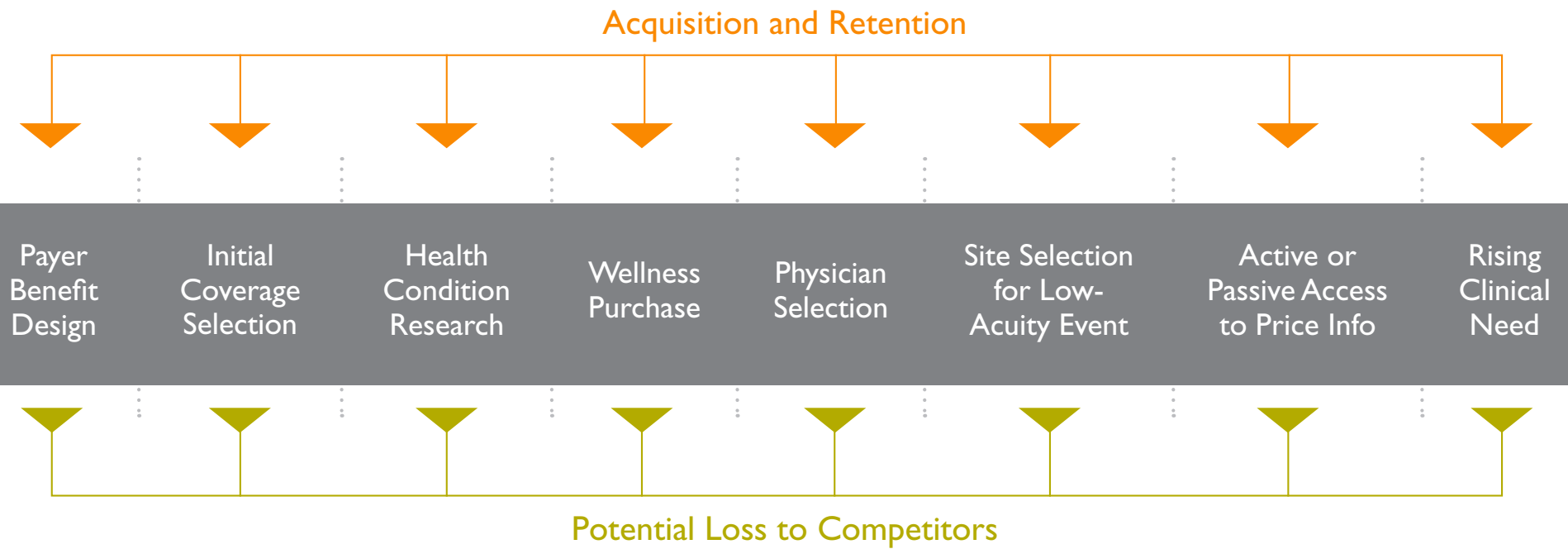


NAVIGATE THE RETAIL

ROADWAY



In an emerging retail marketplace, multiple junctures serve as on- or off-ramps to ongoing relationships.

Among them: payers' crafting of narrow networks, an individual's initial insurance coverage choice, a prospective patient's online information gathering, site selection for an unscheduled visit. Any of those decision points can redirect enough business to radically alter growth trajectories for provider systems that fail to position their products for the broad cross-section of health care consumers.



Today health care is a market in motion— one with increasingly well-informed consumers at the wheel.



With multiple junctures across the full consumer life cycle, consumer capture can be complex.



Those consumers—and their care journeys—can vary drastically, from healthy prospective patients to those facing serious health challenges.

As savvy consumers increasingly steer their own care, success will require a strategic gear shift to respond to this new retail reality.

ATTRACT

Begin by building relevance among a broad base of individuals. Reassess branding to reshape shoppers' perceptions, rebalance your contracting strategy and hone targeting efforts.

ACTIVATE

Convert brand awareness to service selection and purchase. Optimize digital outreach, position for performance transparency and deploy new (or extend existing) upstream products.

EXECUTE

Create a stellar, consumer-centric end-to-end offering. Meet consumers' calls for convenience, transform the patient experience and monitor success with fresh metrics.

To learn more, read the Sg2 report [Engaging the New Health Care Consumer](#) or email membercenter@sg2.com.

