



FUTURE FORCE #2

INFORMED & EMPOWERED PATIENTS

As we noted above, the wealth of information available to patients and consumers continues to increase, becoming more available, always on and for many embedded in their lives. This information is important for patients to feel on top of their diagnosis, ongoing treatment and overall wellbeing.

As people become more interested, informed and empowered by this information and develop a greater desire to feel in control of their health and wellbeing, they will also demand a level of customer experience and engagement in healthcare provision that is closer, in terms of level of service, convenience and the range of options available to them, to what is on offer in other more consumer-facing industries (food and drink, banking, travel, retail etc).

They feel more empowered to compare and contrast different sources of information, advice, monitoring devices and apps as well as a broader range of treatment and care options.

The idea that healthcare delivery always involves a Doctor's appointment in a healthcare establishment seems like an outdated concept in many instances.

With people increasingly doing their own research, diagnosis and also making their own choices on many "health and wellbeing" decisions.

There is a demand for more personalised or tailored treatment, care and monitoring programmes, higher levels of convenience, service and experience from the products and service providers they trust with their care and choose to engage and share time, money and data with.

Alongside care, ongoing advice and monitoring are being increasingly delivered by a number of different players across a multitude of different touchpoints, including the web, digital devices, informal patient groups, forums and more formal patient organizations, healthcare providers, social workers, family and other care givers, all of whom play a role in symptom diagnosis, ongoing advice, treatment, monitoring and other forms of support.

So in the next 5-10 years, people in many cases will no longer simply be passive consumers of care, drugs and medicines. They now have a wealth of information at their fingertips. In many cases they are extremely well educated about their conditions, and represent a group which needs to be increasingly listened to and collaborated with, as the information available to them continues to rise and evolve their needs and demands as a result.

FORCES IN ACTION



How healthcare is turning into a consumer product: A new tech boom is changing the business of medicine

(Economist)



Empowering the patient voice in healthcare decisions

(Economist Impact Report)



NUMBERS IN ACTION

25%

of people said they have checked symptoms online in the past week.

(THG Fluently "Digital Patient Report")

71%

of US patients said they checked online reviews as a first step when choosing a new Doctor.

(THG Fluently "Digital Patient Report")