

MAKE YOUR CONSUMER OFFERINGS CLICK

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.



77% of consumers start their search for health care services online.



Your Account | Order History | Your Cart

Health Care Consumer Ecosystem



\$ Price: See All Buying Options [\[more\]](#)

PRODUCT DESCRIPTION

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

Simplified Billing

- Credit card-type statements
- Pre-procedure cost estimates

Streamlined Transitions

- Patient navigators
- Care coordinators

In Stock.

ADD TO CART

56% of consumers actively seek pricing information prior to care.

CONSUMER RATINGS/REVIEWS

[READ ALL REVIEWS](#) | [WRITE A REVIEW](#)

★★★★★ **“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



Used by 51% of Sg2 survey participants



Used by 34% of Sg2 survey participants



Used by 34% of Sg2 survey participants

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



Start with the basics: convenience, value and responsiveness.

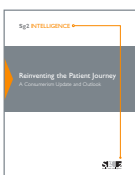


Dive deeper into consumer needs using robust data sets and segmentation frameworks.



Tailor the final product portfolio to create a truly differentiated offering.

Sources: Pew Internet & American Life Project, January 15, 2013; Cordina J et al. Debunking common myths about healthcare consumerism. McKinsey & Company, December 2015; Public Agenda. *How Much Will It Cost? How Americans Use Prices in Health Care*, March 9, 2015; Sg2 Consumerism Survey, August 2016.



The patient journey of the future will have far fewer footsteps, far more clicks. Get ready by reading our full report, [Reinventing the Patient Journey](#), or reach out to our consulting team at learnmore@sg2.com.

