

# STOCKING UP ON *Consumer Strategy*

OPEN

SAVVY HEALTH CARE CONSUMERS increasingly are making trade-offs as they shop for services. Quality, price, access and convenience are high on their lists. But it's up to provider systems to put the right product on the shelf. Many systems, thus, are recalibrating their offerings—through expanded channels, digital outreach and wellness-oriented products—to meet consumers on their own terms. Successful patient acquisition and retention depend on it. Check out with these 9 strategies and get retail-ready.

#1



## REASSESS BRANDING TO RESHAPE SHOPPERS' PERCEPTIONS

- Consider a move from illness to wellness.
- Promote a comprehensive solution.
- Understand importance of follow-through.

great new look! \$

1/3

employees in plans with a deductible  $\geq$  \$1,000



#2



## REBALANCE CONTRACTING STRATEGY

- Consider payer rate cuts based on narrow network impact.
- Explore employer partnerships.
- Lock in loyalty of system employees.
- Weigh health plan development options.

#3



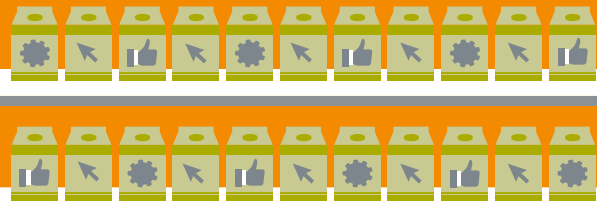
## ROUND OUT TARGETING STRATEGY

Leverage robust market view to hone acquisition targets.

#4

## OPTIMIZE DIGITAL STRATEGY

- Use technology to step up research, outreach.
- Enhance loyalty through ongoing connectivity.



#5



## POSITION FOR PERFORMANCE TRANSPARENCY

- View out-of-pocket costs as a valid part of informed decision making.
- Test discounts on select services.
- Ensure consumers gain a more well-rounded view of current value.

discount pricing!



#6



## DEPLOY NEW, EXTEND EXISTING PRODUCTS TO HOOK CONSUMERS WELL UPSTREAM

Activate individuals apart from their clinical events.

try me today!

#7



## ENSURE CONVENIENCE FOR CONSUMERS WHEN THEIR NEEDS ESCALATE

- Optimize front end of the System of CARE to accelerate access.
- Aim for expedited, system-wide triage.
- Avoid lapsed patients with ongoing connectivity, proactive outreach.

56%

consumers who actively looked for pricing information prior to seeking care

#8



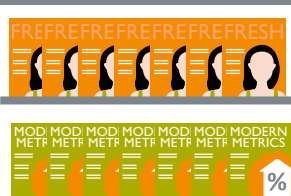
## TRANSFORM THE PATIENT EXPERIENCE

- Round out the senior leadership team with a chief experience officer (CXO).
- See services as patients do.
- Reorient the culture.

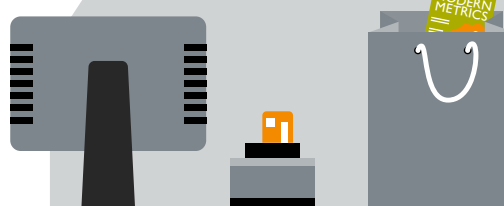
new and improved! \$

#9

## MONITOR YOUR CONSUMER STRATEGY SUCCESS WITH A FRESH SET OF METRICS



Checkout



Looking to better engage the new health care consumer or pursue consumer segmentation? [Read our full report](#) and reach out to our consulting team at [learnmore@sg2.com](mailto:learnmore@sg2.com).

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