

DIAGNOSING DISRUPTION: From Clinical to Consumer

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Speech
Summary



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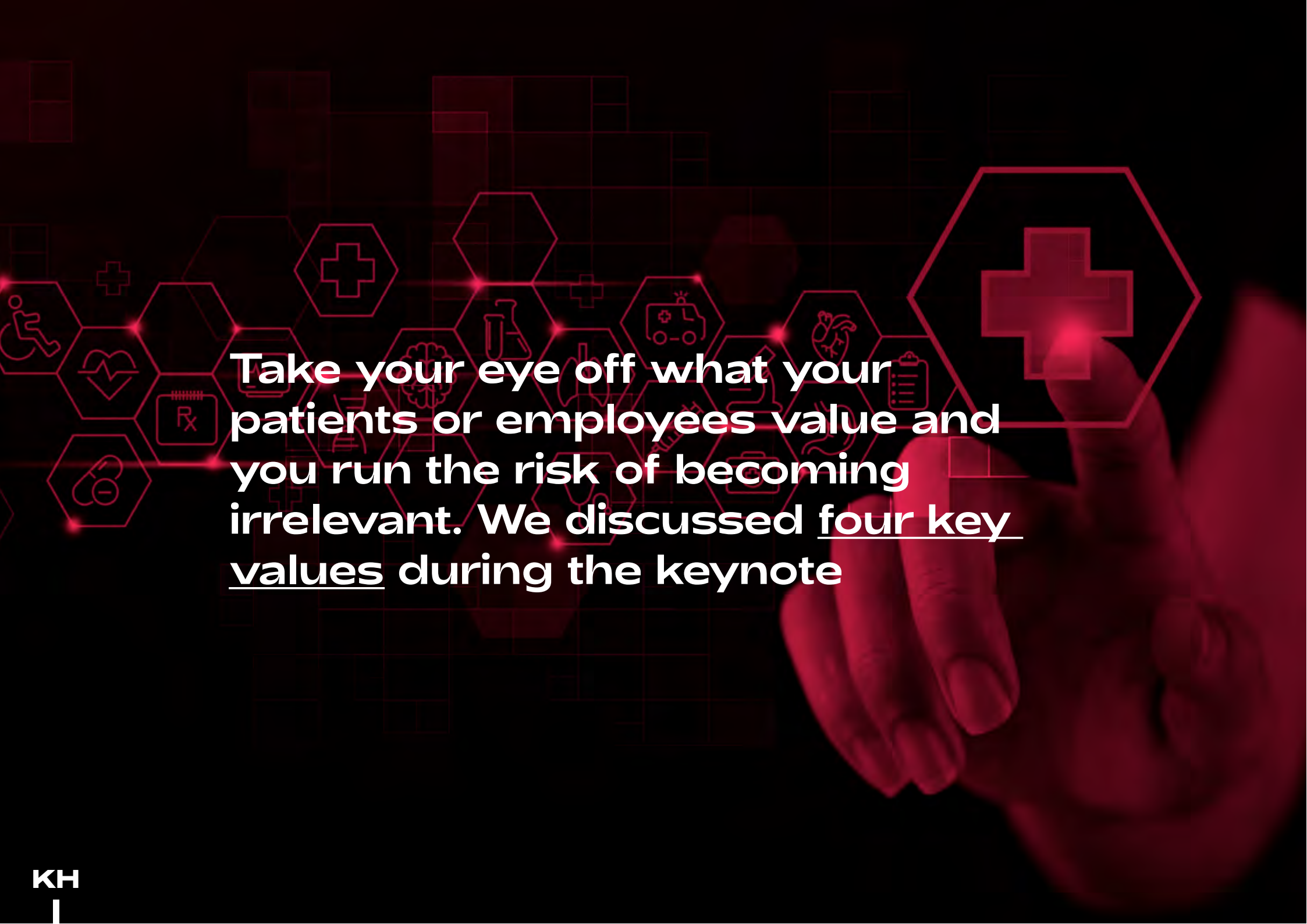


Speech Summary

Change in all forms presses down on every industry, and healthcare is no exception. Technological, Economic, Social, Regulatory and most critically from Patient and Customer Expectations themselves. To survive (and thrive) we need to exert a greater force against these changes, otherwise we will be crushed by them. To survive and ensure our hospitals are future focused, we need to have the courage to embrace new ways of working.

It would be arrogant of us to assume that we can continue to run our business the same way over the next 10 years as we have over the past 10, as arrogant as Kodak thinking digital photography would be a fad, or Nokia feeling their scale would protect them against the iPhone. Arrogance had only half the required lifeboats on board the Titanic. Arrogance kills entire brands and industries, and it could make our industry faster than you think. As patient (and employee) expectations change, alongside our societal landscape, so must we.

Staying relevant is key and so we aim to focus on what our patients/ customers value. It is in exploring and understanding the values of the modern customer connection, we can build a healthcare model for future success.



Take your eye off what your patients or employees value and you run the risk of becoming irrelevant. We discussed four key values during the keynote



01/ Blue Dot Centricity

We need to place our customer at the centre, not the procedure, product, or our own ways of working. The customer is not some inconvenient truth at the end of a customer journey. They are not a plastic bracelet. They are the BLUE DOT – the pulsing centre point around which everything must revolve.

Everything comes to the customer today. Why go to a restaurant when Grub Hub will deliver to your home? Why go out on the streets to flag a cab when Uber will deliver on to your door? Why use an expensive orthodontist when you can straighten your teeth with mail-order clear braces? Healthcare is no different and as an industry, we have been clinically and procedurally led for too long.

The Blue Dot Customer is about the philosophy. Place the patient and employee at the centre of everything we do.

Carrying the Blue Dot metaphor farther, no one would open Google maps and follow someone else's blue dot on the map – you are only shown your own. The modern customer expects to be treated personally; made feel special, have heavily customised product and service.

Sometimes we utilise technology to do this at scale. Every time I arrive at the airport car park, the barrier reads my vehicle registration, the barrier automatically lifts and my visit is auto-charged to my credit card as the WELCOME KEN message appears on the ticket terminal. No matter how many times I do this, I feel like James Bond. I feel recognised.

Make them feel special by connecting personally with them. Recall the fishing magazine story or the hearing-impaired Samsung video. Personalization evokes emotional response.



O2/Expectant

Customers expect it to be right, first time, every time. There is no room for inconsistencies in how a customer is treated today. Ultimately Customer Experience has become the battleground for success, and in that reality, we need to strive for better in Healthcare.

No longer is a customer delighted with expected levels of service. You must push past satisfaction and expectations into the 'excite & delight' space if you are to cut through with today's customer. They rightfully demand more from their healthcare experiences.

Recall that diving board analogy – your patient is at the very top in terms of their expectations of you. They want it, and they want it NOW, particularly relevant in lab and diagnostics.

Think about how to delight your customer in unexpected ways. Employees want to be pleasantly surprised also. It is only through going beyond expectations that we build advocacy and tribal belonging, an empowered customer. You need to be different from others in your industry. Think Taylor and her Swiftie army.

Remember those Harley Davidson and Red Bull tattoos – that is what we all want. An empowered consumer who tells your brand story for you.

What truly differentiates your healthcare provision from anyone else? The brands that invest in CX and strive to go beyond any and every customer expectation lay down the foundations for Customer Lifetime Value.



03 / Phygital

We now live in a 'Digital First World' – a world where we all reach for our digital devices first to answer any question or solve any problem. The digital Immersion is only going to increase with the coming Metaverse reality and as AI and Robotics converge alongside customer expectations. Every brand proposition has to be part Physical, part Digital. Customers now expect digital to drive their experiences. If you are not leveraging your assets on digital, you are 50% invisible as a business today. Online and eCommerce are only the essentials.

AI and robotics are set to change every industry, healthcare specifically. Most importantly, it will unleash a new set of customer expectations around hyper personalisation and relevance for patients. Be ready for that fourth-dimension connectivity. Begin to invest in AI across your business. Unleash the customer data you already have using AI to hyper personalise.

Return to your hospital and ask yourself how you can better engage on digital. How can you build and leverage digital assets to win the race for relevance? Don't get left behind paying with only one side of the Rubik's cube.

Digital is not about new channels and contact points (although it is those things too). Digital is simply our societal reality today, and your patient of tomorrow expects that reality of your healthcare model too.



O4/Relational

Ultimately, building Customer Lifetime Value and Customer Intimacy is about building Relationships. It is about moving away from the 'transaction' and moving towards a model that is based around putting the Relationship at the centre. This is why CX has become such an inherent part of most companies' strategy.

It is only when emotions are engaged do we build relationship, when the customer 'feels' something. We need to become a trusted partner for our patients and employees, not just another 'brand' or somewhere to work. This is a new space for healthcare, traditionally procedurally centred, switching to one where the relationship is at the core.

The more we embed emotional response and authentic, compassionate patient interactions in the customer experience, the more we build that bond with a patient. We achieve both scale and depth of connection.

Look for ways to build significant relationships, with depth, authenticity and purpose. Recall the Taylor Swift fan enraptured with experiencing the product. This type of engagement only comes when there is a significant investment made in the customer : brand relationship.

In our future deep-fake, AI-fuelled world, authentic relationship will be everything.

More content from KEN

To get a more detailed feel for Ken Hughes content, check out his **Blog – The Blue Dot Consumer**. Widely read by those in the marketing, customer experience and retail worlds, it is full of in-depth discussion and content relating to all things consumer.



For those too lazy to read blogs, and to view further visual content and past performances from Ken Hughes, check out the **YouTube channel** where he discusses all things consumer and customer experience related.



**KEN
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I love you. Don't be a one-night stand – let's have a relationship
If you enjoyed this speech, let's date again. Sign up to my
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