

How can providers drive patient engagement and loyalty?

Accenture surveyed more than 8,000 US consumers at least 18 years old who had sought or received care in the prior 12 months to understand how their healthcare providers perform across 10 key healthcare consumer touchpoints, and to understand key drivers of selection and switching behaviors.

Here are the key findings:

The key factors driving patient engagement and loyalty are access, ease of doing business, digital engagement and trust.

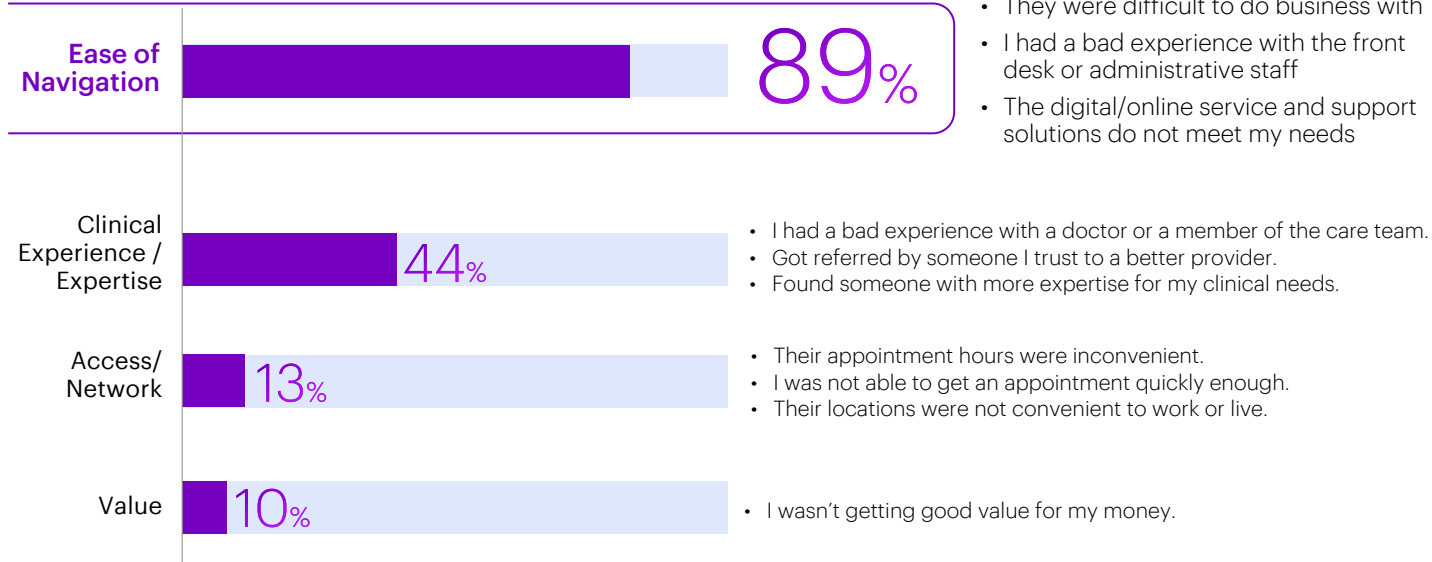
Experience factors are driving an upswing in switching, requiring organizations to re-evaluate their service models and strategy.

Our research also tells us that leading companies that prioritize customer-centric service as a value center achieve 3.5 times¹ the revenue growth compared to those treating it as a cost center.

Experience factors drive patient switching

Ease of navigation is the top reason cited by the majority of switchers – more than double the rate of switching due to poor clinical experience.

Which of the following best describes the reason(s) why you switched or stopped seeing your previous healthcare provider?



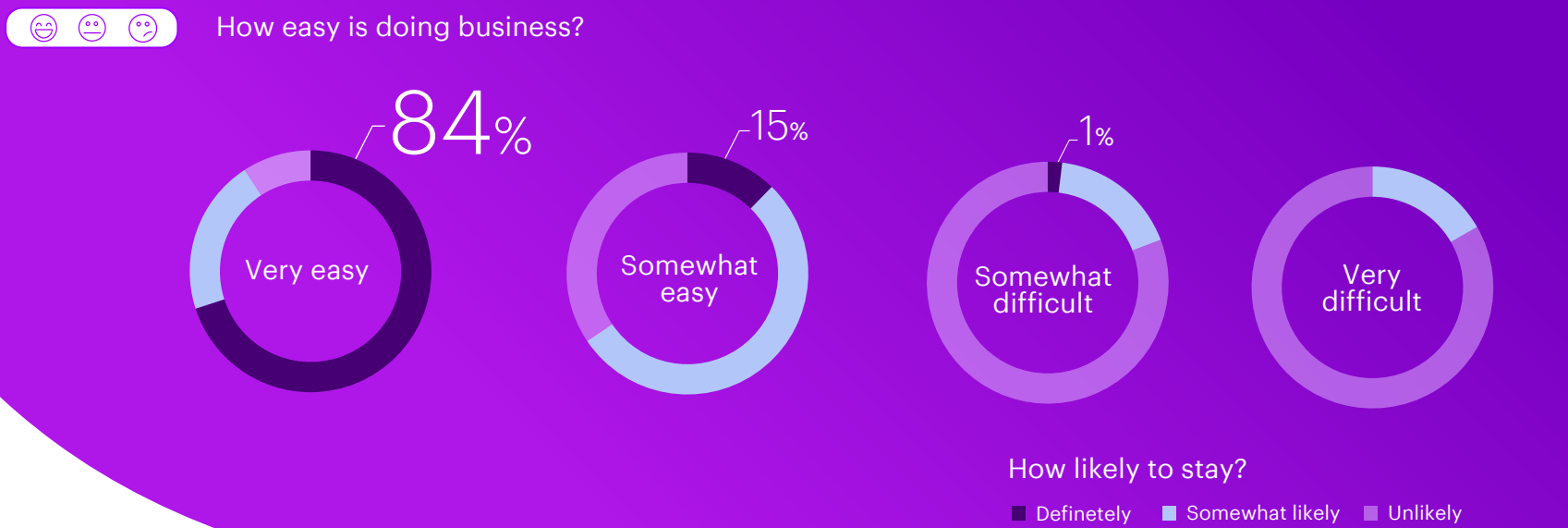
Access

Access is the top factor driving patients' selection of a new provider.



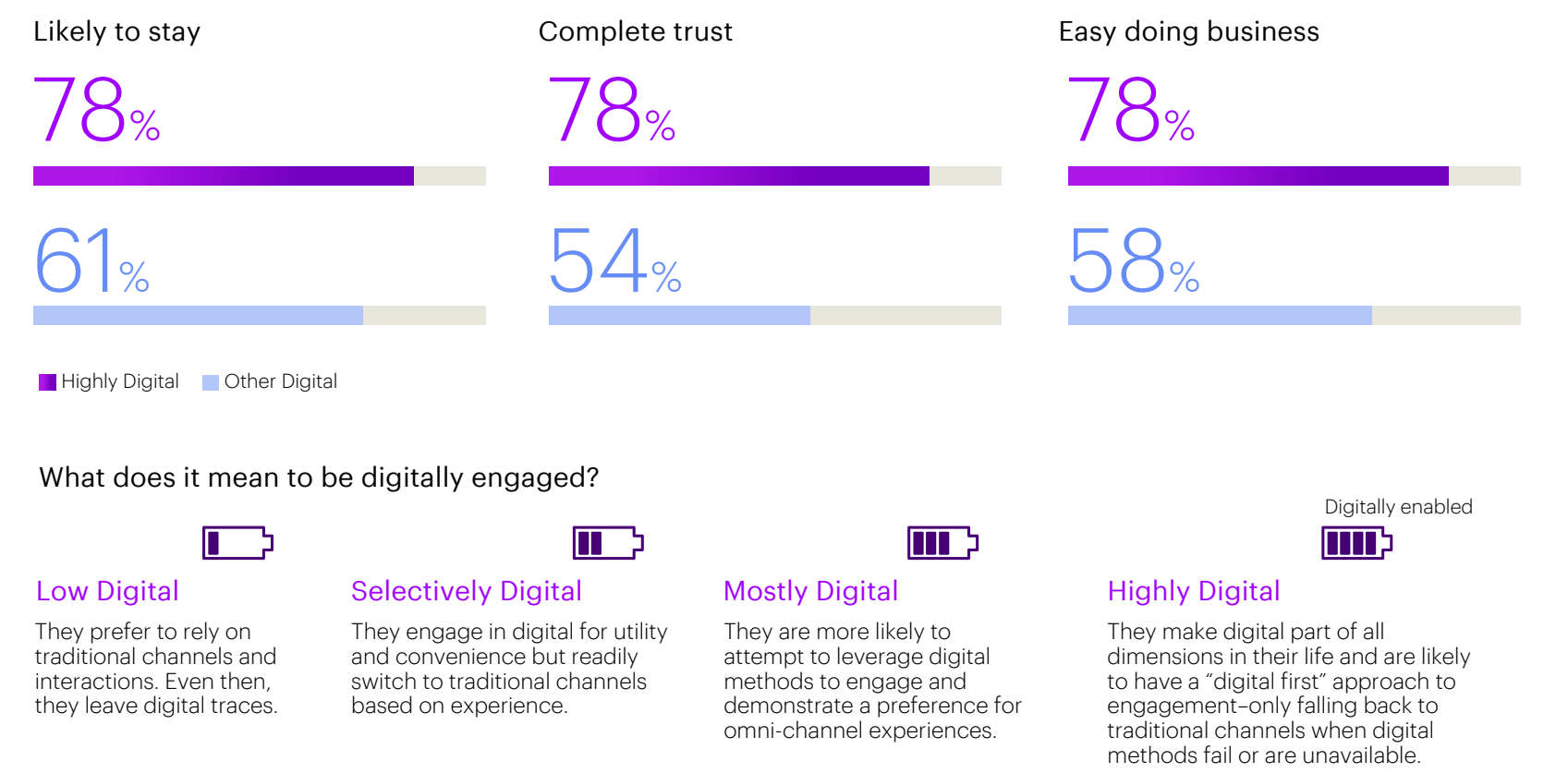
Take it easy

People who find their providers very easy to work with are 84% more likely to stay than those who find them difficult to work with.



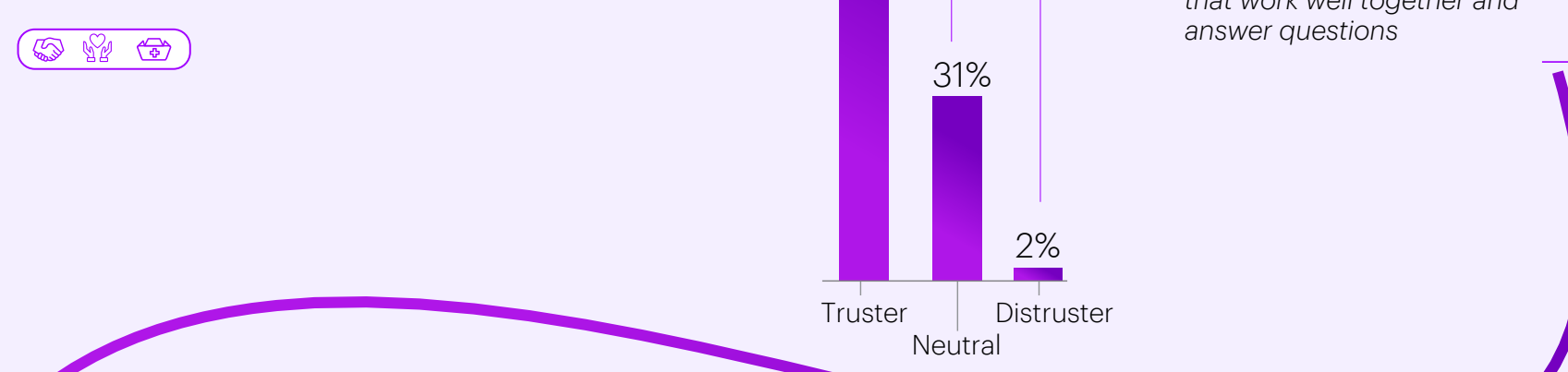
Digital engagement

Highly digital people are the most likely to be loyal, find providers easy to work with and trust them.



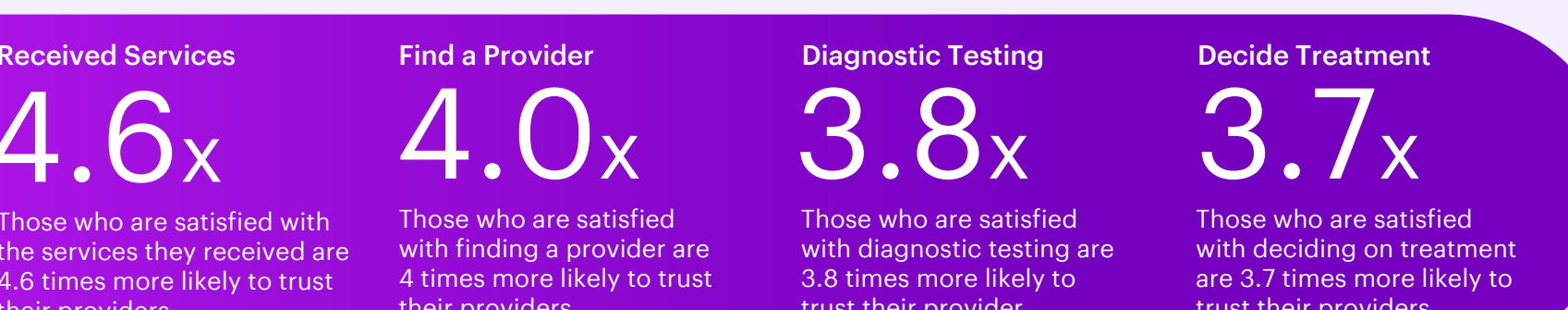
Trust

Trusters are 6x more likely to stay with their providers than other categories, and they are almost 45x more likely to stay than those who don't trust their providers at all.



Most impactful touchpoints for trust

Patient satisfaction across touchpoints impacts perceived experience and ability to trust and promote an organization.



The "loyalty gap" is wide

NPS measures customer loyalty based on the premise that consumers' willingness to recommend payers indicates future behaviors driving business growth and value.

