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.

Deloitte advocates for leveraging social media to improve the patient experience, using telehealth and virtual reality/augmented reality technologies. Hospitals with higher patient satisfaction scores tend to have higher profitability. The report suggests health care should learn from other industries on how to personalize the health care experience, treating patients more like consumers and less like patients.