

WHAT IS DIGITAL HEALTH?

Being a “digital” healthcare organization is about much more than the latest apps, platform tools or slick point solutions. It’s about using technology as one of several levers to pull when designing extraordinary care experiences—online and offline—in *moments that truly matter*.



Before making significant investments in digital health products or initiatives, it’s imperative first to understand which moments matter most to the experience that your organization must adapt to in order to achieve your vision.

How can you identify a moment that matters? Here are a few things they tend to have in common:

- Patients are at their most receptive to clinically important interventions
- Clinicians are empowered to be their most effective
- Enterprise investments will deliver the greatest return
- Patient satisfaction can be quickly translated into lifetime value
- Differentiating your patient and/or provider experiences can grow market share

When these moments go right, it’s because you’ve designed each one to yield the best possible outcomes for your patients and your business, powered by a unifying strategic vision that ties it all together.

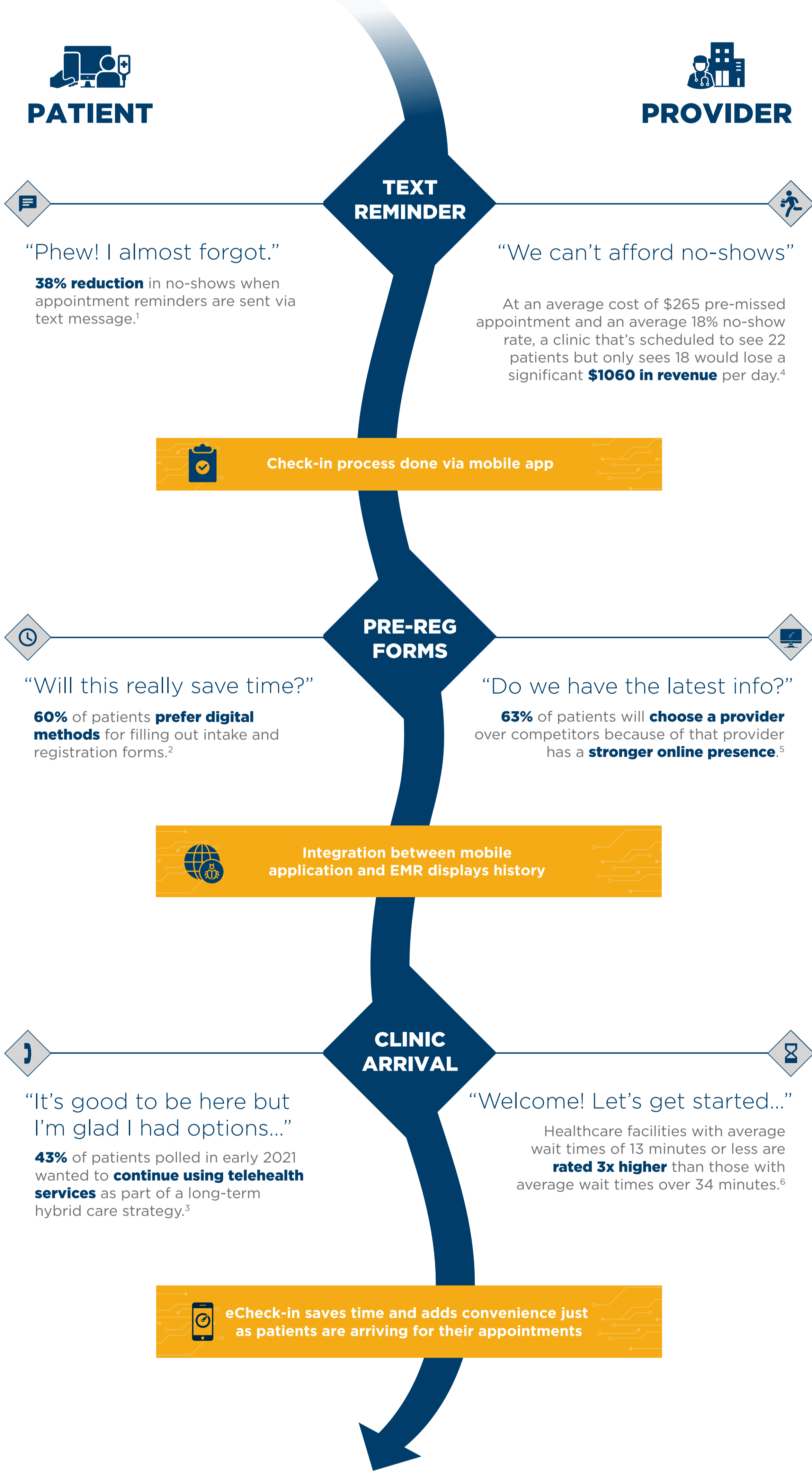
Because every person’s healthcare journey is unique, these moments will be intertwined, influenced, and connected in different ways for different people. Similarly, the dimensions of a given healthcare moment are bound to differ depending on the particular role you’re striving to play in the life of a patient. For example, an academic medical center and an urgent care clinic will have very different ways of designing, defining and supporting a successful patient registration process.

But that doesn’t mean every healthcare moment and health journey must be mapped from the ground up. Current research and evolving best practices can tell us a lot about the most predictable needs, pain points and risks surrounding nearly every type of patient interaction. The key is to combine existing insights and assumptions with fresh, real-time observations about how and where your business is motivated to refocus based on your strategic vision.

There are more than a few moments that matter with any patient visit, and each one has **emotional, functional, and technical** aspects that impact—and sometimes dictate—how the moment will unfold for both patients and providers.



HEALTHCARE MOMENTS THAT MATTER



THE GROWING IMPORTANCE OF MOMENTS THAT MATTER

Every interaction a patient has with a provider organization is an opportunity to build trust, improve confidence and deliver a meaningful experience. Our goal is to help you identify and seize the full potential of the moments that matter for every stakeholder involved in the patient care journey, transforming them into positive experiences.

Discover more about how West Monroe is helping healthcare organizations address today’s challenges and realize tomorrow’s vision. Contact us today.



¹BMC Ophthalmology, “Effectiveness of mobile phone short message service (SMS) reminders for outpatient appointments: Observational study,” <https://bmcoophthalmol.biomedcentral.com/articles/10.1186/1471-2415-8-9>

²Patientpop, “12 actionable ideas to improve patient experience,” <https://www.patientpop.com/blog/ideas-to-improve-patient-experience/>

³American Psychiatric Association, APA 2021 Public Opinion Poll: Access to Care, <https://www.psychiatry.org/newsroom/apa-public-opinion-poll-2021-access-to-care>

⁴Well App, “Missed Medical Appointments: How Much Providers Are Really Losing,” <https://wellapp.com/blog/calculating-the-true-cost-of-missed-medical-appointments/>

⁵Inc., “New Research Shows Why Doctors Need a Strong Online Presence,” <https://www.inc.com/peter-roessler/new-research-shows-why-doctors-need-a-strong-online-presence.html>

⁶Fierce Healthcare and Thomas Jefferson University, “How Patient Wait Times Affect Customer Satisfaction,” <https://www.fiercehealthcare.com/sponsored/how-patient-wait-times-affect-customer-satisfaction>