Today’s retail health care market makes it easier than ever for consumers to shop around for services. How do you become their provider of choice? Redesign your product offerings to create a patient experience platform that connects consumers to your system… and keeps them coming back.

**Health Care Consumer Ecosystem**

Our consumer-centric ecosystem interconnects stakeholders who are reliable, consistent and trustworthy and diversifies products and services across the full span of the patient journey. Essential features include:

- **Improved Access and Convenience**
  - Consumer-friendly scheduling
  - Triage

- **Streamlined Transitions**
  - Patient navigators
  - Care coordinators

- **Simplified Billing**
  - Credit card–type statements
  - Pre-procedure cost estimates

In Stock.

**PRODUCT DESCRIPTION**

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**CONSUMER RATINGS/REVIEWS**

**“Great Customer Service”**

More than 50% of consumers value this trait in health care as much as in other industries.

**FREQUENTLY BOUGHT TOGETHER**

Survey results from NRC Health show the strong majority of consumers want “a singular brand to guide them through the complex selection process of health care.”

**RECOMMENDED FOR YOU: SEGMENTATION FRAMEWORKS**

Three steps can help shape the buying habits of today’s savvy health care shoppers:

1. Start with the basics: convenience, value and responsiveness.
2. Dive deeper into consumer needs using robust data sets and segmentation frameworks.
3. Tailor the final product portfolio to create a truly differentiated offering.