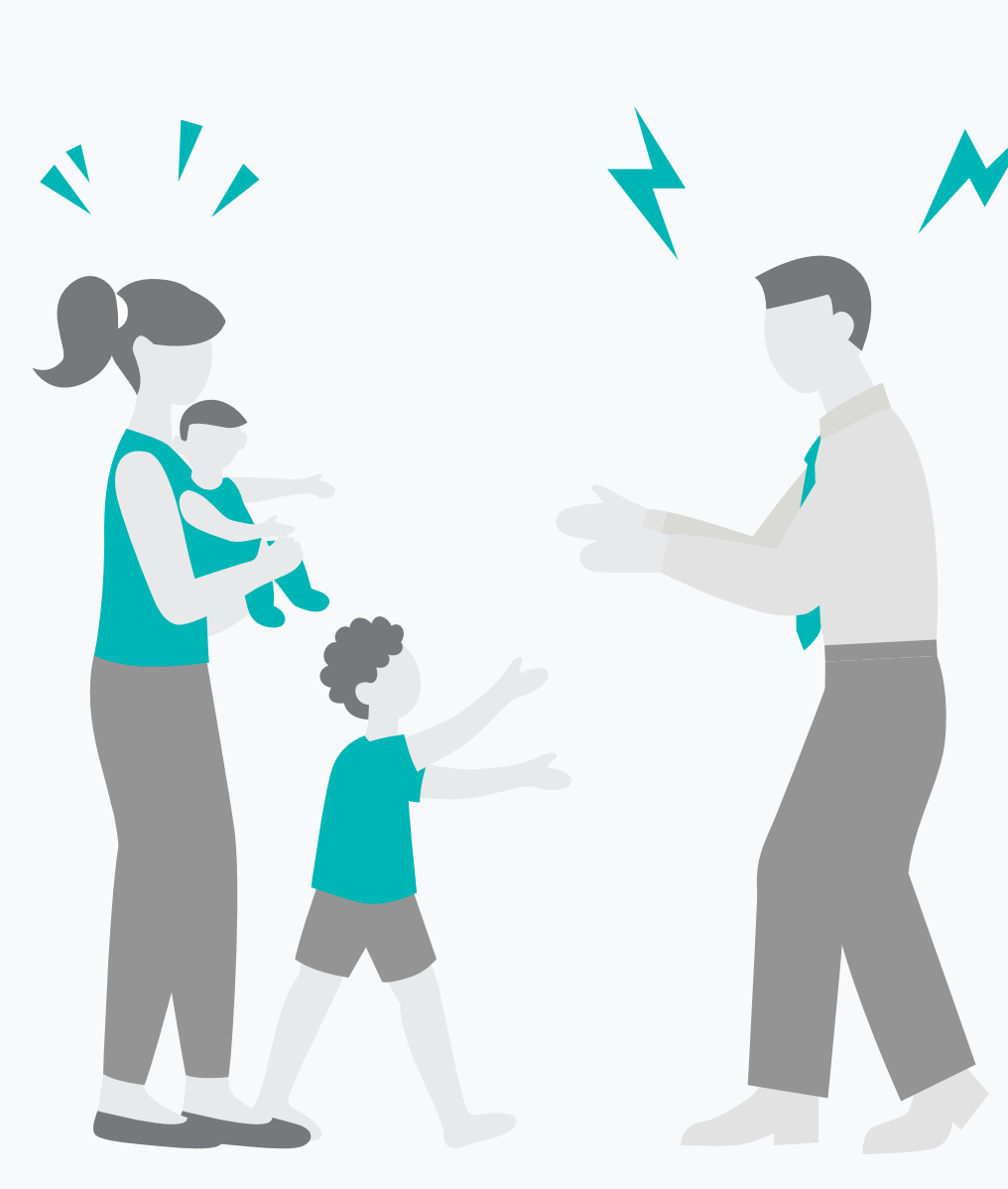
Here's a quick look!



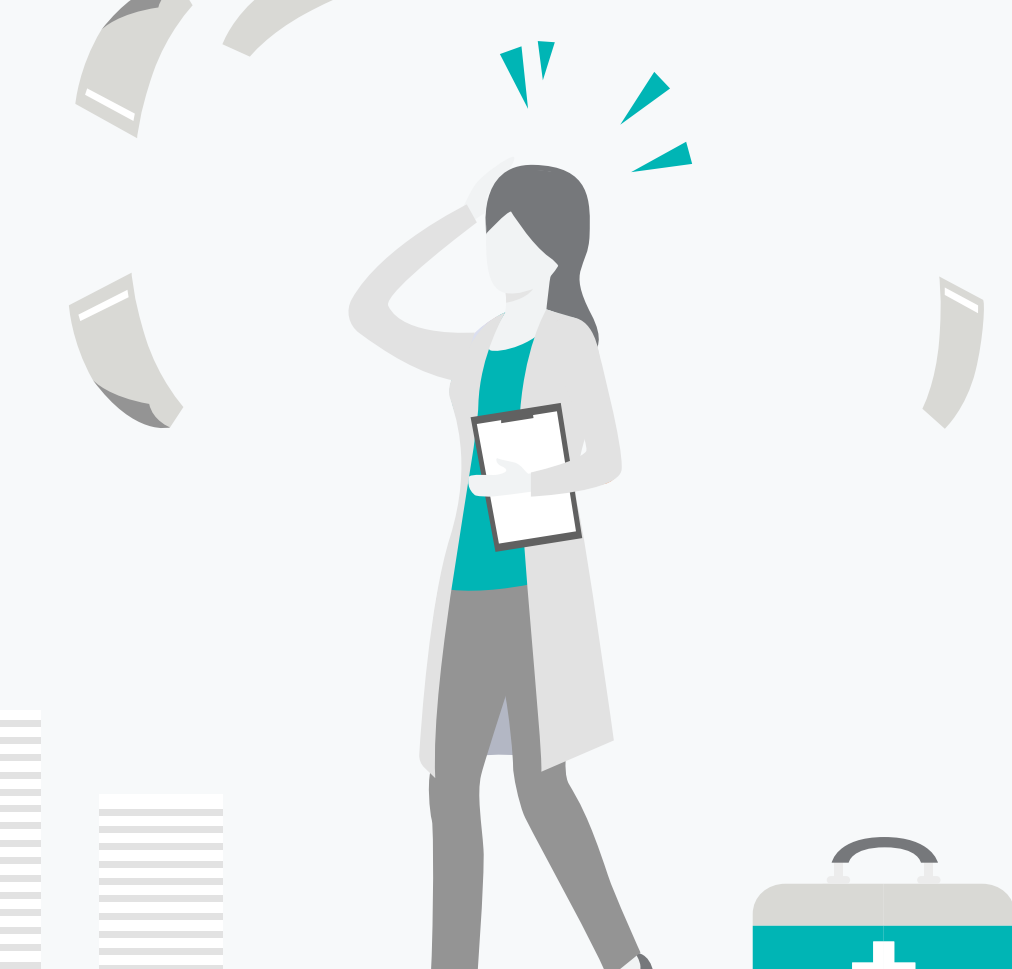
15%

the ever-increasing percentage of global health care spending that will be tied to value-based models within the next year.⁽²⁾ That's just a fancy way of saying that the overall long-term health care experience is becoming much more important - on both sides of the stethoscope.

Getting paid will be increasingly tied to positive transformation of the health care journey.



Health care consumers want it to be easy to get the advice they need, set up appointments and manage their general health care needs.



Meanwhile

health care providers are struggling to balance high costs and growing demands on their time with their primary concern: helping their patients be healthy.



Good news travels fast...but bad news travels faster! Health care consumers are more and more willing to comparison-shop.

53%

of health care consumers interviewed plan to research specific reputation and quality ratings when selecting a provider.⁽³⁾

44%

Up to 44 percent of health care consumers are likely to switch primary providers within two years (to find a better experience).⁽⁴⁾

High-quality health care experiences require modern technology. Out with the old and in with the new! Convenient, reliable interactions and collaboration are a big piece of the puzzle when it comes to providing the best possible care.

For health care providers that have begun the process of transformation, the road to change is being driven by many factors, but the primary focus is to make communication and collaboration easier.

Why transform?⁽⁵⁾

26%

to increase growth/capture new market opportunities

23%

to meet consumer demands/expectations

16%

to counter competitive pressures

16%

to reduce/control costs

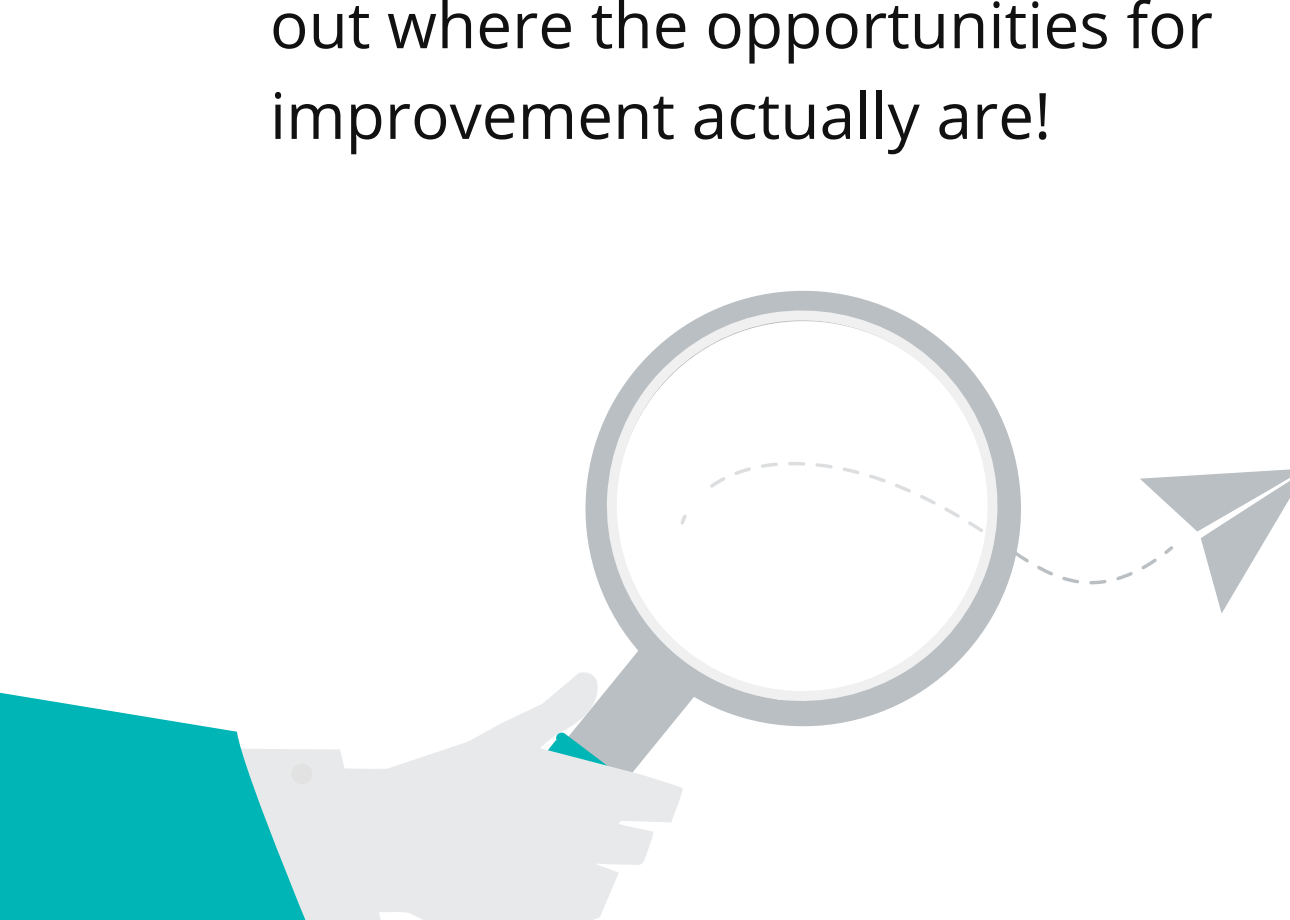
16%

to preserve brand/reputation

81%

The decision to make changes is overwhelmingly driven by the desire to improve the overall health care experience, with 81% of those interviewed focused on making engagement and collaboration easier in order to reach that goal.⁽⁵⁾

But more insight is needed to find out where the opportunities for improvement actually are!



29%

perceive data analytics to be the top game-changing technology (this rate exceeds all other industries!)

52%

are increasing their spend on business intelligence and analytics

And costs are a headache too! Modern technology makes interacting with the world easier...yes...but it also helps you minimize and control costs because there's no more clunky old equipment to maintain.



50%

are using digitization to reduce the cost of consumer engagement.⁽⁵⁾

34%

are reducing their focus and spend on existing infrastructures and data centers.⁽⁶⁾

26%

are increasing their investment in cloud services or solutions that help them provide better service and reduce costs at the same time.⁽⁶⁾

For better or worse, we are all part of the health care ecosystem and we are all riding the health care innovation wave together. Let 8x8 help you navigate the waters with a single platform for simple, efficient, communications in the cloud.

8x8 X Series:

Simplifying Health Care Communications with 8x8

1

- System that enables communication any time, anywhere, on any device
- Platform for voice, video conferencing, chat, contact center and Communications Platform as a Service (CPaaS)
- Environment enabling maximum security, compliance, reliability and quality
- Data set across all communication touchpoints for insight and analytics
- Provider to simplify communications and eliminate risk from multiple vendors
- Application for easy, centralized administration and maintenance

Learn more about how health care providers just like you are employing simple communications and collaboration so they can build better provider/patient relationships through powerful, convenient health care experiences.



Cloud Communications for Health Care Providers

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Customers Experiencing the New Speed of Business

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Health Care Communications. Transformed.

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Footnotes:

(1) Gartner, 2019 CIO Agenda - A Health Care Provider's Perspective, April 2019

(2) Forbes, Top 8 Health Care Predictions for 2019, November 2018

(3) Deloitte Insights, Inside the Patient Journey, September 2018

(4) SR/Solution Reach, Patient/Provider Relationship Study 2018

(5) Gartner, 2019 CIO Agenda - A Health Care Provider's Perspective, April 2019

(6) Gartner, Business Drivers of Technology Decisions for Health Care Providers 2019

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