

## Delivering the right patient experience



### Your challenge

- Patient's rights and obligations becomes an increasingly important consideration for health care providers especially in light of the regulatory and legislative changes impacting the sector. The new directive 2011/24/EU on the application of patients' rights in cross-border healthcare and its transposition into national law reinforces the importance of the patient. The new national legislation needs to have been implemented by 2013
- These changes imply an increasingly competitive environment which require from the health care providers to have a sound understanding of their patients' / consumers' expectations as regards personalisation, security, service providers, dependability, transparency in order to maximise the patients'/customers' experience
- This shall allow assistance to the patients/client in evaluating and selecting the adequate health care options; efficient clinical itineraries and employee engagement that translate into improved patients experience

### Our solution

- Definition of short-, medium and long-term strategies and associated roadmaps to deliver a customer experience corresponding to their service expectations and the increased cross-border comparison possibilities
- Linking the organisation's vision and strategy to tangible actions, objectives and goals
- Capability assessments and identification of gaps that need to be closed in order to achieve the organisational vision (dimensions: people, technology and processes)
- Performing comparative performance analysis to highlight deficiencies and key strengths that may significantly impact patient experience
- Application of proven risk management techniques and methods to your environment
- Support in setting up frameworks that comply with evolving regulatory requirements
- Adaption of organisational structures to meet changes in governance and external evolutions
- Optimisation of clinical processes and itineraries
- Development and analysis of patient satisfaction surveys
- Development of communication and marketing strategies in order to key initiatives and help position your organisation towards your customer base

# Your contacts



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