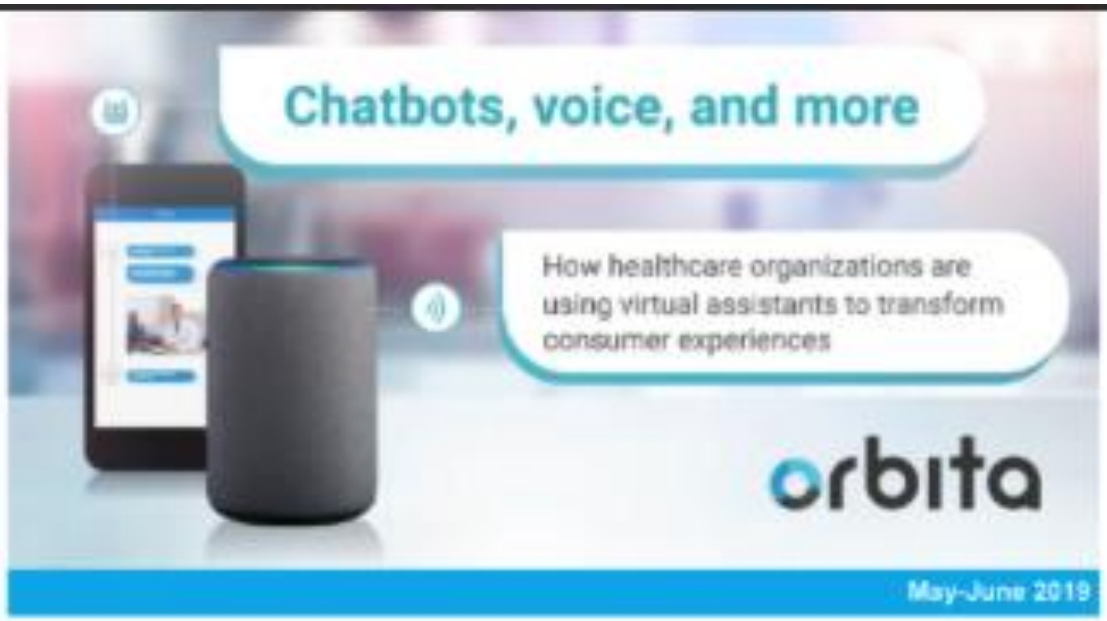
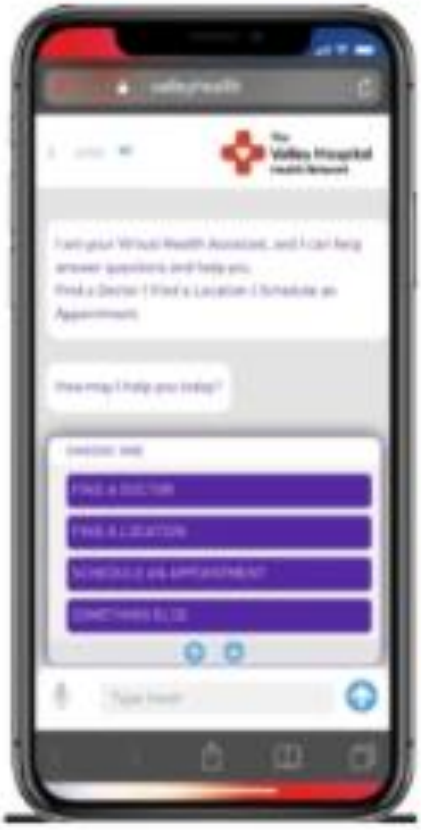


Hello beth,

In a March 2019 article titled *"Defining Consumerization in Healthcare,"* my colleague John Sharpe, Thought Advisory Director for the Personal Connected Healthcare Alliance (PCHA,) shared many excellent resources including this excerpt from a recent Forrester Report:

> *"Patients bear more financial burden and choice than ever before and are starting to view healthcare like other industries. Instead of accepting the lack of choices healthcare has to offer, patients are making the shift to consumerism. The needs and expectations of consumers have evolved, and the industry must act."*

Many healthcare consumers don't understand where to go to access the information and services they need. Delivering the right information at the right time is valuable not only to improve customer satisfaction, but also to protect against poor clinical outcomes and unnecessary costs.



Virtual Assistants Will Address Consumer Demands

How will healthcare organizations adapt to consumerization? Whether delivered via web, mobile or other digital environments, or via smart speakers such as Amazon Echo or Google Home, virtual assistants are now:

- improving patient service and information access in provider settings
- enhancing member education and satisfaction in payor environments
- boosting post-RX brand engagement to increase adherence and outcomes in pharma
- enhancing UX in vendors' digital health solutions

Demand is rising for chatbot- and voice-powered virtual assistants among digitally savvy millennials and the rapidly growing population of older adults who are widely adopting new voice-powered technologies.