Managing healthcare has changed. To be competitive today, healthcare providers need to address the major changes that are driving patient behavior and adopt a customer service mindset. This emerging demand for customer-centric care is driving innovation and transforming the patient-centered experience— from appointment scheduling to timely access to billing information and transparency in health care purchasing decisions.

Deloitte has drawn from its industry knowledge to identify areas of development associated with patient engagement, and uses leading practices to provide a sleek, solid foundation that can be customized to specific providers. Deloitte Digital’s Care Connect can make patient-centered care a reality by providing a full-service solution to digital patient engagement. It is designed to help hospitals and health systems to acquire more patients, retain existing patients, and improve care outcomes. With Care Connect, Deloitte Digital is helping providers proactively engage their patients, which can result in significant opportunities to increase revenue and potentially reduce costs.

Deloitte Digital’s Care Connect accelerator is built on top of the Salesforce Health Cloud. It incorporates provider-specific user interfaces, use cases, and functionality into Salesforce Health Cloud. Deloitte offers 60+ discrete solution capabilities across the entire patient lifecycle to support provider sector requirements. Our Care Connect accelerator is designed to address specific challenges and shortcomings of patient engagement, focusing on the end-to-end interaction across the patient journey.
Leakage and Retention

- Current studies show only 45% of referrals go to a partner hospital. Do you have a process in place to make it easier for patients to choose your health care organization and avoid potentially losing more than half of the referrals to another hospital?

- Another study estimated that out of 7,000 primary care patients referred to a specialist, only 50% ever received the treatment. Do you have a referral process in place so that patients can easily schedule specialist appointments before leaving the physician’s office?

Care and Cost Efficiency

- Studies show patient perceptions account for 17-27% variations in financial performance. What is your organization doing to support profits by addressing long wait times and suboptimal outcomes?

- Recent studies estimate patient lifetime value ($4.3M for the average US household) could be at risk? How do you plan on addressing the inefficiencies associated with patient dissatisfaction to capture this potential revenue?

No-Shows Impact the Patient, the Organization, and the Provider

- Patients risk their health, delayed treatment, and poor continuity of care.

- Organizations risk poor staff utilization and lower provider productivity.

- Providers risk loss of revenue – current estimates demonstrate missed appointments cost a single provider as much as $150,000 in lost revenue.

Key Potential Benefits of Deloitte Digital’s Care Connect Solution Include:

- Increased scalability
- Reduced operation costs
- Improved patient acquisition
- Reduced patient churn
- Improved care outcomes
- Refined strategic direction
- Improved agility
Challenge us to help you re-imagine a digital patient care platform across marketing, sales, service, and overall engagement for health care providers with an ecosystem orchestration to engage the patient throughout the lifecycle. Deloitte Digital Care Connect is designed to provide quality, affordability, and convenience.

Providers need to adopt a customer service mindset, knowing that patients are empowered with data as never before.

EMPOWER YOUR PATIENTS

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Deloitte Digital is a global, full-service digital agency that combines serious creative chops with trusted business sense. With a unique blend of strategy, creative, and technology, we build beautiful digital experiences for the world’s leading brands. Whether it’s B2B, B2C, or B2E, we’re driving the future of digital. Find out more at www.deloittedigital.com.

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