

Re-Establishing Experience as a Mission Critical Growth Strategy

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HEALTHCARE
IS NOT
JUST LOCAL

IT'S
PERSONAL



MORE CHALLENGES

- Rising Costs
- Nurse Recruitment
- Cyber Attacks
- Consumer Scores
- Quality Declines
- TeleHealth



MORE COMPETITORS

- Niche startups
- Payors
- Physician Competitors



YOUR MISSION

In the post-pandemic new normal, how do you move from *survival* to *revival*?



LEAD...

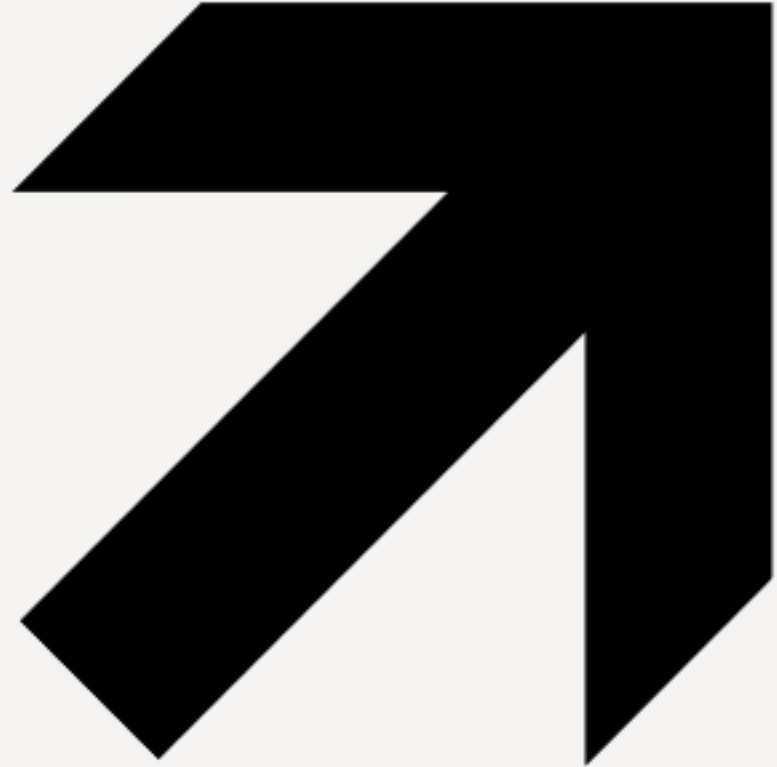
Is there a way to navigate
through future uncertainties?



The Grand Strategy

We looked for one investment with many returns, grounded in growth.

Patient experience became the grand strategy.



The Structure

Patient Experience is the lubricant.

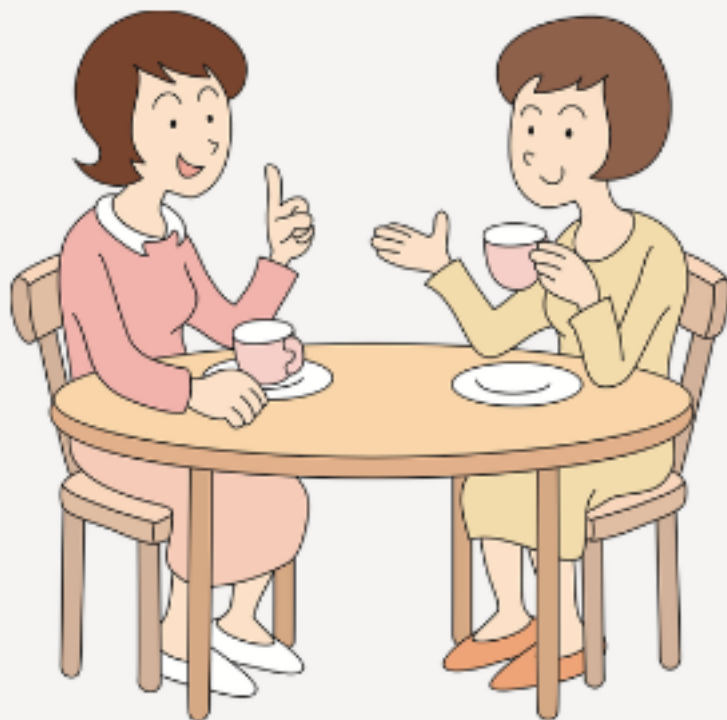
Engagement & Logistics are the gears.

Women hold the steering wheel.



1. Patient Experience

Let's give them something to talk about.



1a. HCAHPS

HCAHPS is a
necessary but far
insufficient condition
for success



1b. A LITTLE HELP FROM MY FRIENDS

Jeff James

VP & GM,
Disney Institute



James Lewis

President,
Disney Vacation Club



Jim MacPhee

COO & SVP,
Walt Disney World



JEFF JAMES

Design for the
consumer experience
you want, then manage
and measure it.

“It’s not magical, it’s
methodical”



JAMES LEWIS

Membership creates
moments.

“Welcome Home”



JIM MACPHEE

Remove the barriers
to access.

“Where magic gets
real”



BONUS

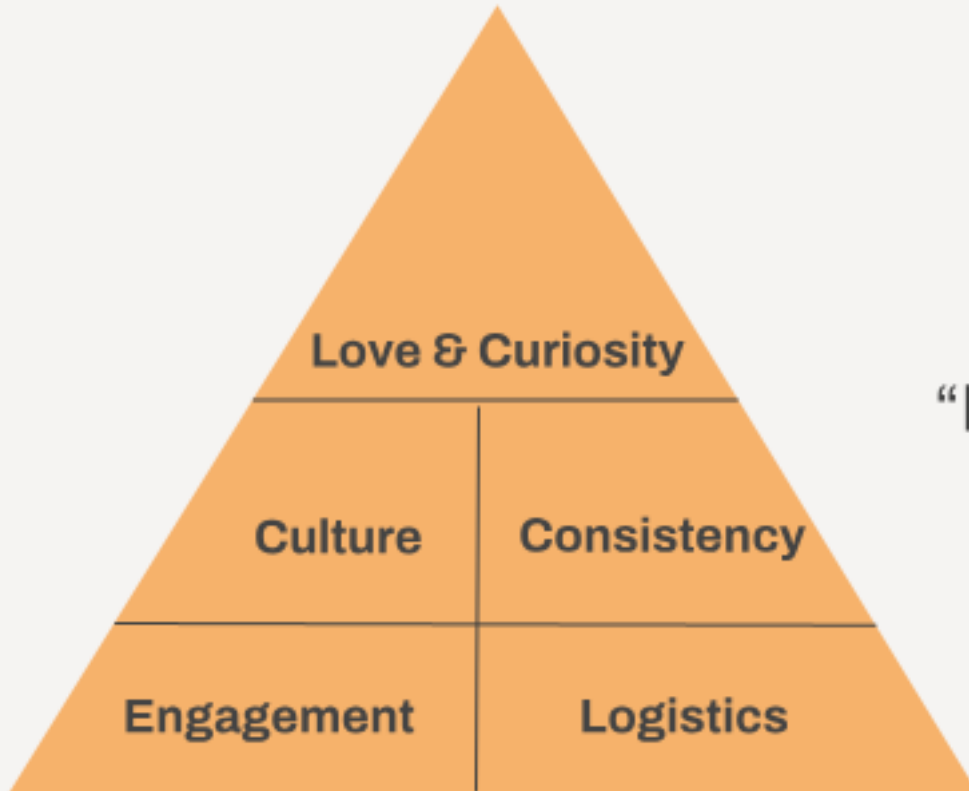
Patient
Experience
starts with
providers/staff



AND finishes
with patients.



2. ENGAGEMENT & LOGISTICS



“Every Patient, Every Time”



2a. CAPTURE THEIR HEARTS & CONNECT THEM TO HELP



“What’s the matter with
you?”
AND
“What matters to you?”



2b. FIRST SEGMENT, THEN PERSONALIZE



Develop criteria for
design drivers



BONUS

It's not about IT
or technology



It's about
intelligence
supporting
actions



3. Design the Experience for Women!



3a. WOMEN ARE THE CHIEF MEDICAL OFFICERS



Women make health care decisions for themselves—and everyone else

As consumers, women make 80% of the decisions on health care.¹ This leadership begins with themselves: Women are likelier than men to have health insurance and to visit the doctor.² But this “chief medical officer” doesn’t stop there. Nearly 80% of mothers take responsibility for choosing their children’s health providers, compared with just 22% of fathers, and 59% of women are health care decision makers for other people regardless of marital status and whether they have children.⁴



3b. THE PATIENT'S EXPERIENCE



Care should be highly nuanced.



BONUS

They are loyal...



... but only to
their last
experience

(And it's not about the
building!)



Does patient experience offer a compelling strategy
with an aligned action plan
to focus your organization
to win with customers and grow?



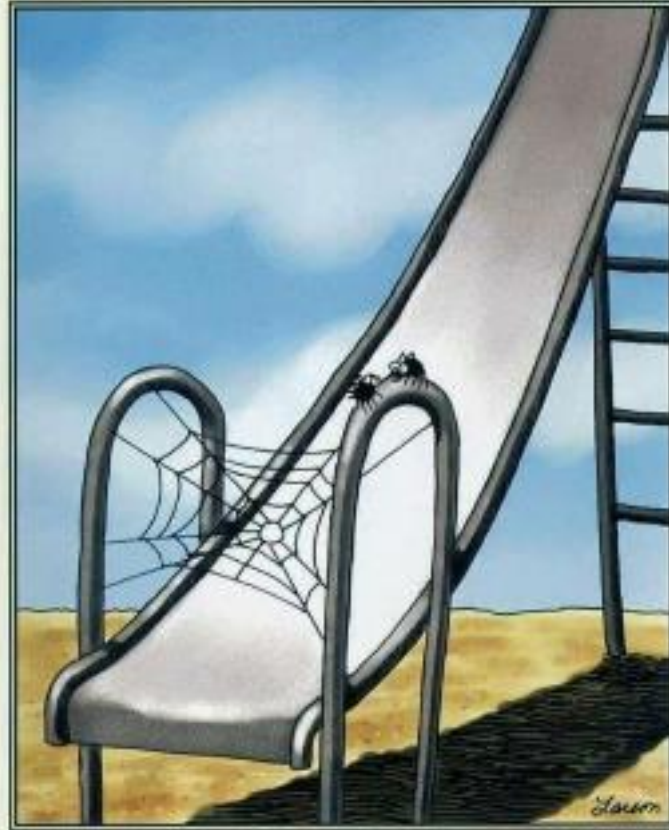


SOME NEXT STEPS

1. Create a team of women in your organization to assess and guide the journey
2. Gather, segment and evaluate market and experience data for women
3. Talk with women, listen to them, and be curious about what they would most want, value and would pay for
4. Reimagine some of the services they they want as “free marketing” - instead of operating businesses
5. Design and build inexpensive engagement and logistic systems, pilot and test then diligently scale
6. Bonus: Keep iterating with love and curiosity as your guides



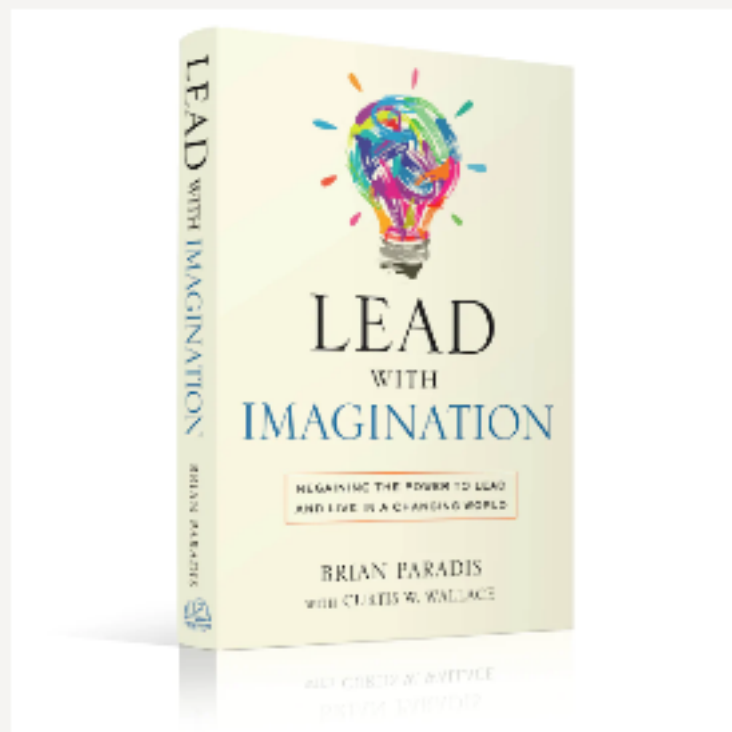
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“If we pull this off, we’ll eat like kings.”



LEAD WITH IMAGINATION



SCAN ME

