

Cracking The Code: Patient Choice in 2022

Daniel Shaw - Global Clinic Rating



*Ensuring patients choose your clinic /
hospital in 2022*



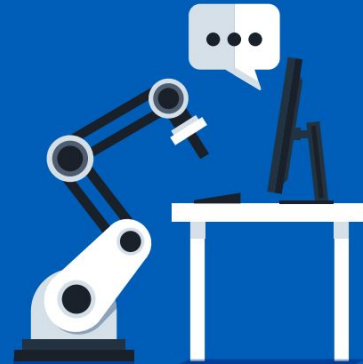


My Grandfather - John Shaw

Chronic inflammatory demyelinating polyneuropathy (CIDP)

1. Patients increasingly want to **manage their health choices digitally.**

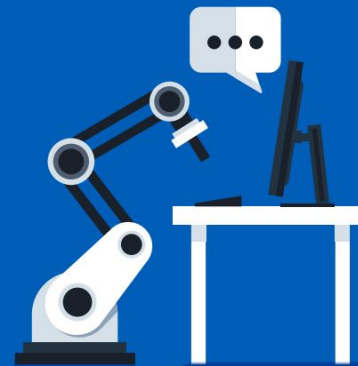
"Among UK patients, 71% want the ability to solve health choices online" (*up from 64% the previous year*). KPMG 2017



2018: Patient Choice Survey

- My data, my decisions

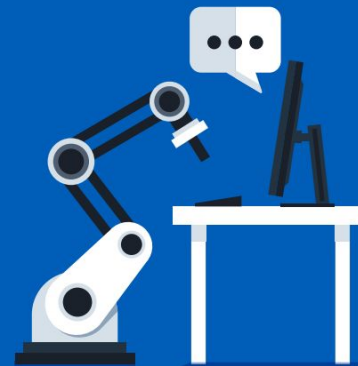
“Redesigning health in Europe for 2020” - European Patient Forum 2017



2018: Patient Choice Survey

- My data, my decisions
- Liberate the data

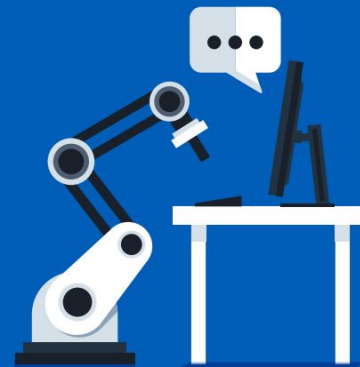
“Redesigning health in Europe for 2020” - European Patient Forum 2017



2018: Patient Choice Survey

- My data, my decisions
- Liberate the data
- Connect up everything

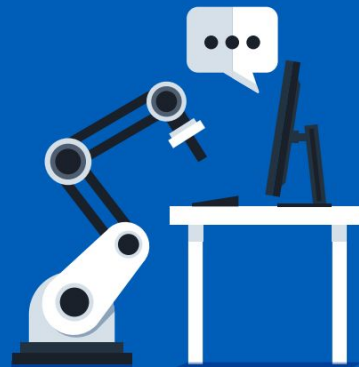
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2018: Patient Choice Survey

- My data, my decisions
- Liberate the data
- Connect up everything
- Revolutionise health

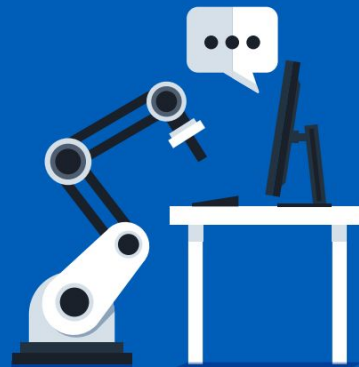
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2018: Patient Choice Survey

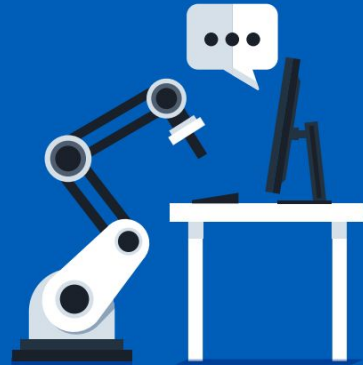
- My data, my decisions
- Liberate the data
- Connect up everything
- Revolutionise health
- Include everyone

“Redesigning health in Europe for 2020” - European Patient Forum 2017



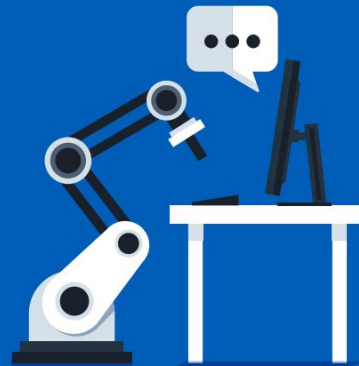
2. Clinics & hospitals are **struggling to meet** increasing expectations for the digital patient experience.

"Patient satisfaction with online experience with clinics and hospitals is at its lowest level since 2001" US patient satisfaction index 2017

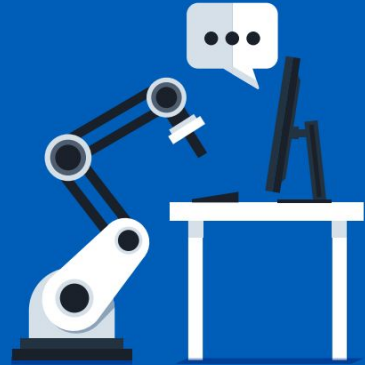


- More Messaging

Facebook / WhatsApp / Twitter all released options for customer management in 2017

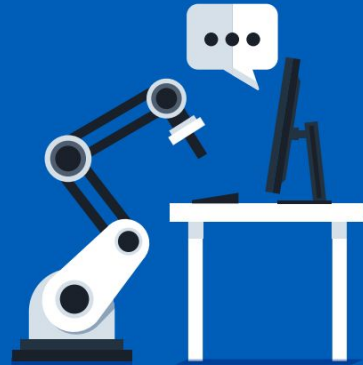


- Increased PRM capabilities

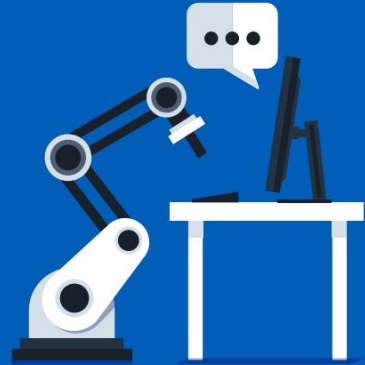


2018: Patient communication trends

- Increased use of video



- See patient outcomes





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2018: Patient Trends

1. Data

"In 2020, experience will overtake price and quality as the key brand differentiator". Walker Study 2017





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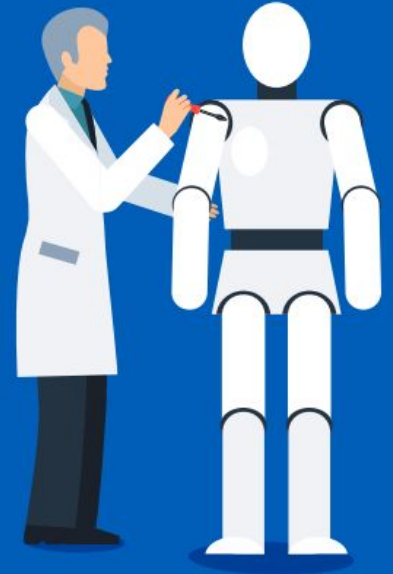
2018: Patient Trends

1. Data
2. Experience

"In 2020, experience will overtake price and quality as the key brand differentiator" Walker Study 2017



1. Collect & Liberate Data
2. Improve Experience (esp. digital)

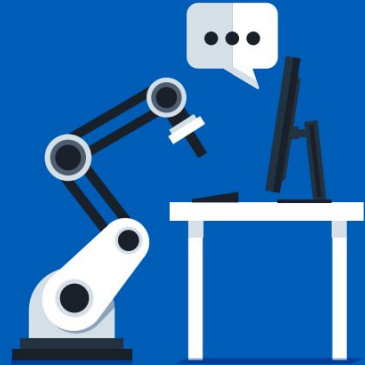




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2018: Patient communication trends

Speech Recognition

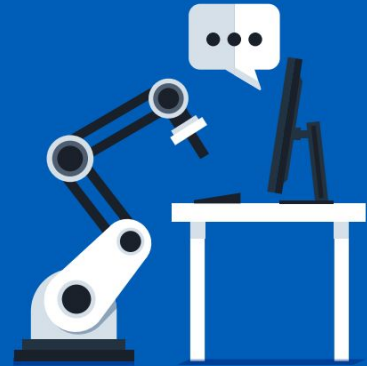




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2018: Patient communication trends

Machine Learning

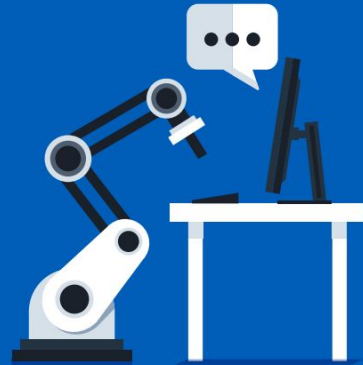




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2018: Patient communication trends

Virtual Agents

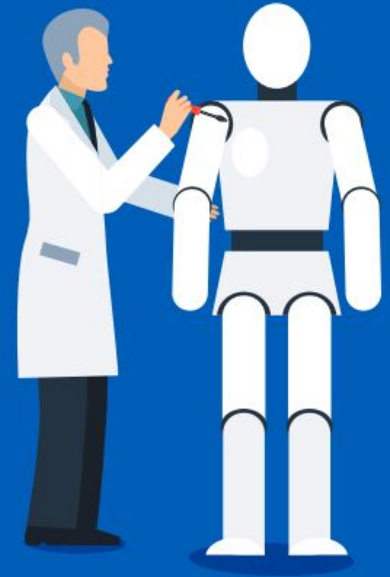


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Why Upgrade: Patient communication?

*“...to transform now -
So you can outperform
tomorrow.”*

Daniel Shaw GCR - Global Clinic Rating





Global Clinic Rating assesses the quality of medical clinics worldwide based on the outcomes & experience of their patients.

Visit: gcr.org/about for more details.



Daniel C. Shaw is an international speaker and ambassador for the work of GCR.

Visit: [linkedin/coultonshaw](https://linkedin.com/coultonshaw) for more details.