## Deloitte.



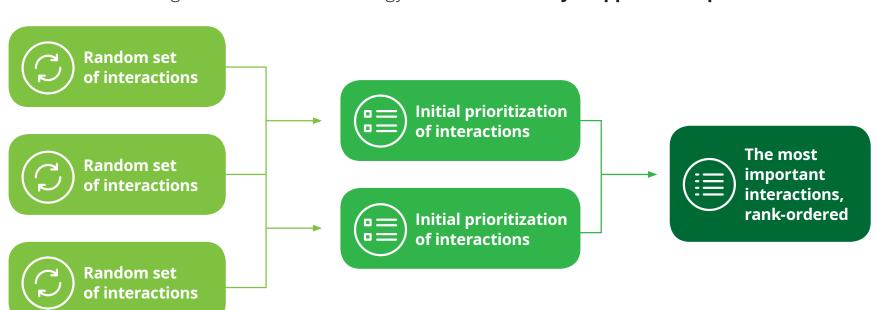
### **Health plans:**

What matters *most* to the health care consumer

Deloitte's 2016 Consumer Priorities in Health Care Survey

# The study: Forced consumers to prioritize which health care interactions are most important

**64 interactions across the health care ecosystem** (health plans, health care providers, pharmacy, etc.) were evaluated using the Bracket™ methodology, a tournament-style approach to prioritization

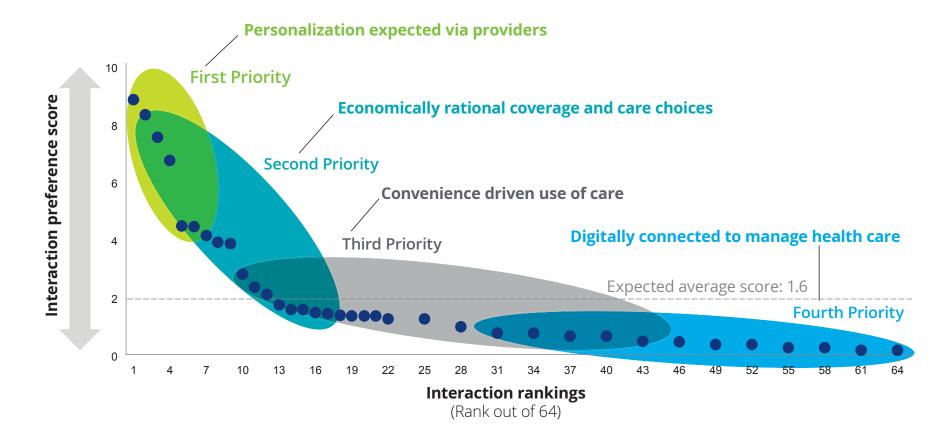


same, each interaction would have an expected value of 1.6 (=100/64)

The total value of all rated interactions adds to 100, and if respondents rated all interactions the

Note: "Bracket" is the trademark of TRC, a research partner commissioned by Deloitte for this study; in this study with 1,787 consumers, consumer respondents were asked to "select the one that is most important to having a positive customer experience and the one that is least important to having a positive customer experience" at each stage.

The results: Consumers want to be heard, understood, and given clear directions through a personalized health care experience. Rankings across the general population of consumer



The Implications

Source: "2016 Health Care Consumer Experience Survey" (DeloitteNote: Only every third point from Interaction

Ranking #22 onwards is shown).



Plans need to reassess

what portion of consumer

experience investment goes

toward working with and

through providers

vs. investments made within the plan's own organizational boundaries Understanding the Engaged Health Care Consumer View Deloitte's published studies related to the major trends that are shaping the health care



There is a need for both enhanced cost estimation capabilities that go 'beyond the average' and increased simplicity in product design

consumer at www.deloitte.com by searching these titles featured below:

Choices



of Care

There is an increased

opportunity to steer consumers to more accessible sites of care that are also lower cost — a mutuallybeneficial situation



Plans need to assess if/how their digital tools are being utilized and which digital tools

actually matter for each

member segment

### 2015 Survey of US Home health care: **Health Care Consumers:** New opportunities and

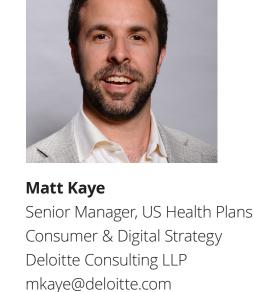
Health care consumer challenges for care provided engagement: No "one-sizeinside the home fits-all" approach





**Leslie Read** 

Principal, US Health Plans Consumer & Digital Transformation Leader Deloitte Consulting LLP Iread@deloitte.com



Deloitte. This publication contains general information only and Deloitte is not, by means of this publication, rendering

accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor.

Deloitte shall not be responsible for any loss sustained by any person who relies on this publication. As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.

Certain services may not be available to attest clients under the rules and regulations of public accounting. Copyright © 2016 Deloitte Development LLC.