Patient vs. Customer Experience:
Are they fundamentally different or similar?

Are Patients Consumers?
Consumer businesses that have pursued a distinctive “customer experience”

Many patients expect their health care providers to operate like a business with: predictability, consistency and dependability.

What is The Patient Experience?

Defining Patient Experience

The sum of all interactions, shaped by an organization’s culture, your business, patient perceptions across the continuum of care.
A Patient's experience is much broader than the clinical aspects of care; however, their first priority is quality of care: Questions they ask themselves:

Did I receive the most appropriate care for any condition? Was the outcome the best possible?

Patients are often at their most vulnerable while receiving health care services, so each interaction takes on added significance.

All of these interactions clinical and non-clinical contribute to their experience.

All of these interactions, called touch points, are the basis of the Patient Experience.

Non-clinical touch points can far outnumber those that a patient has with a medical staff. They also are often the first and last impression a patient has of the health care provider.
Greet People by Their Name
Observe Body Language
Develop a Back Pocket Question
Listen
Little Things Pack a Punch
Become Solution Minded

WHAT CAN WE DO TO CREATE A BETTER PATIENT EXPERIENCE?

Each touch point offers us the opportunity to deliver unique benefit to the patient and it creates a platform for differentiation and competitive advantage.

HOW MANY TOUCH POINTS ARE THERE?

LET’S WALK IN YOUR PATIENT’S SHOES
Mindset is everything—How do we view our patients?
Do they need something from us? Exam or Eyewear
OR...
Are they welcomed, honored guests who want a lasting relationship with us?
Do they want our help to improve their lives?
THE PATIENT EXPERIENCE: A WALK IN THEIR SHOES