Voice of the Patient

Improving governance in the healthcare sector through Voice of the Patient design: What can we learn from the leading customer industries?

Anneli Retief

HPCSA Conference 2019

Agenda

- Digital disruption
- An industry at risk?
- A Voice of the Customer Framework

A lack of customer centricity is the real threat

Airbnb isn't killing the hotel industry.
Limited availability and pricing options are.

Uber did not kill the taxi business.
Limited access and fare control did.

Apple didn't kill the music industry.
Being forced to buy full-length albums did.

Netflix didn't kill Blockbusters.
Ridiculous late fees did.

Retail healthcare providers are businesses like any other. How are changing expectations combined with technology going to change the healthcare landscape?

Are we ready for a disruption?

A virtual consultation is just a tap away

Discovery

In his opinion, Dr Sudeshan Govender, a General Practitioner in Tongaat, KwaZulu-Natal, believes the digital revolution will improve healthcare for both patients and healthcare practitioners

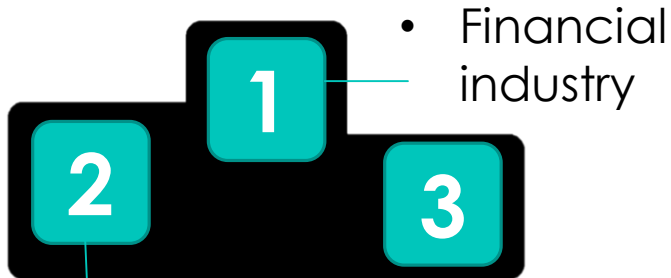# The possibilities are boundless with new technology...

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Are doctors taking customer experience seriously?

Which industries do you want to give feedback to most?

- Financial industry

1

2

3

- Healthcare industry
- Telecoms and internet providers

Do you believe doctors are interested in gaining feedback?

81% said no/don't know
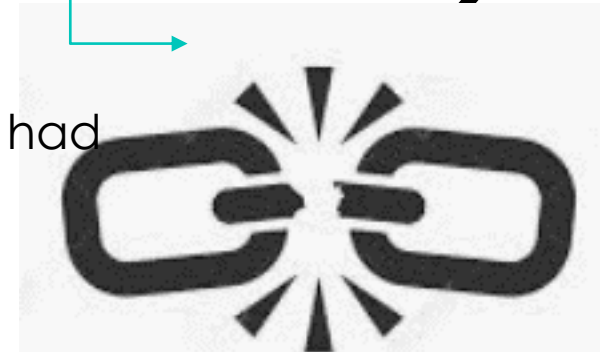
45%

Had a poor service experience

75%

Of doctors had no idea

What do customers do when they are unhappy?

81% tell someone, and don't go back.

They are also going to look for alternative solutions to address their needs in the most painless way:

- Increased usage of virtual care:

2016: 12% ▶ **2017: 21%** ▶ **2018: 25%**

- Less loyalty towards doctors:

Baby boomers	**84%**	
Millennials	**67%**	Have a primary care doctor
Gen Z	**55%**	

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VOC Framework

Digital innovation

Customer education/
relationship management
strategy

Start where you are, and build on your CX strategy

Connecting appropriately across
generations

Booking and waiting area

Customer and staff feedback strategy
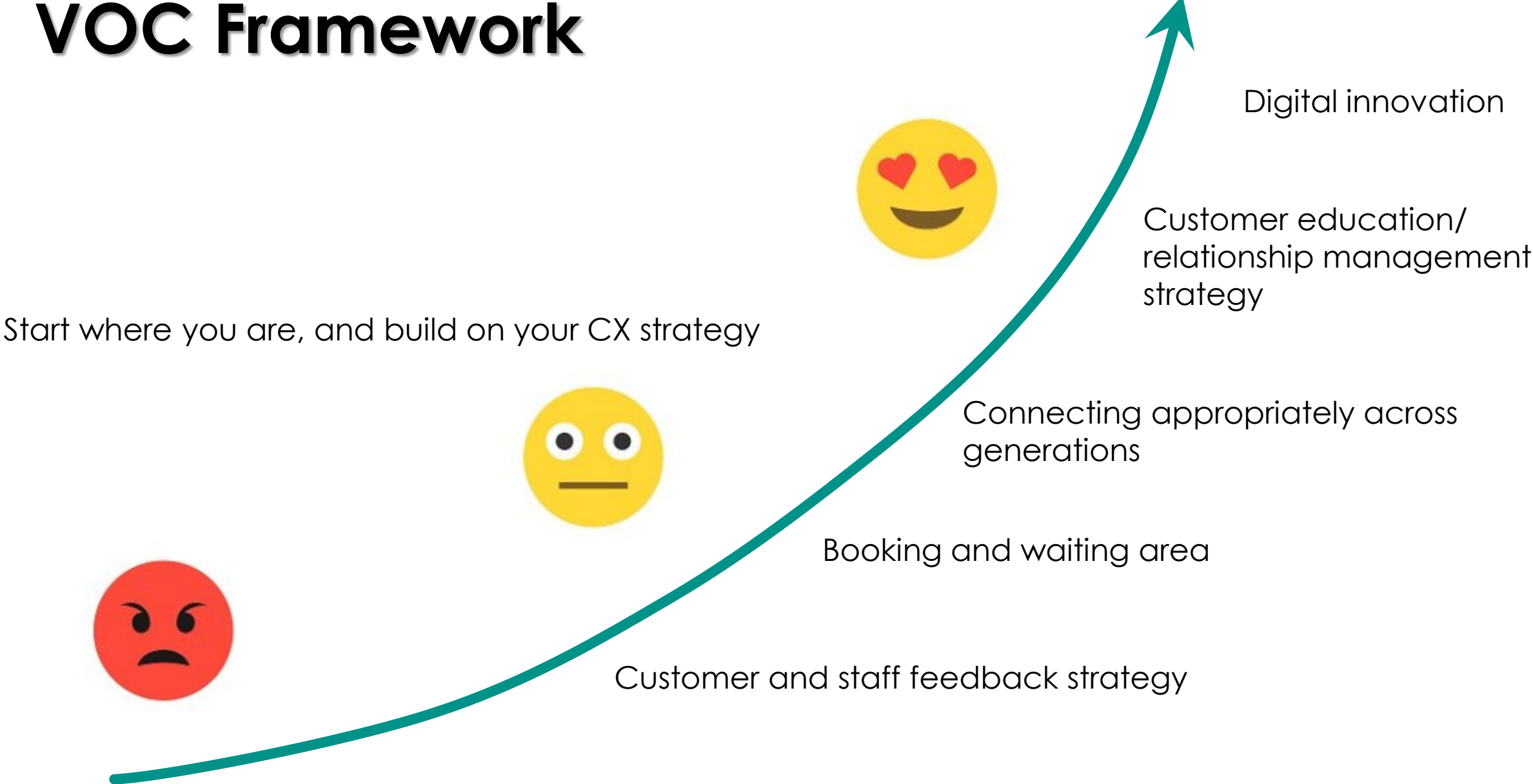
VOC Programme

Measure

- Design methodology
- Keep communication open
- Questionnaire
- Ongoing and ad hoc surveys
- Staff surveys
- Reporting mechanism (reporting tools)

Use

- Full use of customer feedback
- Benchmarking
- Escalations process
- Customer stories and journey mapping (highlighting gaps and highly emotive/ impactful failures)

Influence

- Co-create strategy with your patients
- Decide on actions and short-medium and long term vision
- Pilot ideas
- Ideal state

Thank you

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