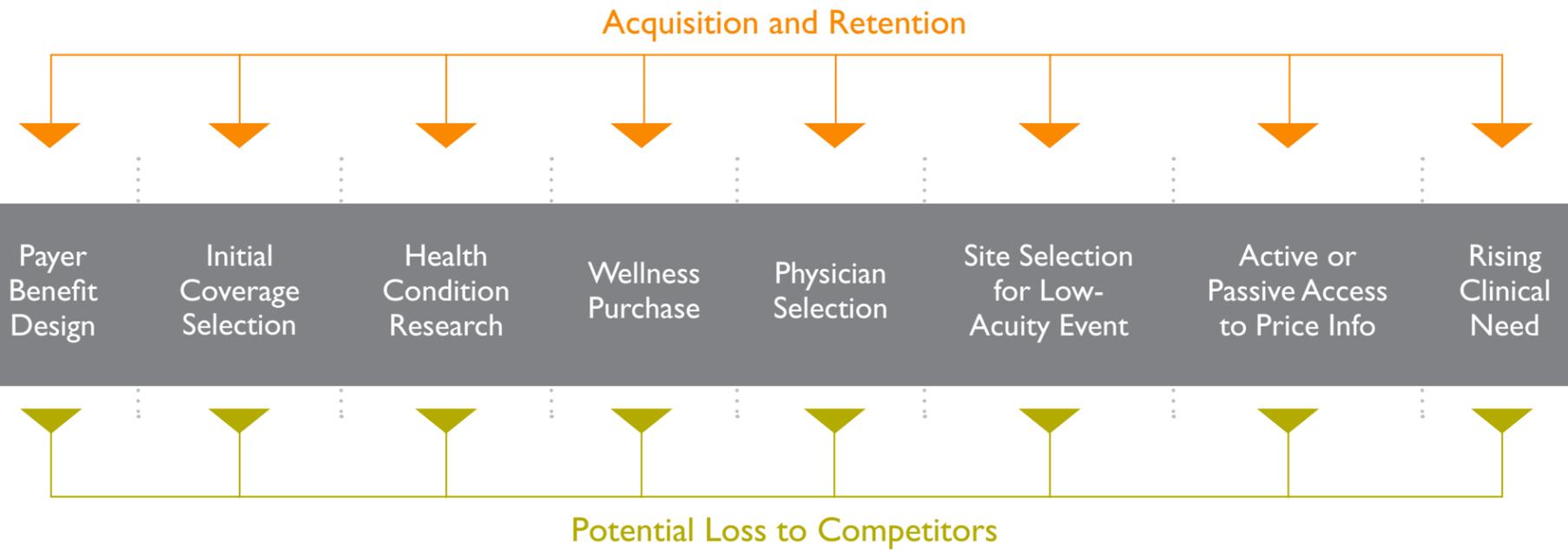


NAVIGATE THE RETAIL



In an emerging retail marketplace, multiple junctures serve as on- or off-ramps to ongoing relationships.

Among them: payers' crafting of narrow networks, an individual's initial insurance coverage choice, a prospective patient's online information gathering, site selection for an unscheduled visit. Any of those decision points can redirect enough business to radically alter growth trajectories for provider systems that fail to position their products for the broad cross-section of health care consumers.



Today health care is a market in motion—one with increasingly well-informed consumers at the wheel.



With multiple junctures across the full consumer life cycle, consumer capture can be complex.



Those consumers—and their care journeys—can vary drastically, from healthy prospective patients to those facing serious health challenges.

As savvy consumers increasingly steer their own care, success will require a strategic gear shift to respond to this new retail reality.

ATTRACT

Begin by building relevance among a broad base of individuals. Reassess branding to reshape shoppers' perceptions, rebalance your contracting strategy and hone targeting efforts.

ACTIVATE

Convert brand awareness to service selection and purchase. Optimize digital outreach, position for performance transparency and deploy new (or extend existing) upstream products.

EXECUTE

Create a stellar, consumer-centric end-to-end offering. Meet consumers' calls for convenience, transform the patient experience and monitor success with fresh metrics.

To learn more, read the Sg2 report [Engaging the New Health Care Consumer](#) or email membercenter@sg2.com.



GUIDING PRINCIPLES

OF CONSUMER STRATEGY

Reality check: Your marketplace is changing whether you like it or not. With a wave of consumerism radically reshaping industry purchasing patterns, there's no denying the rise of a retail marketplace demands a strategic shift. But just as there is no single consumer profile, there is no one-size-fits-all game plan. Success will demand a tailored approach.

MEET

consumers on their terms. Wholesale health care will continue to be prominent in the market. But price, quality, access and consumer experience are becoming the new competitive levers in the "retailization" of the industry.

ATTRACT

and activate consumers before, during and after they access services. An expanded view of both products and channels is essential to maintain relevance and engage patients and prospective patients early on.

KNOW

what specific market segments are purchasing where. Although a seeming contradiction, being attuned to the voice of health care customers actually starts by monitoring the decisions they make with their feet.

FOCUS

on "My" System of CARE. The optimal health service looks different for individuals unfocused on the inevitability of future clinical need vs occasional patients seeking pleasing but short-lived interactions vs those with chronic or complex needs.

EXECUTE

an end-to-end offering that transforms the patient experience. Know that better execution ultimately comes down to an organization's ability to rally every individual within it behind a stronger consumer-centric mission.

MEASURE

success with new metrics. Focusing solely on volume will not suffice. Future performance will hinge on the consistency with which consumers interact with the network and timely response to the factors driving consumer choice.

Ready to Get Started?

Sg2 RESOURCES

Sg2 Resource Kit: [From Wholesale to Retail: Thriving in a Consumer-Driven Market](#)

Access an array of materials from our 2014 Executive Summit conference series to learn more about the retailization movement in health care.

Sg2 Tool: [Consumer Readiness Assessment](#)

Evaluate your system's readiness to attract and activate consumers, or have Sg2 bring the assessment to life with an expert on-site session.

Sg2 Report: [Engaging the New Health Care Consumer](#)

Connect opportunities identified in the self-assessment with strategies to execute a consumer-centric offering.

Sg2 Analytics: [Analytics.Sg2.com](#)

Tap into a host of apps, including Ambulatory Market Strategist and the forthcoming Patient Flow, aimed at giving clients a new lens for market activity.

Sg2 Consulting: [Consumer Strategy](#)

Get one-on-one help to understand your market's consumer motivations, develop a customer segmentation model and identify access channel gaps.

Contact Sg2 to Learn More:

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