

FORGET ABOUT THE METAVERSE...



Patient experience IRL
Is the immediate opportunity for
healthcare



Sondra Brown
MDRG
President & Founder

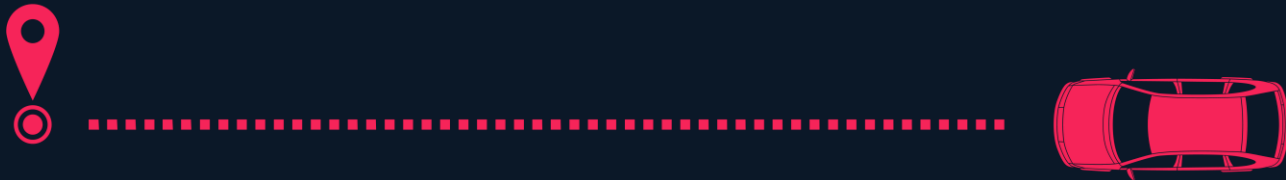


Jennifer Bollinger
Ochsner Health
Senior VP, Chief Consumer Officer



Andrea Pearson
Dispatch Health
Chief Growth Officer

If health systems do not **create** more patient care **experiences that rival** that of **tech and retail**, they will be **left behind** as other industries supply the growing demand.



METHODOLOGY

QUALITATIVE INTERVIEWS

45-60 minute interviews with system and disruptor leaders in health tech, retail, etc.

OBJECTIVE

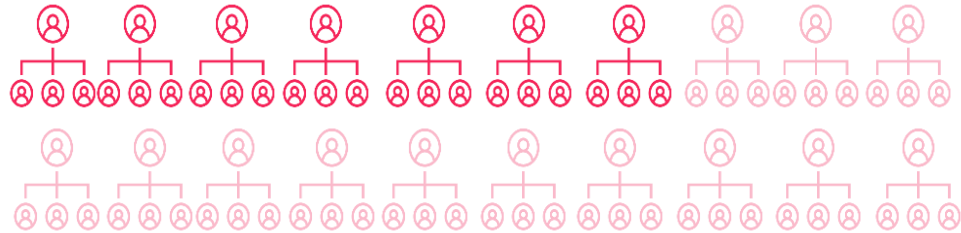
The research seeks to understand how these organizations are executing on CX and how they are ensuring the voice of the customer is included in their initiatives.



**SEE CHAT FOR LINK TO RECEIVE FINAL REPORT
ONCE COMPLETE!**

35%

2017



of organizations have a
**Chief Experience Officer
(CXO)**

2020

90%

POLL QUESTION

**DO YOU HAVE A POSITION IN YOUR
ORGANIZATION DEDICATED TO CONSUMER
EXPERIENCE?**



POLL QUESTION

What is the biggest challenge facing adoption of PX/CX initiatives in your organization?

a. Funding

b. Buy-in

c. Organizational inefficiencies

d. Access to VOC data

e. No Senior Leader with PX/CX responsibilities



Amazon to acquire One Medical primary care company for \$3.9B

Free health screenings for WalMart Wellness I



Apple outlines health technology strategy in new report

POLL QUESTION

What KPI does your organization use to measure success in Customer Experience?

a. Primary Research Metric (NPS, Loyalty, etc.)

b. Usage Metric (ex. Number of services/specialties)

c. Marketing Metric (ex. Patient acquisition)

d. All of the above

e. Other

THANK YOU

EMAIL OR DM via LinkedIn with your email

Sondra Brown

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Don't miss Sondra and Jennifer at this year's conference in
DC Tuesday, September 13 9:00 AM – 9:50 AM