

Prophet and GE Healthcare Camden Group saw a better way to connect patient needs to provider challenges

Prophet

Consistently sees patients frustrated with the healthcare system, across all points of care and touchpoints. Prophet also sees providers struggling to meet patients increasing needs and expectations, which are often set by experiences in other categories.



Often works with providers struggling to balance their competing priorities of cost efficiency, care delivery transformation, and patient experience. Many are challenged to create comprehensive patient experience strategies.

In our recent study, “The State of Consumer Healthcare: A Study of Patient Experience,” we uncovered robust patient and provider insights that led to actionable solutions for healthcare organizations:

THE PATIENT EXPERIENCE IS EVEN WORSE THAN PROVIDERS RECOGNIZE

Providers underestimate the degree to which the experience fails to meet and exceed consumer expectations. This contributes to a lack of urgency among providers to fix the experience.

INVESTMENTS TO IMPROVE PATIENT EXPERIENCE ALSO IMPROVE AN ORGANIZATION’S OPERATIONAL EFFICIENCY

The priorities of health system leadership and their patients are not in conflict, in fact they are well aligned. For both parties, wait time is wasted time. Investments to improve the patient experience can be aligned with overall efficiency and care delivery strategies, by helping to deliver significant growth and cost reduction, while also providing the experience consumers desire.

PATIENT EXPERIENCE SHOULD BE HOLISTIC ACROSS THE CARE CONTINUUM AND A RANGE OF CARE SETTINGS...AND CAN BE SEEN AS LINKED TO OTHER SYSTEM PRIORITIES

Providers are starting to think about patient experience holistically, simultaneously emphasizing the people aspect, investing in technology, and expanding the ways and places in which they deliver care.

THERE ARE A NUMBER OF APPROACHES THAT MAY IMMEDIATELY HELP ORGANIZATIONS, DIAGNOSE, PRESCRIBE AND TREAT THEIR PATIENT EXPERIENCE AILMENTS

Our data-driven approach towards improving the patient experience helps ensure organizations are not just delivering a better patient experience, but that they do it cost-effectively and profitably.

Prophet and GE Healthcare Camden Group have joined forces to holistically understand the consumer healthcare experience, quantify the gap between consumer expectation and provider approach, and create an exceptional, future-state, patient experience. We are uniquely able to create impact by identifying the opportunity, mapping the potential for economic gains and executing the actions required to successfully deliver on transforming the patient experience.

The Prophet and GE Healthcare Camden Group combination provides unmatched value:

- 1 Unique understanding of patients as people and consumers (opposed to a set of conditions or disease states)
- 2 Translating those understandings into a holistic approach to creating a patient experience strategy and linking it to organizational priorities, including operational workflow design, change management planning and activation capabilities
- 3 Ability to drive activation of results that are clear, tangible and measurable
 - Fix experience gaps
 - Go beyond fixing to delighting
 - Improve efficiency
 - Increase staff and physician satisfaction
 - Calculate ROIs

Ready to get started?

✉ Contact us: healthcare@prophet.com